

COURSE DETAIL

ECONOMIC ANALYSIS OF BUSINESS

Country

Singapore

Host Institution

National University of Singapore

Program(s)

National University of Singapore

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics

UCEAP Course Number

105

UCEAP Course Suffix**UCEAP Official Title**

ECONOMIC ANALYSIS OF BUSINESS

UCEAP Transcript Title

ECON ANALYSIS BUS

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course introduces managerial economics including the organizational aspects of business. Managerial economics extracts from microeconomic theory those concepts and techniques that enable managers to select strategic direction, to allocate efficiently the resources available to the organization, and to respond effectively to tactical issues. The course analyzes how the economist is able to provide valuable insights to managers on topics such as costs, prices, markets, mergers, divestitures, globalization, and personnel policies. The important role of the entrepreneur in the economy is examined and insight into the real world- functioning of business management is also provided.

Language(s) of Instruction

English

Host Institution Course Number

EC2205

Host Institution Course Title

ECONOMIC ANALYSIS OF BUSINESS

Host Institution Course Details**Host Institution Campus****Host Institution Faculty****Host Institution Degree****Host Institution Department**

Economics

Course Last Reviewed

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