

# 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 Campus

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Economics

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