

Course Title	MANAGERIAL ECONOMICS
Course Code	ECO 601
Course Purpose and Objectives	The purpose of this course is to deal with the application of economic principles and procedures to managerial decisions, highlighting microeconomics rather than macroeconomics. The course emphasizes on marginal analysis and forecasting techniques as a decision-making tools to help organizations optimize managerial decisions and maximize their potential profits.
Learning Outcomes	<ol style="list-style-type: none"> 1. Critically evaluate the link between economic theory and the decision sciences in the analysis of managerial decision making. 2. Discuss the theory of the firm and use marginal analysis to optimize managerial decisions. 3. Use regression analysis and forecasting techniques in demand controlling process. 4. Use the production function and cost function to optimize managerial decisions. 5. Discuss the various market structures, create competitive strategy, and develop optimal price decisions.
Course Content	<ul style="list-style-type: none"> • Managerial economics • Demand and forecasting • The theory of production • Cost analysis • Market structure • Other topics