

ECON5326 - Managerial Economics

[ECON 5326](#) Managerial Economics (3 semester credit hours) Managerial economics has as its focus rational business decision making. This course provides a bridge between economic theory and practice. The inherent methodological approach of the course is the application of microeconomic theory to a variety of challenging business enterprise problems in order to optimize managerial decisions. As such it covers theories of the firm, corporate governance, demand and production economics, financial economics, industrial economics and draws heavily from quantitative techniques such as regression, time series analysis, game theory and operations research. (3-0) R