

MANAGERIAL ECONOMICS

WHEN

Spring 2025

CREDITS

2.5

FORMAT

Online Offline

EXTRA

MBA-course

LANGUAGE

English

This course starts with reviewing the scope of managerial economics and some basic concepts such as demand and supply, optimization techniques, NPV, opportunity costs. Also, students will consider demand analysis: determinants of demands for goods and services, changes in tastes, the effects of demand elasticity on revenue maximization.

During this course the focus will shift to production and cost analysis which helps to understand the supply side of the firm. Game theory will then be applied to markets with a few players and strategic interdependence.

COURSE OBJECTIVES

The main objective is to provide students with a comprehensive understanding of managerial economics enabling participants to analyze and make optimal managerial decisions by examining the principles of demand and supply, cost analysis, market structures, game theory, pricing strategies, and global perspectives on decision-making in a business context. Choose this course if you want to:

- Understand the scope and key concepts of managerial economics, including demand and supply, optimization techniques, NPV (Net Present Value), and opportunity costs
- Estimate and forecast demand for goods and services using appropriate techniques
- Evaluate how different market structures, ranging from perfect competition to monopoly, influence optimal decision-making by firms
- Examine various approaches to setting prices and different types of price discrimination
- Perform break-even analysis to assess the minimum level of sales required to cover costs and make informed managerial decisions.

Please visit our website for the most current information

<https://mba.kse.ua/>

COURSE OUTCOMES:

At the end of this course the students should be able to:

- Discuss the basic principles of optimal managerial decision-making
- Be familiar with techniques of cost-minimization and profit-maximization
- Understand optimal price-setting under different market structures
- Be able to perform break-even analysis
- Apply game theory to business situations.

CONTACT INFORMATION

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