Course Title	**MANAGERIAL ECONOMICS**
Course Code	**ECO 601**
Course Purpose and Objectives	The purpose of this course is to develop students' ability to apply managerial economics theories, quantitative methods, and empirical research to analyse complex business problems and support managerial decision-making. Students will critically evaluate economic environments, market conditions, production and pricing decisions using analytical techniques such as marginal analysis, forecasting, regression, and optimisation models. Based on rigorous economic analysis, students will formulate evidence-based managerial recommendations that improve organisational performance and sustainable competitive advantage.
Learning Outcomes	1. Critically evaluate managerial economics theories, decision science models and empirical research to analyse complex managerial problems and support evidence-based business decision-making. 2. Analyse the theory of the firm, marginal analysis and optimisation techniques to evaluate alternative managerial decisions and recommend appropriate courses of action supported by economic analysis. 3. Analyse market demand using regression analysis, forecasting methods and economic data to generate evidence-based recommendations for pricing, production and resource allocation. 4. Conduct rigorous analysis of production and cost structures using production functions, cost analysis and optimisation models to recommend strategies for improving operational efficiency and profitability. 5. Evaluate competitive market structures, pricing strategies and strategic interactions using managerial economics theories and quantitative analysis to recommend effective pricing and competitive strategies for different business environments.
Course Content	**MANAGERIAL ECONOMICS** **DEMAND AND FORECASTING** **THE THEORY OF PRODUCTION** **COST ANALYSIS** **MARKET STRUCTURE** **OTHER TOPICS**