Applies microeconomic theories to the problem of most efficient use of resources within and between the organization and the economic system. Utilizes macroeconomic theories to forecast the future economic environment. Studies compromising techniques to reach an optimum of objectives when maximization remains elusive.

Prerequisites: ECON 301, ECON 302, MATH 355, STAT 362


Expected Student Outcomes:
Student will learn to apply microeconomic theories to business problems.

Evaluation: Tests and written assignments.

Attendance is required beginning September 26. Three absences will result in not being allowed to take any further examinations or quizzes. Furthermore, a quiz missed due to absence, cannot be made up.

General Education Requirement
Met through the written assignments.

Note: Syllabus Statement for Persons with Disabilities:
It is the intention of the institution to support full participation of all students, regardless of physical ability level. Therefore, if any student needs consideration of his/her physical abilities in order to complete the course, please notify the instructor as soon as possible.
1 Introduction
2 Demand Theory and Analysis
3 Production and Cost in the Long Run
4 Production and Cost in the Short Run
5 Product Pricing and Profit Analysis
6 Price Discrimination: Exploiting Information About Demand
7 The Boundaries of the Firm
8 The Firm and Its Rivals
9 Topics in the Pricing of Products and Resources
10 Strategic Management Decisions
17 Private Markets and Public Policy
18 Antitrust and Regulation