

Econ 3400 Managerial Economics

Econ 3400 applies the tools and concepts of microeconomics to managerial decision making. **Topics covered include:**

- **Using Marginalism (small incremental changes) to make decisions**
- **Product Demand and Optimal Pricing**
- **Competition and Monopoly Behavior**
- **Production and Cost Analysis**
- **Game Theory and Competitive Strategy**
- **Decision Making under Uncertainty**
- **Bargaining and Negotiation under Cooperation and Conflict**



- **Econ 3400 develops decision making skills, and pertains to not only Economics and Business, but is of interest for students in Aviation, Health Sciences, Sustainable Brewing and numerous other areas.**
- **This course is currently being offered once per year, generally in the Spring semester.**
- **Econ 3400 is being offered in a hybrid format.**

