

Business Microeconomics

Prof. Mario Macis

Course description:

This is a foundational microeconomics course with emphasis on the application of economic principles and methodologies to private and managerial decision problems. Major topics include consumer choice and market demand, costs and profit maximization, market structures (competition, monopoly, and oligopoly), short- and long-run output/price decisions, strategic interactions (game theory), pricing with market power, decision-making under risk and uncertainty.