

ECONOMICS FOR MANAGERS, (ECTS 5)

The course Economics for Managers students will study different books in economics and introduce key concepts and patterns in microeconomics and mathematics for economists and managers: optimization, analysis, assessment and demand forecasting, performance evaluation and production costs, linear programming and an introduction to different market structures. Our students will also gain the ability of critical and analytical thinking and learn to use new analytical tools and models in order to understand economic concepts and skills that are used in everyday business. Finally, this course serves to teach students who are the link between economics and managerial decision making, and will learn how to apply their knowledge of mathematics and statistics to economic problems .