ECN419 Managerial Economics I (2 Units)

Department of Economics

Covenant University
1. ECN419
1.1. ECN419 Managerial Economics I (2 Units)

This is essentially an application of economic principles to provide solutions to decision problems in organisations. This entails introduction to business economics, information and decision making, decision making under risks and uncertainty, Legal forms and organisational structure, production and cost theory, marketing management, organisation and management, organisational theory and personnel management. Economic theory of consumer behaviour, demand estimation and forecasting, profit maximisation and alternative explanations of the objectives of firms the influence of ownership, organisation of the firm, implication of the firms organisation structure on its performance the internal organisation of the firm, models of firm decision making.