Nebraska Wesleyan University

ECON 5030 Managerial Economics

Catalog

2026-2027

Course Description

This course is an overview of how economic theory is applied to evaluating and making decisions and understanding decisions of others. It will cover the basics of the classical microeconomic analysis: supply and demand model and its applications under different assumptions about the market structure. Among topics covered are also more complex pricing strategies and decision making under uncertainty, elements of game theory and its applications to analyzing decision making.

Course Hours

3 hours

Departments

1. Business Administration (Graduate)