

economics for managers part pdf

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MBA - I Semester Paper Code: MBAC 1002

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â€¢ Transactions and Strategies: Economics for Management (1st edition), Robert J. Michaels, South-Western Cengage Learning, 2011. This is the text for the first 10 weeks. â€¢ Packet of PowerPoint slides, available at the Grainger Hall Copy Center ahead of 1st day of class. â€¢ Macroeconomics for MBAs, Morris A. Davis, Cambridge University Press.

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Economics for Managers applies fundamental economic principles to real-world business challenges. You will dive into topics like customer demand, supplier cost, markets, and competition. You will learn how businesses think about pricing, production, and differentiation. In the process, you will

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