When most people think about what an economist does, they probably think about interest rates and exchange rates, foreign trade, unemployment, growth, and inflation. What is perhaps less obvious is that the economist can help you better understand and manage your day-to-day business. In this course we will try to introduce you to the way of thinking and seeing the world of economists, and teach you to rigorously apply economic analysis to business decision making.

The course will provide you with the basic economic principles that govern supply, demand, production and costs, market structure, and pricing.