

Managerial Economics

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Subject overview

This study guide introduces Managerial Economics through the core concepts of its academic field. Learning in this area involves precise terminology, an appropriate analytical method, and a well-explained example. Students can use the reading and exercises below to connect foundational principles with discipline-specific problems.

Core concept

Key ideas and techniques

Analytical method

Describe the organizational decision, its objectives, and its competing constraints. Compare two courses of action with transparent criteria, and identify what additional evidence would alter the recommendation.

Applied exercise

Design an analytical example that makes assumptions, procedures and conclusions explicit.

Questions for reflection

1. Explain Key ideas and techniques in the context of Managerial Economics.
2. Apply the following exercise and state its assumptions: Design an analytical example that makes assumptions, procedures and conclusions explicit.
3. What evidence would help evaluate the method described above?

Faculty research connection

CAO Qingning — Technology management and digital strategy. Related research expertise.

Literature: University library and subject databases

<https://lib.ustc.edu.cn/>