

FACULTY OF **ENGINEERING**

DEGREE COURSE: **INDUSTRIAL ENGINEERING BS**

**SUBJECT:** ECONOMICS FOR BUSINESS AND MANAGEMENT

**LECTURER:** ENRICO GUZZINI

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## **OBJECTIVES**

The course is aimed at

- 1) giving students a basic knowledge concerning microeconomics
- 2) giving students a basic knowledge concerning firm's financial accounts
- 3) giving students a basic knowledge concerning capital budgeting decisions

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## **CONTENTS**

Markets, demand, supply, elasticity.

Theory of firm, production function and cost functions.

Market structures.

Firm's financial accounts.

Capital budgeting decisions.

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## **LEARNING OUTCOMES**

At the end of the course students:

- will have a basic knowledge about the behaviour of firms within the markets in which they operate
- will have a basic knowledge about the firm's financial accounts
- will have a basic knowledge about how to make business decisions (in particular, capital budgeting decisions).

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## **ASSESSMENT**

Written exam: multiple choice and open questions

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## **RECOMMENDED TEXTBOOKS**

Begg D., Fischer S., Dornbusch R. – Economics – McGraw Hill, latest edition available  
or

Chrystal K.A., Lypsey R.G. – Economics for Business and Management - Oxford University Press, latest edition available

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