

Micro-Economics

2 Days **BGMI**

OVERVIEW

This workshop will provide participants with the basic tools and concepts needed to understand, describe and analyse the individual behaviour of economic agents brought together on different markets. Furthermore, it will also provide them the tools for economic analysis of a company strategy and to understand the link between market structures and the strategic decisions made. It will also enable the participants to understand the motives for public intervention and the forms of intervention from the public sector.

LEARNING OUTCOMES

By the end of this course participants will be able to:

- Understand situations that they come across everyday, analyse them and even predict them.
- Understand how companies make decisions based on reports of market forces.
- Know the reasons behind laws for business competition.
- Understand the movement towards privatisation of public monopolies.
- Justify the intervention of public powers.

TOPICS COVERED

- Demand, elasticity and consumer surplus.
- Cost, supply, the link between the job market and technology.
- The law of supply and demand, the market, market structures, indexes and industrial politics.
- Economy and the law: what are the reasons for intervention, what are the rules?

EXTRA NOTES

An equivalent course is available in Arabic and French. Please call us for details.