**Managerial analysis**

1. Introduction to the managerial analysis. Explanation of the economics.
2. The fundamentals of managerial economics.
3. Nature of managerial analysis.
4. The major sectors of economy and how they affect our lives.
5. Nature of the firm.
6. Individual decision-making , preferences and choice.
7. Demand and supply. Demand curve, supply curve.
8. Determinants of demand.
9. The explanation of demand. Demand curve.
10. Types of demand.
11. The law of demand and exceptions.
12. Supply and demand analysis .Consumer surplus.
13. Supply analysis. Supply curve. Law of supply.
14. Determinants of supply.
15. Elasticity of supply. Kinds of supply elasticity.
16. Factors influencing supply elasticity.
17. Production analysis. Production function.
18. Cost analysis. Cost determinants.
19. Types of cost. Short-run costs.
20. The theory of individual behavior.
21. Consumer preferences.
22. Constraints.
23. Big five personality dimensions.
24. Model of individual behavior.
25. Emotional intelligence. Types of Emotional intelligence.
26. The Organization of the Firm. (Spot exchange, contracts and etc. )
27. Specialized Investments and types.
28. Problems and Solving the Problems.
29. Specialized investments  
    increase transaction costs because they lead to.
30. Market structure.
31. Demand and Market Conditions
32. Pricing behavior
33. Types of Integration and merge activity
34. Managing in competitive markets
35. Minimizing Losses
36. Monopoly Power
37. Monopolistic competition.
38. Implications of Product Differentiation
39. Optimal advertising decisions.
40. Strategic planning and control
41. Performance management. The role of management accounting information in performance management
42. SWOT analysis and performance management
43. Benchmarking , types and stages
44. Benchmarking and reasons for benchmarking
45. Mission and mission statements, Goals and objectives.
46. Business structure and information needs
47. Management information systems (MIS)
48. External influences on organizational performance
49. Game theory
50. Information requirements and management structure
51. Analyzing the Internal Environment of the Firm.
52. The planning and control cycle
53. Fixed and flexible budgets-Zero based-Activity based budgeting
54. Dynamic conditions
55. Basic variances
56. Basic Rule of Profit Maximization
57. Elasticity and the pricing decision
58. Variables which influence demand
59. Price strategies
60. A price skimming policy may be appropriate in the cases- Market penetration
61. Financial and non-financial performance indicators
62. Performance indicators in relation to employees
63. Branding and brand awareness
64. Management accounting and organisational culture
65. Life cycle costing and target costing
66. LIMIT PRICING TO PREVENT ENTRY
67. PREDATORY PRICING TO LESSEN COMPETITION
68. Strategies for Vertically Integrated Firms
69. CHANGING THE TIMING OF DECISIONS OR THE ORDER OF MOVES
70. Performance evaluation and  
    corporate failure
71. the balanced scorecard- The performance pyramid
72. Strategies for declining industries
73. Guide to Government in the Marketplace
74. Feedback failure
75. GOVERNMENT POLICY AND INTERNATIONAL MARKETS