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Best-selling Economics of Strategy focuses on the key economic concepts students must master in order to develop a sound business strategy. Bringing economic theory and strategic analysis to life in an engaging and uniquely modern way, Besanko et al. have collaborated for over 15 years to build an introductory business course that combines basic concepts from economic theory of the firm and industrial organization with ideas from modern strategy literature.

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Subject knowledge and understanding Demonstrate knowledge of economic trends, institutions and policies, especially in the context of strategic decisions of businesses. The teaching and learning methods that enable students to achieve this learning outcome are: Exercise question sheets, Essays, Group Projects, Tutorial discussions and presentations. The summative assessment methods that measure the achievement of this learning outcome are: Formative: Exercise question sheet answers, Essays ...

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