

BUSINESS ECONOMICS CERTIFICATE

Program Description

Supply and demand. Cost-benefit analysis. Resource allocation. In this certificate program, you will explore the applications of key microeconomic concepts to build the critical business foundation every manager needs to make effective decisions. You'll gain a deeper understanding of international trade, labor markets, loan markets, and currency markets, as well as competition between companies. You'll have the opportunity to make predictions about how prices and quantities will change when market conditions fluctuate and discover different models for pricing, production, and market analysis. Whether you're a business consultant or analyst, an emerging leader or a experienced executive, you'll come away with core economic tools you can apply to position your business for success in today's evolving market landscape.

Key Takeaways

- Apply microeconomic concepts to critical business questions
- Explore the impacts of changes in supply and demand on the price and equilibrium points of your industry
- Leverage 5 types of non-linear pricing to maximize profit
- Develop a model of production using a single variable input
- Analyze economies of scale and the benefits and risks of specialization
- Identify close substitutes to your industry and predict how they might affect your organization
- Understand key variables in labor markets, loan markets, and currency markets
- Examine government interventions and technological advances in markets and how they impact your organization
- Use the model of perfect competition to analyze both the short-run and long-run equilibriums
- Examine how monopolies behave
- Investigate relevant concepts that can help you make business predictions
- Analyze competitive markets

What You'll Earn

- Business Economics Certificate from Cornell University's Jeb E. Brooks School of Public Policy
- 50 Professional Development Hours (5 CEUs)

Who Should Enroll

- New, emerging, and experienced leaders
- Individuals seeking to expand their business management skills
- Consultants
- Analysts and researchers
- Entrepreneurs

Total Investment

- 2.5 months to complete all the courses

How To Enroll

For more information on how to enroll, please visit Business Economics Certificate (<https://ecornell.cornell.edu/certificates/financial-management/business-economics/>).

Courses

Code	Title	Hours
eCornell CORE101	Examining Scarcity and Opportunity Cost	0
eCornell CORE102	Analyzing Price and Equilibrium	0
eCornell CORE103	Conducting Market Analysis and Predicting Price	0
eCornell CORE104	Modeling Perfect Competition	0
eCornell CORE105	Comparing Monopolies and Competition	0