Foundations of Microeconomics for BBA, year 2017.

Questions for the exam:

1. Diffusion of innovation.
2. Economics of scale.
3. Size of the firm.
4. Opportunity costs.
5. Costs and prices.
6. Consumer sovereignity.
7. Uncertainty and risk.
8. Competition.
9. Functions of the price system.
10. Supply and demand.
11. Profits and losses.
12. Returns on capital.

Questions for the Friday classes colloquium:

1. Business mistake of neglecting technological revolution (Kodak case).
2. Wrong assessments of the direction of change (Iridium case).
3. Potentials for developing future business (Ford and Tesla Motors cases).
4. Firms getting too big to efficiently function (chapters 5 and 7 from Chunka/Mui book).
5. Efficiency in reaching out to consumers and cost cutting (Air Asia case/Google).