

# Download Media Economics : Understanding Markets, Industries, And Concepts

Microeconomics (from Greek prefix mikro-meaning "small" + economics) is a branch of economics that studies the behaviour of individuals and firms in making decisions regarding the allocation of scarce resources and the interactions among these individuals and firms. Economics (/ ˈ k ʌ n ɪ k s, i ˈ k ʌ -/) is the social science that studies the production, distribution, and consumption of goods and services. Economics focuses on the behaviour and interactions of economic agents and how economies work. AC; AC411 Accounting, Strategy and Control. AC412 Accountability, Organisations and Risk Management. AC415 Management Accounting for Decision Making COLLEGE OF ARTS & SCIENCES COMMUNICATION Detailed course offerings (Time Schedule) are available for. Spring Quarter 2019; Summer Quarter 2019; COM 200 Introduction to Communication (5) I&S/VLPA Introduces theories and research in communication.