MBA540 Terminology:

Module 1:
1. Organizational architecture
2. Economic analysis
3. Economic Darwinism
4. Marginal costs
5. Marginal benefits
6. Sunk costs
7. Opportunity costs
8. Utility
9. Marginal utility
10. Indifference curve
11. Expected value
12. Risk aversion
13. Property Rights
14. Comparative advantage
15. Equilibrium price
16. Equilibrium quantity
17. Externalities
18. Contracting costs
19. General knowledge
20. Specific knowledge