

**HKUST Business School - Department of Economics**  
**ECON3014 L1 – Managerial Microeconomics (Fall 2018-19)**  
**Course Outline**

<b>Lecture Time:</b>	Mo: 4:30 – 5:50pm & Fr: 12 – 1:20pm
<b>Venue:</b>	Room1011, Lee Shau Kee Business Building
<b>Course Website:</b>	CANVAS
<b>Instructor:</b>	SIU, Kam Wing (蕭錦榮)
<b>Office:</b>	Room 6054, Lee Shau Kee Business Building
<b>Email / Phone:</b>	<a href="mailto:eckwsiu@ust.hk">eckwsiu@ust.hk</a> / (852) 2358-7617
<b>Office Hours:</b>	By appointment
<b>Teaching Assistant</b>	Icy GUO
<b>Office:</b>	Room 6066, Lee Shau Kee Business Building (LSK)
<b>Email / Phone:</b>	ecbguo@ust.hk / (852) 2358-7629
<b>Office Hours:</b>	By appointment

**A. Course Description**

Apply principles of microeconomics to real world business issues and public policies. I will use real world examples and cases as much as possible in order to enhance your understanding of course materials.

**B. Textbook:**

There is no single required textbook for this course. Lectures will be based on lecture PPT and notes. Other reading materials will be posted on CANVAS.

**C. Course Objectives:**

- Provide an in-depth understanding of microeconomics theories and related quantitative tools, and to apply them to identify, analyze and provide explanation for and solutions to business problems, government policies and social phenomena;
- Encourage application of microeconomics theories and effective communication through a writing assignment.
- Build a solid foundation for further pursue in Economics at more advance level;

**D. Course Intended Learning Goals (CILOs) – Upon successful completion of this course, you should be able to:**

1. Achieve solid understanding in microeconomics, including some advance topics, such as asymmetric information, transaction costs and firm’s internal organization, multiproduct pricing decision;
2. Apply microeconomics theories and related quantitative tools to explain and solve a wide range of real world issues, such as firm’s output decision, pricing decision, firm’s M&A decision;
3. Understand the interaction between market and government and to achieve better understand in public policy analysis;
4. Remain conscious to what happening around you and to apply what have learnt to provide explanation and solution.

### **E. Course Format / Teaching Approach:**

This course is delivered through lectures and tutorials.

Students attend two 80-minute lectures per week. Tutorials will be arranged when needed. Tutorial times and topics will be announced in advance during lectures and on CANVAS. Please note that lectures and tutorials are not “substitutes” but “complements” to each other. Do attend both lectures and tutorials for your own benefit.

### **F. Course Website**

All course materials and announcements will be posted on the CANVAS. You should visit the CANVAS daily to check announcement, obtain class material and verify your personal grading record.

### **G. Office Hour and Appointment:**

Office hour is by appointment. If you have any questions, please do not hesitate to make an appointment with me by email ([eckwsiu@ust.hk](mailto:eckwsiu@ust.hk)).

### **H. Examinations and Grades:**

#### Problem sets:

Problem sets will be assigned for each major topics (will be posted on the CANVAS). You have to turn in your own problem sets before the announced deadline through the CANVAS. Please note that NO late submission will be accepted. Understanding the problems will substantially assist you in learning the course materials. I strongly suggest that you form small study groups to work on the problems. Full solution will be posted on the CANVAS. If you have any questions about the problem sets, please seek help from me or TA.

#### Writing Assignment (short article):

Suggest an interesting question about something they have personally observed and then use basic economic principles to answer it in no more than 1000 words. Deadline: TBA

#### Midterm Exams:

There will be one midterm exam. The midterm exam will cover lecture materials, problem sets and assigned reading (if any).

- Midterm Exam (in-class): TBA

For students who are absent from the midterm exam with my approval, your weighting of midterm exam will be transferred to the final exam. Your request of absence from the midterm exam must be supported by valid documents, such as original copy of medical certificate issued by a registered medical practitioner. Absence from the midterm exam without approval will result in ZERO score.

#### Final Exam:

The Final Exam is CUMULATIVE.

- Final Exam: During 8 to 20 December, 2018 (To be announced by ARR)

If you intend to travel at the end of the semester, please be careful to arrange your travel plans to avoid any schedule clash. Request for a change of final examination date will not be accommodated.

### Overall Grading for the Course:

Your overall score for the course will be computed according to the following:

Problem Sets	10%
Writing Assignment	20%
Midterm Exam	25%
Final Exam	45%

### Please Note:

For students who are absent from the final exam with my approval, make-up exam will be arranged. Your request of absence from the final exam must be supported by valid documents, such as original copy of medical certificate issued by a registered medical practitioner. Absence from the final exam without approval will result in ZERO score.

Make-up exam will be scheduled the day after the official final exam date (to be announced by the ARR of the HKUST) or as soon as possible and should be done within one week after the official final exam date. It is the responsibility for those who request for a make-up exam to ensure their availability. The make-up arrangement can be in the form of written-exam, oral exam or research paper, etc.

Please NOTE that the instructor has the final discretion on all arrangements of the make-up exam. Students who request for the make-up final exam should comply all the requirements as communicated by the instructor. Failing to meet any requirement may result in a ZERO score.

### **I. Academic Honesty and Integrity:**

Academic integrity and honesty are key values at HKUST. Please read the information on academic integrity carefully. It is your responsibility to be familiarized with the Academic Honor Code and the content on the Academic Integrity website. The site address is: <http://www.ust.hk/provost/integrity>. The Code will be STRICTLY enforced. I will report any cases to the University WITHOUT EXCEPTIONS.

### **J. How to Get Help:**

TA and I hold regular office hours to answer questions and help you with your study.

If you have any worries or are under pressure about the course, I urge you in the strongest possible terms, to get help immediately. I would be happy to talk with you and help you find appropriate solutions.

### **K. Classroom Etiquette**

You are expected to be punctual for both lectures and tutorials; I will start and end the lecture on time. You are welcome to bring your laptop or other devices to lectures for learning purposes. Respect the others in class and do not disturb others with side conversation, Internet surfing, emails-checking or instant-messaging during class time. Please visit the following site for general guidelines on proper classroom behavior:

[http://www.ust.hk/provost/conduct/good\\_learning\\_experience.pps](http://www.ust.hk/provost/conduct/good_learning_experience.pps)