

**Hong Kong University of Science and Technology  
Department of Economics**

**Course Outline  
ECON3014 L1 – Managerial Microeconomics (Fall 2022-23)**

<b>Lecture Time:</b>	Mon 15 - 16:20 and Fri 10:30 - 11:50
<b>Venue:</b>	Room 6602 (Lift 31 – 32)
<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>	Emily CHEN
<b>Office:</b>	Room 6066, Lee Shau Kee Business Building
<b>Email</b>	<a href="mailto:eckuan@ust.hk">eckuan@ust.hk</a>
<b>Office Hours:</b>	TBA

**A. Course Description**

As a core course for SBM BBA ECON majors or equivalent, this course serves as a foundation. Through this course, students will gain a solid understanding of microeconomic models, analytical frameworks, and methodologies, emphasizing topics such as individual decision-making under uncertainty, consumer and producer behavior under asymmetric information, internal control of a firm, pricing behavior of firms with market power, strategic interaction among firms and their behavior, and analysis of a two-sided market. To enhance your understanding of the course materials, I will use as many real-world examples and cases as possible.

**B. Textbook**

There is no single textbook that can meet all of our needs. Lecture notes and PowerPoint presentations will be used as the basis for the lectures, as well as supplementary readings. Please find below a list of textbooks that you may find useful:

*“Intermediate Microeconomics: A Modern Approach,”* Ninth Edition, by HAL R. VARIAN. Published by W.W Norton & Company. (Denoted below in short: VAR)

*“Microeconomic Theory,”* Twelfth Edition, by WALTER NICHOLSON & CHRISTOPHER SNYDER. Published by Cengage Learning

I will add additional materials outside the textbook. All additional and supplementary materials will be delivered in lecture PPT or posted on CANVAS.

**C. Learning Outcome – Course Intended Learning Outcomes (“CILOs”):**

1. Develop an understanding of microeconomic theories and tools, including some advanced topics such as asymmetric information, transaction costs, firm internal organization, and multi-product pricing (SILO #1, 3, 4);

2. Apply microeconomic theories and related tools to explain real-world problems, such as a firm's output decision, pricing decision, and M&A decision (SILO #1, 3, 4);
3. Understand the interaction between market and government and to achieve better understanding in public policy analysis (SILO #1, 3, 4);
4. Remain conscious to what is happening around you and to apply what you have learned.(SILO #1, 2, 3, 4).

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

The course is delivered through lectures and tutorials. Each week, students attend two 80-minute lectures. When needed, tutoring will be provided. Topics and times of tutorials will be announced in advance during lectures and on Canvas. Please note that lectures and tutorials are not "substitutes" but "complements" to each other. Make sure you attend both lectures and tutorials.

#### **E. Course Website**

All course materials and announcements will be posted on CANVAS: <http://canvas.ust.hk>. You should visit CANVAS frequently to receive the latest announcement, obtain class material and verify your personal grading record.

#### **F. Office Hour and Appointment**

Given the different schedules of all of you, if you have any questions on the course materials, please do not hesitate to contact me by email ([eckwsiu@ust.hk](mailto:eckwsiu@ust.hk)) to set up an appointment.

#### **G. Examination and Grade:**

##### (1) Problem Sets (10%)

You have to turn in your own problem set answer on or before the deadline. Problem set submission would be done by uploading your answer through CANVAS. NO late submission will be accepted. I strongly suggest that you form small study groups to work on the problems. Suggested solutions will be posted on CANVAS. If you have any questions about the problem sets, please seek help from me or TA.

##### (2) Writing Assignment (15%)

Any phenomena you observe in your daily life that you find interesting. Limited in 1000 words, the grade will be given on the basis of quality than quantity. The due day will be 6 December 2022, 23:50 (the last day of the study break)

##### (3) Midterm exam (30%)

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

Date of midterm exam: TBA

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

##### (4) Final exam (45%)

The final exam is CUMULATIVE. The final exam will cover lecture materials, problem sets, and assigned reading (if any).

Date of final exam: 7 to 19 December 2022 (To be announced by the ARO)

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.

(5) Overall Grading Plan for the Course:

Problem Sets	10%
Writing Assignmnet	15%
Midterm Exam	30%
Final Exam	45%

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

For most cases, a make-up exam will be scheduled the day after the official final exam date (if the medical certificate indicates that you get one day of sick leave). It is the responsibility of those who request make-up to ensure their availability.

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

#### **H. 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 familiar with the Academic Honor Code and the content on the Academic Integrity website. The address is:  
<http://tl.ust.hk/integrity/student-1.html>

Plagiarism and copying will be STRICTLY punished. I will report any cases to the University WITHOUT EXCEPTIONS.

#### **I. How to Get Help**

TA and I are glad to answer questions and help 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.

#### **J. Classroom Etiquette**

You are expected to be punctual for both lectures and tutorials and 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 the 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://tl.ust.hk/conduct/good\\_learning\\_experience.pps](http://tl.ust.hk/conduct/good_learning_experience.pps)

### **K. Topics to be Covered**

This is a tentative list and is subject to change.

	<b>Topics</b>
1	The Theory of Individual Choice
2	Individual Choice under Uncertainty
3	The Economics of Information
4	The Organization of the Firm
5	Game Theory
6	Oligopoly Models
7	Pricing Strategies for Firms with Market Power
8	The Economics of Two-Sided Market (TBA)
9	Cost-Benefit Analysis (TBA)

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