

Hong Kong University of Science and Technology
Department of Economics

Course Outline
ECON3014 L1 – Managerial Microeconomics (Spring 2023-24)

Lecture Time:	Mon 16:30pm - 17:50pm and Fri 12:00pm - 13:20pm
Venue:	LTH
Course Website:	CANVAS
Instructor:	Xiaoxuan MENG
Office:	Room 6016A, Lee Shau Kee Business Building
Email / Phone:	xxmeng@ust.hk
Office Hours:	Fri 13:30pm – 15:00pm or by appointment
Teaching Assistant	Emily CHEN
Office:	Room 6066, Lee Shau Kee Business Building
Email	eckuan@ust.hk
Office Hours:	TBA

A. Course Description

As a core course for SBM BBA ECON majors or equivalent, this course covers foundation knowledge. 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 make references to real-world examples.

B. Textbook

Lecture notes and PowerPoint presentations will be used as the basis for the lectures. Supplementary readings will also be provided to enrich your learning. Please find below a list of textbooks that you may find as useful references:

“Intermediate Microeconomics: A Modern Approach,” Seventh Edition, by HAL R. VARIAN. Published by W.W Norton & Company, Inc.

“Microeconomics,” Eighth International Edition, by PINDYCK and RUBINFELD. Published by Pearson Education, Inc.

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, firm internal organization, and price discrimination (SILO #1, 3, 4);

2. Apply microeconomic theories and related tools to explain real-world problems, such as a firm's output decision and pricing 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, tutorials 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

The office hour is scheduled on Friday from 1:30 – 3:00pm. If you have any questions on the course materials, please do not hesitate to contact me by email (xxmeng@ust.hk) to set up an appointment.

G. Examination and Grade:

(1) Problem Sets (15%)

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 discuss the problems, but each group member should write up his/her own answers.

Suggested solutions will be posted on CANVAS. If you have any questions about the problem sets, please seek help from me or the TA.

(2) Writing Assignment (10%)

Any phenomena you observe in your daily life that you find interesting. Excluding the figures and tables, you should write no less than 800 words and no more than 1000 words. The due day will be 19 May 2024, 23:50 (the last day of the study break)

(3) Midterm exam (30%)

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

Date of midterm exam: 25 Mar 2024

For students absent from the midterm exam with my prior 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 readings (if any).

Date of final exam: 17 to 29 May 2024 (To be determined and 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	15%
Writing Assignment	10%
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 exams 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:

<https://registry.hkust.edu.hk/resource-library/academic-honor-code-and-academic-integrity>

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

conversations, internet surfing, emails-checking or instant-messaging during class time.

A. Topics to be Covered

This is a tentative list and is subject to change.

	Topics
1	The Theory of Individual Choice
2	The Theory of Firm
3	The Analysis of Competitive Markets
4	Market Power: Monopoly and Monopsony
5	Pricing Strategies for Firms with Market Power
6	Monopolistic Competition and Oligopoly
7	Market Failures: Externalities and Public Goods
8	Individual Choice under Uncertainty (TBA)
9	The Economics of Information (TBA)

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