

The Hong Kong University of Science and Technology
ECON3014 Managerial Microeconomics (4 Credits)
Department of Economics, Spring 2025-26

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Lecture: Monday 4:30pm - 5:50pm, Friday 12:00pm - 1:20pm, Room 4621

Tutorial: Friday 6:00:00pm – 6:50pm, Room 2465

Platform: Canvas

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, consumer and producer's behavior, internal control of a firm, pricing behavior of firms with market power, strategic interaction among firms and their behavior. To enhance your understanding of the course materials, I will make references to real-world examples.

Intended Learning Outcomes (PILOs)

Upon completion of this course, you will be able to:

1. Develop an understanding of microeconomic theories and tools, including some advanced topics such as firm internal organization and price discrimination (PILO #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 (PILO #1, 3, 4).
 3. Understanding the interaction between market and government and to achieve better understanding in public policy analysis (PILO #1, 3, 4).
 4. Remain conscious of what is happening around you and to apply what you have learned (PILO #1, 2, 3, 4).
- Program Intended learning outcomes (PILOs) available at <https://econ.hkust.edu.hk/programs-n-courses/econ/econ-curriculum>

Course Format

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.

Course Materials and Websites

- Lecture notes are the main learning resources of this course.
- The course does not have a required textbook. Below is a list of 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.
- 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 materials and verify your personal grading record.

Assessment and Grading

The assessment is based on participation, the problems sets, midterm exam and final exam. The weights of the components in the final grade are:

A1. Participation (5%)

- Record your participation via ClassQuestion

A1. Problem Sets (15%)

- There will be 5 assignments.
- 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.

A2. Midterm exam (30%)

- There will be ONE in-class midterm exam.
- Date of midterm exam: Mar 30th, 2026
- For students absent from the midterm exam with my prior approval, your weighting of the midterm exam will be shifted 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 prior approval will result in a ZERO score.

A3. Final exam (50%)

- The final exam is CUMULATIVE. The final exam will cover lecture materials, problem sets, and assigned readings (if any).
- Date of final exam: To be announced by ARO ²

- 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.
- For students who are absent from the final exam with prior approval, a make-up exam will be arranged. It is the responsibility of those who request a make-up exam to ensure their availability. The make-up arrangement can be in the form of a written exam, oral exam or research paper, etc. Please NOTE that the instructor has the final discretion on all arrangements for 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 requirement may result in a ZERO score.

Overall Grading Plan for the Course:

| | |
|---------------|-----|
| Problem Sets | 15% |
| Midterm Exam | 30% |
| Final Exam | 50% |
| Participation | 5% |

- All assessment marks for individual assessed tasks will be released within two weeks of the due date.
- The alignment of the course ILOs and Assessment is shown in the following table.

| Learning outcome | Assessment |
|------------------|------------|
| 1. CILO1 | A1,A2,A3 |
| 2. CILO2 | A1,A2,A3 |
| 3. CILO3 | A1,A2,A3 |
| 4. CILO4 | A1,A2,A3 |

Rubrics for Final Grade

| Grades | Short Description | Elaboration on subject grading description |
|-----------|--------------------------|--|
| A+, A, A- | Excellent Performance | Demonstrates a comprehensive grasp of microeconomic theories and tools covered in the course. Exhibit exceptional skills in utilizing the techniques taught to analyze real-life economic issues. Excels in the problems sets and exams. |
| B+, B, B- | Good Performance | Shows a solid grasp of the microeconomic theories and tools covered in the course. Demonstrates good skills in utilizing the techniques taught to analyze real-life economic issues. Performs well in the problems sets and exams. |
| C+, C, C- | Satisfactory Performance | Possesses adequate knowledge of microeconomic theories and tools covered in the course. Occasionally demonstrating a decent skill in utilizing the taught techniques to analyze real-life economic issues. Acceptable performance in problem sets and exams. |
| D+, D | Marginal Pass | Has threshold knowledge of microeconomic theories and tools covered in the course. Show limited skills in utilizing them. Below-average performance in problem sets and exams. |
| F | Fail | Demonstrates insufficient understanding of microeconomic theories and tools covered in the course. Lack skills in utilizing them. Unsuccessful in the problems sets and exams. |

Course AI Policy

2

- You can use GTP or other generative AI freely for this course, including homework. Subject to change based on the university's general policies.

- If you use them for homework questions, you are required to give them credit properly by stating how they helped you with the questions.
- None of such tools is allowed in the exam.

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.

Academic Integrity

Students are expected to adhere to the university's academic integrity policy. Students are expected to uphold HKUST's Academic Honor Code and to maintain the highest standards of academic integrity. The University has zero tolerance of academic misconduct. Please refer to [Academic Integrity | HKUST – Academic Registry](#) for the University's definition of plagiarism and ways to avoid cheating and plagiarism.

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, email-checking or instant-messaging during class time.

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 |

END