

ECON3014 (L1) - Managerial Microeconomics

Spring 2021-22

Department of Economics
Hong Kong University of Science and Technology

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| Lecture Time: | Mon: 15:00 - 16:20 Fri 10:30 to 11:50 |
| Venue: | Room 6602 (Lift31-32) |
| Course Website: | http://canvas.ust.hk |
| Instructor: | SIU, Kam Wing |
| Office | LSK 6054 |
| Email/Phone: | eckwsiu@ust.hk / (852) 2358-7617 |
| Office Hours: | By appointment |
| Teaching Assistant: | Emily CHEN |
| Office: | LSK6066 |
| Email/Phone | eckuan@ust.hk |
| Office Hours: | By appointment |

1 Course Description

Apply microeconomic principles to real-world business and public policy issues. To enhance your understanding of the course materials, I will use as many real-world examples and cases as possible.

2 Textbook

There is no single required textbook for this course. The lectures will be based on lecture notes and powerpoint presentations. Additional reading materials will be posted on Canvas (<http://canvas.ust.hk>)

3 Course Learning Outcome – School Intended Learning Outcome (“SILO”)

- 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);
- 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);
- Understand the interaction between market and government and to achieve better understanding in public policy analysis (SILO #1, 3, 4);

- Remain conscious to what is happening around you and to apply what you have learned.(SILO #1, 2, 3, 4);

For the details of SILO, please visit: <http://www.bm.ust.hk/sbmllearn/eng/thirdcat.php?sid=5&thirdid=3>

4 Course Format and 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.

5 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.

6 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) to set up an appointment.

7 Examination and Grade

7.1 Problem set:

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.

7.2 Writing Assignment:

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 16 May 2022, 23:50 (the last day of study break)

7.3 Midterm Exam:

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

- Midterm Exam: TBA

For students who are 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 the medical certificate issued by a registered medical practitioner. Absence from the midterm exam without approval will result in a ZERO score.

7.4 Final Exam:

The Final Exam is CUMULATIVE.

- Final Exam: 17 to 28 May 2022 (To be announced by 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.

7.5 Overall Grading for the Course:

Your total score for the course will be computed:

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| Problem Sets | 10% |
| Writing Assignment | 15% |
| Midterm Exam | 30% |
| Final Exam | 45% |

With my approval, a 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 the medical certificate issued by a registered medical practitioner. Absence from the final exam without approval will result in a ZERO score.

For most cases, make-up exam will be scheduled the day after the official final exam date (if the medical certificate indicates that you get one-day 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 for the make-up final exam should comply all the requirements as communicated by the instructor. Failing to meet any requirements may result in a ZERO score.

8 Academic Honesty and Integrity

Academic integrity and honesty are one of the key values of 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 Academic Honor Code will be STRICTLY enforced. I will report any violation cases to the University without exception and punishment will be imposed accordingly.

9 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.

10 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://www.ust.hk/provost/conduct/good_learning_experience.pps