

City University of Hong Kong

**Information on a Course
offered by the Department of Economics and Finance
with effect from Semester A in 2013/2014**

Part I

Course Title: Managerial Decision Making

Course Code: FB5001

Course Duration: 1 semester (2 hours x 13 weeks = 26 hours)

Credit Units: 2

Level: P5

Medium of Instruction: English

Prerequisites: Nil

Precursors: Nil

Equivalent Courses: EF5001 Managerial Economics
(From the old curriculum: EF8000 Managerial Economics)

Exclusive Courses: EF5010 Economics for Business

Part II

Course Aims

The fundamental objective of this course is to introduce to managers the important economic concepts and tools to improve their decision-making and to achieve managerial goals. The course will emphasize the economic way of thinking, and will enable managers to better understand the economic environment in which business decisions are made. Developing innovative solutions to business problems will be encouraged throughout the course.

Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting (if applicable)
1.	Use economic models to analyze market dynamics, firm behavior and firm organization	10%
2.	Understand the key behavioral biases that can affect decision making	10%
3.	Apply qualitative and quantitative analysis to analyze the market environment and business opportunities	20%
4.	Identify different market structures (i.e., competitive, monopolistic etc.) and formulate decision making in different market structures	20%
5.	Formulate pricing strategies under different market structures	20%
6.	Analyze the sources of firms' competitive advantages and develop innovative strategies for sustaining them.	20%

Teaching and Learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No.	TLAs	Hours/week (if applicable)
CILO 1-6	Lectures, Assignments, Class Discussion, Cases	

Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILOs 1 to 5 will be assessed by assignments, class discussion and exam.

CILO 6 will be assessed by a group project and presentation.

Assessment Methods

	Coursework (Participation/ Assignments/Project Report and Presentation, etc)	Final Exam	Row total
CILO 1-5	50%	50% (one 2-hour exam)	100%

Grading of Student Achievement:

Refer to Grading of Courses in the Academic Regulations for Taught Postgraduate Degrees.

Part III

Keyword Syllabus

Fundamentals of Managerial Economics, Market Forces, Quantitative Demand Analysis, The Organization of the Firm, The Nature of Industry, Managing in Competitive and Monopolistic Markets, Game Theory: Inside Oligopoly, Pricing Strategies for Firms, Economic Forces Underlying Competitive Advantage, Behavioral Biases

Recommended Reading

Text(s)

“Managerial Economics and Business Strategy” by Michael R. Baye, published by McGraw-Hill

“Managerial Economics: A Problem Solving Approach”, 2nd Edition, by Luke Froeb and Brian McCann, published by South-Western Cengage Learning

“Managerial Economics (Asia Pacific Edition)”, by Ivan Png, published by Pearson, 2005

“Managerial Economics (4th Edition)”, by Ivan Png, published by Routledge, 2012.

Online Resources