

# FB5802P: MANAGERIAL ECONOMICS

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## Effective Term

Semester B 2024/25

## Part I Course Overview

### Course Title

Managerial Economics

### Subject Code

FB - College of Business (FB)

### Course Number

5802P

### Academic Unit

College of Business (CB)

### College/School

College of Business (CB)

### Course Duration

Non-standard Duration

### Other Course Duration

Intensive mode: 4 days

### Credit Units

2

### Level

P5, P6 - Postgraduate Degree

### Medium of Instruction

Chinese (Putonghua)

### Medium of Assessment

Chinese

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

FB8000 Managerial Economics (from the old curriculum)

FB5802 Managerial Economics

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

The fundamental objective of this course is to introduce important concepts and tools from economics to improve decision-making and achieve managerial goals. The course will emphasize the economic way of thinking, and will enable decision makers to better understand the economic environment in which business decisions are made. Whenever appropriate real world examples and/or cases will be used for illustration and discussion.

### Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Demonstrate a solid understanding of the microeconomic theory of individuals' and firms' behaviours; discover how pertinent theories relate to their applications.	25	x	x	x
2	Apply economic concepts and analysis to real-world decision making in various business environments; make use of the knowledge acquired from class discussions to analyze real life issues in various industries and develop their problem solving skills.	25	x	x	x
3	Analyze, and predict the outcome of strategic interactions among individuals and/or firms.	25	x	x	x
4	Comprehend the economic impact of market imperfections, such as transactions costs, uncertainty, asymmetric information, and externalities, and evaluate various remedies.	25	x	x	x

#### A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

#### A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

#### A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

### Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Basic theories and concepts are explained in the lectures. Lecturer encourages students to think critically and logically by asking them to respond to questions and getting students to solve the problems by themselves as part of discovery learning.	1, 2, 3, 4	
2	Case studies and in-class discussions	Case studies and in-depth class discussions will be used frequently throughout the course. These discussions will be conducted to help students think critically and debate on relevant topics. Peer evaluation is essential to stimulate students' attitude to discover and innovate.	1, 2, 3, 4	
3	Group projects and presentations	The projects aim at honing students' skills in applying theories and concepts to real-world issues, in communication, and in presentation.	1, 2, 3, 4	
4	Examination	The exam contains short essay questions to help students integrate theories and concepts and develop students' problem solving skills.	1, 2, 3, 4	

**Assessment Tasks / Activities (ATs)**

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Group project	1, 2, 3, 4	20	
2	Presentation	1, 2, 3, 4	20	
3	Class participation	1, 2, 3, 4	20	

**Continuous Assessment (%)**

60

**Examination (%)**

40

**Additional Information for ATs**

Examination: take home examination

### Assessment Rubrics (AR)

#### Assessment Task

1. Group project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

##### Excellent

(A+, A, A-) Strong evidence of firm grasp of the subject knowledge and achieving the stated CILOs. Students have demonstrated very strong overall ability to discover and innovate, and showed very strong evidence of accomplishments of discovery.

##### Good

(B+, B, B-) Sufficient evidence of achieving the stated CILOs. Students have demonstrated strong overall ability to discover and innovate, and showed strong evidence of accomplishments of discovery.

##### Fair

(C+, C, C-) Some evidence of achieving the stated CILOs. Students have demonstrated some ability to discover and innovate, and showed satisfactory evidence of accomplishments of discovery.

##### Marginal

(D) Marginal familiarity with the subject knowledge. Students have demonstrated marginal ability to discover and innovate, and showed marginal evidence of accomplishments of discovery.

##### Failure

(F) Little evidence of familiarity with the subject knowledge. Students have demonstrated little evidence of ability to discover and innovate, and showed little evidence of accomplishments of discovery.

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#### Assessment Task

2. Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

##### Excellent

(A+, A, A-) Strong evidence of clear articulation of the subject knowledge and achieving the stated CILOs. Students have demonstrated very strong overall ability to discover and innovate, and showed very strong evidence of accomplishments of discovery.

##### Good

(B+, B, B-) Sufficient evidence of achieving the stated CILOs. Students have demonstrated strong overall ability to discover and innovate, and showed strong evidence of accomplishments of discovery.

##### Fair

(C+, C, C-) Some evidence of achieving the stated CILOs. Students have demonstrated some ability to discover and innovate, and showed satisfactory evidence of accomplishments of discovery.

##### Marginal

(D) Marginal familiarity with the subject knowledge. Students have demonstrated marginal ability to discover and innovate, and showed marginal evidence of accomplishments of discovery.

##### Failure

(F) Little evidence of familiarity with the subject knowledge. Students have demonstrated little evidence of ability to discover and innovate, and showed little evidence of accomplishments of discovery.

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#### Assessment Task

3. Class participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Excellent**

(A+, A, A-) Strong evidence of punctual attendance of lectures and active participation in, as well as initiation of, class discussions.

**Good**

(B+, B, B-) Sufficient evidence of punctual attendance of lectures and active participation in class discussions.

**Fair**

(C+, C, C-) Some evidence of punctual attendance of lectures and active participation in class discussions.

**Marginal**

(D) Marginal evidence of punctual attendance of lectures and active participation in class discussions.

**Failure**

(F) Lacking evidence of punctual attendance of lectures and active participation in class discussions.

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**Assessment Task**

4. Examination (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Excellent**

(A+, A, A-) Strong evidence of firm grasp of the subject knowledge and achieving the stated CILOs. Students have demonstrated very strong overall ability to discover and innovate, and showed very strong evidence of accomplishments of discovery.

**Good**

(B+, B, B-) Sufficient evidence of achieving the stated CILOs. Students have demonstrated strong overall ability to discover and innovate, and showed strong evidence of accomplishments of discovery.

**Fair**

(C+, C, C-) Some evidence of achieving the stated CILOs. Students have demonstrated some ability to discover and innovate, and showed satisfactory evidence of accomplishments of discovery.

**Marginal**

(D) Marginal familiarity with the subject knowledge. Students have demonstrated marginal ability to discover and innovate, and showed marginal evidence of accomplishments of discovery.

**Failure**

(F) Little evidence of familiarity with the subject knowledge. Students have demonstrated little evidence of ability to discover and innovate, and showed little evidence of accomplishments of discovery.

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**Assessment Task**

1. Group project (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Excellent**

(A+, A, A-) Strong evidence of firm grasp of the subject knowledge and achieving the stated CILOs. Students have demonstrated very strong overall ability to discover and innovate, and showed very strong evidence of accomplishments of discovery.

**Good**

(B+, B) Sufficient evidence of achieving the stated CILOs. Students have demonstrated strong overall ability to discover and innovate, and showed strong evidence of accomplishments of discovery.

**Marginal**

(B-, C+, C) Marginal familiarity with the subject knowledge. Students have demonstrated marginal ability to discover and innovate, and showed marginal evidence of accomplishments of discovery.

**Failure**

(F) Little evidence of familiarity with the subject knowledge. Students have demonstrated little evidence of ability to discover and innovate, and showed little evidence of accomplishments of discovery.

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**Assessment Task**

2. Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

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(B+, B) Sufficient evidence of achieving the stated CILOs. Students have demonstrated strong overall ability to discover and innovate, and showed strong evidence of accomplishments of discovery.

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**Failure**

(F) Little evidence of familiarity with the subject knowledge. Students have demonstrated little evidence of ability to discover and innovate, and showed little evidence of accomplishments of discovery.

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**Assessment Task**

4. Examination (for students admitted from Semester A 2022/23 to Summer Term 2024)

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**Good**

(B+, B) Sufficient evidence of achieving the stated CILOs. Students have demonstrated strong overall ability to discover and innovate, and showed strong evidence of accomplishments of discovery.

**Marginal**

(B-, C+, C) Marginal familiarity with the subject knowledge. Students have demonstrated marginal ability to discover and innovate, and showed marginal evidence of accomplishments of discovery.

**Failure**

(F) Little evidence of familiarity with the subject knowledge. Students have demonstrated little evidence of ability to discover and innovate, and showed little evidence of accomplishments of discovery.

**Part III Other Information****Keyword Syllabus**

Supply and demand, Indifference curves, Production costs, Perfect vs. Monopolistic competition, Oligopoly, Game theory, Pricing strategies, Asymmetric information, and Market failure

**Reading List****Compulsory Readings**

Title	
1	管理经济学 (Managerial Economics) 方博亮, 孟昭莉, 第四版, 2013, 中国人民大学出版社

**Additional Readings**

Title	
1	"Managerial Economics and Business Strategy" by Michael R. Baye, published by McGraw-Hill 2010"
2	Lawrence W.C. Lai and Ben T. Yu, The Power of Supply and Demand, Thinking Tools and Case Studies for Students and Professionals Hong Kong University Press, 2003.