

Enquire Teaching Timetable

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Course Outcome

ECON 3590 - Business Economics

Learning Outcome

- 1) Learn managerial decisions using demand and cost models
- 2) Apply economic theories in real business situations
- 3) Formulate pricing and other corporate strategies
- 4) Understand business strategies under a competitive regime and/or a regulatory environment

Course Syllabus

- 1) Basic concepts used in economics
- 2) Consumer demand and estimations
- 3) Costs and risks
- 4) Topics on law and economics
- 5) Topics on government regulation and antitrust
- 6) Market structure
- 7) Repeated games and mixed strategies
- 8) Auctions
- 9) Oligopoly Models
- 10) Pricing strategies

Assessment Type

	Assessment Type	Current Percent
1	Essay test or exam	85
2	Others	15

Feedback for Evaluation

Course and teaching evaluation at end of course
 Informal feedback channels throughout the course (face-to-face, email, WebCT)
 Departmental Retreat
 Programme Review

Required Readings

Baye, Michael, 2010, Managerial Economics and Business Strategy, 7th edition, McGraw-Hill Irwin, New York.
 Kreps, David M., 2004, Microeconomics for Managers, Norton & Company, New York.

Recommended Readings

Allen, W. Bruce, Keith Weigelt, Neil Doherty, and Edwin Mansfield, 2009, Managerial Economics – Theory, Applications and Cases, 7th edition, W. W. Norton Company, Inc., New York

Dixit Avinash, Susan Skeath, and David H. Reiley, Jr., 2009, Games of Strategy, 3rd edition, Norton & Company, New York
Shapiro Carl, and Hal R. Varian, 1999, Information Rules: A Strategic Guide to the Network Economy, Harvard Business School Press, Boston, Massachusetts
Viscusi, W. Kip, John M. Vernon, Joseph E. Harrington, 2005, Economics of Regulation and Antitrust, 4th edition, the MIT Press, Cambridge, Massachusetts