

COURSE OUTLINE

BSP1005 - MANAGERIAL ECONOMICS

<i>Lecturers</i>	<i>Office</i>	<i>Phone</i>	<i>Email</i>
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Yang Nan	Room 6-3, BIZ1	65161263	yangnan@nus.edu.sg

Note: The above two lecturers will be co-teaching the module.

Lecture Schedules

12:00noon – 2:00pm (D1) & 2pm – 4:00pm (D2), Tuesdays

Tutors

To be announced later

Tutorial Times, Venues and

As per personal time-table and allotment of the students.

Office Hours

All teaching staff will be available for consultations by appointments throughout the semester. Extended consultation hours will be fixed and announced prior to the final exam. In the meantime, all teaching staff will be available for discussions before and after lectures and tutorials and so please feel free to approach to the lecturers and tutors for any query.

COURSE OVERVIEW

Managerial Economics as the BBA core course is about exposing the students to a rigorous foundation in microeconomics, game theory and industrial organization. It aims to develop students' capacity to analyze the economic environments in which business entities operate and understand how managerial decisions can vary under different constraints that each economic environment places on a manager's pursuit of its goals. Its focus will be on analyzing the functioning of markets, the economic behavior of firms and other economic agents and their economic/social implications.

Students' appreciation of the analytic strength and practical applicability of microeconomic theory being the main objective, the course accordingly is concerned with both theory and applications. The theory serves to construct a rigorous framework of principles and techniques, and the applications bring real aspects into the classroom through multiple cases and examples from various sources.

Students are expected to develop intuitions behind each economic concept and understand the theory to formalize it. More importantly, however, students are encouraged to build ability to apply their learning to the complex business realities.

Knowledge of basic algebra and calculus skills are assumed throughout the course.

TEACHING/LEARNING VEHICLES

1. Lecture Notes prepared by the instructors

The lecture notes will be uploaded in the IVLE before each class. Students are expected to visit the site regularly, download and preview the materials before they come to the classes.

2. Textbooks

- Required:
Microeconomics (International Edition), 8th ed., Robert S. Pindyck & Daniel L. Rubinfeld, Pearson/Prentice Hall, 2013
- Supplementary:
Managerial Economics, 4th ed., Ivan Png, Rutledge, 2012.

3. Miscellaneous Readings

Additional reading materials to accompany each lecture notes will be posted in the IVLE. These additional readings are important supplementary learning aids and the students are expected to take these reading materials seriously.

4. Problem Sets

Problems sets comprise comprehensive questions which will require a solid understanding of the course materials and an ability to reshape it. Problem Sets are not solely for an assessing of your knowledge but should rather be taken as an independent learning vehicle. Students are to challenge the problems as a team as well.

5. Case Discussions

Students are expected to apply their learning to the real situations through the case studies. Materials will be selected from economic/business magazines, newspapers, academic journal and internet sites etc. Each material comes with a set of discussion questions prepared by the lecturers to fit with each of the course topics. Students will be asked to challenge these cases as a team and present their work in tutorials. The case articles will be made available through the IVLE site as well.

6. Tutorials

Tutorials are about problem set discussion, case presentations and general Q&A. Details on tutorial activities will be discussed by the tutors during the first tutorial session of each group.

ASSESSMENT

1. Problem Sets: 20%
2. Case Presentations: 10%
3. Attendance/Participation in Lectures and Tutorials: 10 %
4. Final Exam: 60 %

The assessment categories 1 and 2 in the above are to be based on group-work. Students will be asked to form their own team, the details of which are to be announced later. All the team members are expected to work cooperatively as a group, all of whom would receive the same evaluation for their work regardless of the individual variation in their contribution. More details on assessment categories will be briefed once the semester starts.