

COURSE OUTLINE

BSP1005 - MANAGERIAL ECONOMICS

<i>Lecturer</i>	<i>Office</i>	<i>Phone</i>	<i>Email</i>
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Tutors, Tutorial Times and Venues

As per personal time-table and allotment of the students. Tutors' details will be announced later.

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 should be formed under different constraints that each economic environment places on a manager's pursuit of its goals. Main 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 microeconomic principles and techniques, and the applications bring real aspects into the classroom through multiple cases and practical examples from various sources.

Students are expected to develop intuitions behind each economic concept and understand the theory to formalize it. More importantly, 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 but, for those who do not have the necessary mathematical background, a tutorial session will be devoted to the basic mathematical concepts and skills.

TEACHING/LEARNING VEHICLES

1. Lecture Notes prepared by the instructors

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

2. Textbooks

- Main:
Microeconomics (Global Edition), 8th ed., Robert S. Pindyck & Daniel L. Rubinfeld, Pearson/Prentice Hall, 2015
- Supplementary:
Managerial Economics, 5th ed., Ivan Png, Taylor & Francis, 2015.

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 requiring 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.

5. Case Discussions

Students are expected to apply their learning to the real situations through the case studies. The case materials designed by the lecturer will be made available through IVLE as well. Each case comes with a set of discussion questions to fit with each of the major course topic and students will be asked to challenge these cases as a team and present their work in tutorials.

6. Tutorials

Tutorials are about problem set discussions, case presentations, math review and general Q&A. Details on tutorial activities will be briefed by the tutors during the first tutorial session.

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 team-based. 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 will be briefed once the semester starts.

ACADEMIC HONESTY & PLAGIARISM

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubts, you should consult your instructor.

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>