

Eco 1001: Business Economics 1

Office: 2-51 (2636-2452)
E-mail: fredluk@hsmc.edu.hk
Office Hours: MTuTh 3:00 – 4:00pm

Course Objective: This is an introductory course to microeconomics, the study of the economic behavior of individual decision making units such as households and firms, and the organization and operation of the price system. The objective of this course is to provide you with a general understanding of basic economic concepts and a firm grasp of basic analytical tools which can help you develop the ability to think independently about current microeconomic issues.

Textbook:

Mankiw, N.G., *Principles of Microeconomics*, 4th edition, Thomson South-Western, 2007

Additional Resources: There is a vast amount of resources available on the web. Here are a few sites you may want to look into:

<http://www.blogshares.com/industries.php?id=136>
<http://www.oswego.edu/~economic/blogs.htm>
http://econlinks.com/economics_blogs.php

Assessment:

Quizzes (20%)
Assignment (20%)
Final Exam (60%)

Course Information:

- In addition to our weekly lecture, you are required to attend a weekly tutorial section.
- Quizzes and the course assignment will be given by the instructor in charge of the tutorial section you are officially enrolled.
- Lecture notes will be uploaded onto OTL (the On-line Teaching and Learning System) at least one week in advance. You are strongly encouraged to read the notes ahead of time and come to lectures prepared with a printed copy.
- The 20% quiz grade will be based on the best four out of five quizzes given in your tutorial section.
- The course assignment will be a group project. Students in each tutorial section will be divided into groups of two (2). The 20% grade will be based on a short essay analyzing a newspaper or magazine article. Please refer to “Essay Instructions” for details.
- Several sets of practice problems will be given throughout the term. They will not be collected for grading, but it is highly unlikely that you will do well on the exam without doing the problems.

- The final exam is to be taken as scheduled (date and time) and no extra time will be given to late arrivals. Make-up exams will be given only for legitimate and verifiable reasons (e.g. serious illness or a death in the immediate family).
- No special considerations will be given simply because you “need” a particular grade for whatever reason. There will be no post-course opportunity to do “extra work” to raise your grade.
- If you are not able to make my regular office hours and wish to make an appointment, please send me an e-mail or see me after class.

Some Advice and Warnings:

- I operate on the assumption that you will attend ALL lectures. Please be forewarned that not all material presented in lectures is covered in the textbook. If you have to miss a lecture for whatever reason, please take responsibility of the lecture material and any announcement of that day.
- We basically have fourteen weeks to cover thirteen topics, so that translates to roughly one topic a week. If you find yourself falling behind on the course material, seek help from me or your tutor *as soon as possible*.
- Do not expect a vast amount of special attention before the final exam if you have not been taking responsibility of your own progress, like attending lectures and/or tutorial section, or taking initiative to seek help. If you are conscientious about your responsibilities in the learning process, however, we will be enthusiastic about helping you.
- No dishonest behavior of any sort will be tolerated in this class. We will pursue all avenues permitted by college regulations to prosecute those caught cheating on an examination.
- Dishonest behavior also includes plagiarism – copying someone else’s work without proper acknowledgment. Please read the section on Plagiarism in “Essay Instructions” carefully and make sure you understand it.

Ground Rules: Due to the relative large size of this class, some ground rules are necessary for the smooth functioning of the class. Please READ these rules carefully and FOLLOW THEM.

- Be ON TIME to class meetings.
- Please turn off all electronic devices (mobile phone, computer, game console etc.) and conduct yourself appropriately when the class is called to order.
- Entering / leaving the classroom during lecture is strongly discouraged because it distracts me as well as other students in the class.

An Earnest Request:

- If you have any comments or suggestions related to the conduct of this course, please bring them to my attention early on during the term. I will be happy to make appropriate adjustments if the comments are constructive and the requests are reasonable. It makes little sense to save all your criticisms and suggestions until evaluation time at the end of the term when there is no time to do anything about them.

Course Outline and Reading:

The course outline below corresponds roughly to our weekly meeting. *The course content and schedule are tentative and therefore may be subject to change if circumstances require.*

Week	Topic	Reading
1	Introduction and Overview	Ch. 1, 2
2	The Basics of Supply and Demand	Ch. 4
3	Supply & Demand (cont.), Elasticities	Ch. 4 / 5
4	Elasticities (cont.)	Ch. 5
5	Effects of Government Intervention	Ch. 6
6	Market Efficiency	Ch. 7
7	Theory of Consumer Choice	Ch. 21
8	Costs of Production	Ch. 13
9	Perfect Competition	Ch. 14
10	Monopoly	Ch. 15
11	Oligopoly Game Theory & Strategic Behavior	Ch. 16
12	Imperfect Competition	Ch. 17
13	Factor Demand: Labor Market	Ch. 18
14	Externalities & Public Goods	Ch. 10, 11
15	Review	

Exam Period: Dec. 15, 2010 – Jan. 5, 2011