Managerial Economics 749 M0110 Session 01

Tuesday 14:20 ~ 16:00pm

Kindom Hall in Building Ⅰ of NTU College of Management.

Prof. Lin, Hsiou-wei W. 林修葳 3366-4991 Ext. 9

Text Book:

Pindyck and Rubinfeld, *Microeconomics*, 7th edition, Prentice-Hall 2009.

PART I	Markets & Prices
PART II	Producers, Consumers & Competitive Markets
PART III	Market Structure & Competitive Strategy
PART IV	Information & Market Failure

Course Requirements:

- It is expected that every student attend all classes.
- You are encouraged to participate actively in classroom discussions.
- In the event of a personal emergency, notify instructor before class. In order to maximize your learning and to receive credit for your classes, you must attend at least 80% of classes.

Consultation Hours:

Office Hour Monday 3-6 pm plin@management.ntu.edu.tw

EVALUATION:

Five Written assignments (Individual), Two Essays (Max 15 Pages GROUP) and Four Case Studies (Group & Individual) Max 2 Pages Write-up 30%

Midterm Exam (2008-11-11) ……………………………………………30%

Final exam (2009-01-13) ……………………………………………… 30%

Class participation……………………………………………………… 10%

Expectation

Try to sit in the worm deck (the front row) instead of the coveted skydeck

(the back row or the corner). Why? 1. Skydeck = Worm Deck; 2. Suboptimal classroom designs.

No virtual study group ~ Virtual study group? E.g., There may be a virtual study group of 8 students, each of which prepares only 1 case. They never meet and never discuss anything. 【Many top MBA program professor put the following sentence on the syllabus: *Report to the professor if you find any virtual study group*.】

Have your Laptop computers down ~ In a small classroom, it'd be distracting when some one checks his emails during the class.

Get well prepared before you go to class ~ Try to minimize the number of the following answers: "I need a few minutes." and "I don't know the answer."

Please do not sleep in class.

Tentative Schedule

Due Dates 【Please Mark Your Calendar】

Essay 1: 2008-10-21 **Forecasting the Oil Price**
Essay 2: 2009-01-06 **Industry Analysis Report:**

Please include the following 7 Sessions in your Report

Supply and Demand Elasticity
Capacity
Government Policy
Global Competition
Local Competition
Factor Inputs
Bargaining Power

Each Group needs to specify the industry of their interest.
First-come, First-serve Basis DURING THE BREAK

At most 2 Groups for each of the following Industries:

(1) Cement (2) Food & Beverage (3) Plastics (4) Textiles
(5) Electric Machinery (6) Appliance & Cable (7) Chemical
(8) Glass & Ceramics (9) Paper & Pulp (10) Steel & Iron
(11) Rubber (12) Automobile (13) Semiconductor (14) Other Electron
(15) Construction (16) Transportation (17) Tourism
(18) Banking & Insurance (19) Retails & Department Stores (20) Other

Written Assignment - Problem Set 1: 2008-10-14
Written Assignment - Problem Set 2: 2008-11-04
Written Assignment - Problem Set 3: 2008-11-25
Written Assignment - Problem Set 4: 2008-12-02
Written Assignment - Problem Set 5: 2008-12-16

Case I: 2008-09-30
Case II: 2008-11-04
Case III: 2008-12-16
Case IV: 2008-12-23

Sessions：

Part 1: Introduction: Markets and Prices

2008-09-16 Chapter 2 The Basics of Supply and Demand

2008-09-23 Chapter 3 Consumer Behavior
Chapter 4 Individual and Market Demand

Part 2: Producers, Consumers, and Competitive Markets

2008-09-30 **Case I NWA**

2008-10-07 Chapter 6 Production

2008-10-14 Chapter 7 The Cost of Production

Part 3: Market Structure and Competitive Strategy

2008-10-21 Chapter 8 Profit Maximization and Competitive Supply
Introduction to Market Structure & Profit Maximization

2008-10-28 Chapter 9 The Analysis of Competitive Markets
Essay 1

2008-11-04 Chapter 10 Market Power: Monopoly and Monopsony
Case II De Beers

2008-11-11 Midterm Exam

2008-11-18 Chapter 11 Pricing with Market Power

Part 4: Information, Market Failure, and the Role of Government
2008-11-25 Chapter 12 Monopolistic Competition and Oligopoly

2008-12-02 Chapter 13 Game Theory and Competitive Strategy

2008-12-09 More on Game & Information

2008-12-16 **Case III British**

2008-12-23 **Case IV Bitter**

2008-12-30 Chapter17 Markets with Asymmetric Information

2009-01-01 Happy New Year; Happy Holiday

2009-01-06 **Essay 2 Due**
Industry Analysis Report

2009-01-13 Final Exam

* Cases will be handed out 3 weeks before the discussion session