

## 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*, 7<sup>th</sup> 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](mailto: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 Chapter 17 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