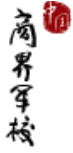




PHBS
北京大学汇丰商学院



Microeconomics (International students) Module 1, 2019-2020

Course Information

Instructor: Wang Qing

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Office Hour: Tuesday & Wednesday, 5-6pm or by appointment

Teaching Assistant: Mao Zihao

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Email: 1601213481@sz.pku.edu.cn

Classes:

Lectures: Tuesday & Friday, 8:30-10:20am

Venue: PHBS Building, Room 313

Course Website:

<http://cms.phbs.pku.edu.cn>

1. Course Description

1.1 Context

Course overview:

This is a required course for students in Finance. Microeconomics is one of the most important subjects with strong relevance to managerial decision making and public policy designing. This course aims to equip students with a thorough understanding of the basic core materials of microeconomics. The lectures will cover consumer behavior, firm production and market. Topics include preference and utility, consumer choice, demand, equilibrium, technology and production, cost, supply, competitive market, market structure and others. In addition to rigorous analysis, this course also contains extended examples in the real world related to the topics.

Prerequisites:

There is no official prerequisite for this course. Students are expected to have adequate knowledge in calculus and optimization.

1.2 Textbooks and Reading Materials

I will use the course website (<http://cms.phbs.pku.edu.cn>) to distribute all announcements, handouts, and readings. The following textbooks are a good source of references.

Required textbook:

[1] Robert S. Pindyck and Daniel L. Rubinfeld, Microeconomics, Prentice Hall.

[2] Hal Varian, Intermediate Microeconomics: A Modern Approach, Norton & Company.

Recommended textbook:

[3] Water Nicholson and Christopher Snyder, *Microeconomic Theory Basic Principles and Extensions*, Cengage.

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment (YES with details or NO)
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	Yes. Exam.
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Yes. Exam.
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	
	2.2. Students will be able to apply leadership theories and related skills.	
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	Yes. Quiz and exam.
	3.2. Our students will practice ethics in the duration of the program.	
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Yes. Quiz and exam.
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Yes. Quiz and exam.
	5.3. Our students will demonstrate competency in critical thinking.	Yes. Quiz and exam.

2.2 Course specific objectives

By completing this course, students are expected to be able to: (1) transform practical problems into standard microeconomic question, use graphical and algebraic analysis to find answers with economic implication; (2) understand the function of markets in allocating resources; and (3) understand the reason and consequences of government's intervention in the market.

2.3 Assessment/Grading Details

Students are expected to attend all lectures, participate in class discussions, and read the required class materials. The course grade will be determined by:

- [1] Class participation (5%).
- [2] Quiz (25%). Two in-class quizzes, closed book.
- [3] Midterm (35%). In-class midterm, closed book.
- [4] Final exam (35%). Closed book final exam.

2.4 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

3. Topics, Teaching and Assessment Schedule

This course will cover the most fundamental and important topics in understanding the essence of how the economy works in its micro perspective. The following are a list of topics that we plan to cover in this course.

- [1] Introduction to Microeconomics
- [2] Consumer Behaviors and Demand Theory
- [3] Firm Behaviors: Production and Cost Theory
- [4] Firm Behaviors: Profit and Competition
- [5] Supply, Demand, and Market Mechanism
- [6] General Equilibrium

4. Miscellaneous

We will use CMS (<http://cms.phbs.pku.edu.cn/>) to manage the course. The course website will appear as Microeconomics (Fall 2019) in your CMS Course List. I will send email announcements through CMS and post all related course materials there. Please check the course website every week.