

# FB5001: MANAGERIAL DECISION MAKING

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## Effective Term

Semester A 2025/26

## Part I Course Overview

### Course Title

Managerial Decision Making

### Subject Code

FB - College of Business (FB)

### Course Number

5001

### Academic Unit

Economics and Finance (EF)

### College/School

College of Business (CB)

### Course Duration

One Semester

### Credit Units

2

### Level

P5, P6 - Postgraduate Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

EF5001 Managerial Economics  
(From the old curriculum: EF8000 Managerial Economics)

### Exclusive Courses

EF5010 Economics for Business

## Part II Course Details

### Abstract

The fundamental objective of this course is to introduce to managers the important economic concepts and tools to improve their decision-making and to achieve managerial goals. The course will emphasize the economic way of thinking, and will enable managers to better understand the economic environment in which business decisions are made. Developing innovative solutions to business problems will be encouraged throughout the course.

### Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1 Apply economic theory to analyze key business decisions in different market environments.	50	x	x	
2 Describe how behavioral biases can affect decision-making and how they can be overcome.	25	x	x	
3 Analyze the sources of firms' competitive advantages and develop innovative strategies for sustaining them.	25		x	x

#### A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

#### A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

#### A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

### Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1 Lectures	Students will engage in lectures and think critically and logically by responding to questions and solving problems.	1, 2, 3	
2 Class Discussion	Students will engage in class discussions to enhance communication skills and critical thinking and develop creative and innovative abilities.	1, 2, 3	

### Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?
1	Coursework (Class discussion/ assignments/ project report and presentation, etc.)	1, 2, 3	50	-	No

**Continuous Assessment (%)**

50

**Examination (%)**

50

**Examination Duration (Hours)**

2

**Assessment Rubrics (AR)****Assessment Task**

Coursework (Participation / assignments / project report and presentation, etc.) (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

Apply economic ideas and concepts in an original manner to a business context; identify and articulate various behavioural biases that affect decision making; conduct firm and industry analysis and formulate strategy.

**Excellent**

(A+, A, A-) Excellent ability to apply economic ideas and concepts in an original manner to a business context; Excellent ability to identify and articulate various behavioural biases that affect decision making; Excellent ability to conduct firm and industry analysis and formulate strategy.

**Good**

(B+, B, B-) Good ability to apply economic ideas and concepts in an original manner to a business context; good ability to identify and articulate various behavioural biases that affect decision making; good ability to conduct firm and industry analysis and formulate strategy.

**Fair**

(C+, C, C-) Adequate ability to apply economic ideas and concepts in an original manner to a business context; adequate ability to identify and articulate various behavioural biases that affect decision making; adequate ability to conduct firm and industry analysis and formulate strategy.

**Marginal**

(D) Some ability to apply economic ideas and concepts in an original manner to a business context; some ability to identify and articulate various behavioural biases that affect decision making; some ability to conduct firm and industry analysis and formulate strategy.

**Failure**

(F) Inadequate ability to apply economic ideas and concepts in an original manner to a business context; very weak ability to identify and articulate various behavioural biases that affect decision making; very weak ability to conduct firm and industry analysis and formulate strategy.

**Assessment Task**

Examination (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

### **Criterion**

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### **Marginal**

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### **Failure**

(F) Inadequate ability to apply economic ideas and concepts in an original manner to a business context; very weak ability to identify and articulate various behavioural biases that affect decision making; very weak ability to conduct firm and industry analysis and formulate strategy.

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### **Assessment Task**

Coursework (Participation / assignments / project report and presentation, etc.) (for students admitted from Semester A 2022/23 to Summer Term 2024)

### **Criterion**

Apply economic ideas and concepts in an original manner to a business context; identify and articulate various behavioural biases that affect decision making; conduct firm and industry analysis and formulate strategy.

### **Excellent**

(A+, A, A-) Excellent ability to apply economic ideas and concepts in an original manner to a business context; Excellent ability to identify and articulate various behavioural biases that affect decision making; Excellent ability to conduct firm and industry analysis and formulate strategy.

### **Good**

(B+, B) Good ability to apply economic ideas and concepts in an original manner to a business context; good ability to identify and articulate various behavioural biases that affect decision making; good ability to conduct firm and industry analysis and formulate strategy.

### **Marginal**

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(F) Inadequate ability to apply economic ideas and concepts in an original manner to a business context; very weak ability to identify and articulate various behavioural biases that affect decision making; very weak ability to conduct firm and industry analysis and formulate strategy.

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Examination (for students admitted from Semester A 2022/23 to Summer Term 2024)

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## Part III Other Information

### Keyword Syllabus

Fundamentals of Managerial Economics; Optimization and Marginal Analysis; Quantitative Demand Analysis; The Organization of the Firm; The Nature of Industry; Economic Forces Underlying Competitive Advantage; Managing in Competitive and Monopolistic Markets; Game Theory and Strategic Decision Making; Behavioural Biases and Decision Making

### Reading List

#### Compulsory Readings

Title	
1	"Managerial Economics: A Problem Solving Approach", 2nd Edition, by Luke Froeb and Brian McCann, published by South-Western Cengage Learning.

#### Additional Readings

Title	
1	"Managerial Economics and Business Strategy" by Michael R. Baye, published by McGraw-Hill.
2	"Managerial Economics (4th Edition)", by Ivan Png, published by Routledge, 2012.