

FB6935: APPLIED MICROECONOMICS FOR BUSINESS LEADERS

New Syllabus Proposal

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Applied Microeconomics for Business Leaders

Subject Code

FB - College of Business (FB)

Course Number

6935

Academic Unit

College of Business (CB)

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

NIL

Exclusive Courses

NIL

Part II Course Details

Abstract

The module aims to provide seasoned executives and professionals with a comprehensive understanding of economic principles and their practical application in managerial decision-making. Participants will develop the ability to analyze and evaluate economic factors, interpret market dynamics, and formulate effective strategies to optimize resource allocation and maximize organizational performance in a competitive business environment.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analyze and evaluate economic theories, concepts, and models to assess their relevance and applicability in managerial decision-making.		x	x	x
2	Compare and interpret market dynamics, including supply and demand forces, pricing strategies, and market structures, to make informed business decisions.		x	x	x
3	Develop strategies and formulate plans based on economic insights to optimize resource allocation, mitigate risks, and enhance organizational performance.		x	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	Preparatory readings	Students will have some readings in advance to familiarize themselves with the course material and prepare for upcoming lectures or discussions.	1, 2

2	Online live sessions	Students participate in online live sessions led by experts or guest speakers, where they discuss and explore specific topics in-depth, sharing knowledge and engaging in critical analysis.	1, 2, 3	
3	Assignments	Students complete tasks or projects for applying their knowledge and skills to demonstrate understanding and achieve specific learning objectives.	1, 2, 3	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?
1	Group and/or Individual Assignment	1, 2, 3	100	-	Yes

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

1. Assignments

Criterion

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

Excellent

(A+, A, A-)

The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.

Good

(B+, B, B-)

The arguments demonstrate a good appreciation of the subject matter, principles/ conceptual framework and the contemporary context with indications of reflection on own position.
Some new insights and questions offered with clear evidence of learning from the course.

Fair

(C+, C, C-)

The arguments are highly relevant and accurate with fair appreciation of the subject matter, principles/conceptual framework and the contemporary context.

Marginal

(D)

The arguments are relevant and accurate but isolated, addressing the subject matter only in part and lacking both a strong grounding in principles/ conceptual framework and understanding of the contemporary context.
No originality, weak justification of conclusions and poorly structured.

Failure

(F)

Little evidence of familiarity with the subject matter;

Fail to submit the individual essay.

Assessment Task

2. Projects

Criterion

Assess student' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

Excellent

(A+, A, A-)

The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.

Good

(B+, B, B-)

The arguments demonstrate a good appreciation of the subject matter, principles/ conceptual framework and the contemporary context with indications of reflection on own position.

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No originality, weak justification of conclusions and poorly structured.

Failure

(F)

Little evidence of familiarity with the subject matter;

Fail to submit the individual essay.

Assessment Task

3. Essays

Criterion

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

Excellent

(A+, A, A-)

The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.

Good

(B+, B, B-)

The arguments demonstrate a good appreciation of the subject matter, principles/ conceptual framework and the contemporary context with indications of reflection on own position.

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Part III Other Information

Keyword Syllabus

- Economic principles
- Managerial decision-making
- Market dynamics
- Pricing strategies
- Supply and demand analysis
- Market structures
- Resource allocation
- Risk mitigation
- Asymmetric information
- Market failure

Reading List

Compulsory Readings

Title	
1	Thomas, C and S. C. Maurice (2024) Managerial Economics: Foundations of Business Analysis and Strategy. 14th Edition McGrawHill
2	Baye, M. (2017) Managerial economics and business strategy. Ninth edition. New York, NY: McGraw-Hill Education.
3	Wilkinson, Nick (2022) Managerial economics: problem-solving in a digital world. Second edition. Cambridge, United Kingdom: Cambridge University Press.
4	Zaāfri, A. H. (2017) Competition and Cooperation in Economics and Business. Routledge.