

# COURSE DETAIL

## BUSINESS ECONOMICS

### Country

Hong Kong

### Host Institution

Chinese University of Hong Kong

### Program(s)

Chinese University of Hong Kong

### UCEAP Course Level

Upper Division

### UCEAP Subject Area(s)

Economics

### UCEAP Course Number

139

### UCEAP Course Suffix

### UCEAP Official Title

BUSINESS ECONOMICS

### UCEAP Transcript Title

BUSINESS ECONOMICS

### UCEAP Quarter Units

4.50

### UCEAP Semester Units

3.00

## **Course Description**

This course introduces the basics of the economics of organization and the economics of managerial decisions. Primary focus is on the application of theory to real business decisions, formulation of corporate strategies, and policy-making under a competitive regime and/or a regulatory environment. Topics include game theory, consumer demand and estimations, production costs and risk analysis, organization of the firm, the nature of industry, oligopoly models, repeated games and mixed strategies, pricing with market power, auctions, franchising, government regulation, and antitrust economics. Prerequisites: linear algebra, calculus, microeconomics, statistics. Assessment: homework, midterm exam, final exam, group project.

## **Language(s) of Instruction**

English

## **Host Institution Course Number**

ECON3590

## **Host Institution Course Title**

BUSINESS ECONOMICS

## **Host Institution Course Details**

## **Host Institution Campus**

## **Host Institution Faculty**

## **Host Institution Degree**

## **Host Institution Department**

Economics

## **Course Last Reviewed**

2023-2024

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