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

Print