

## COURSE CONTENT

<b>Course Coordinator</b>	Jonathan Tan / He Tai-Sen
<b>Course Code</b>	HE1001
<b>Course Title</b>	Microeconomics I
<b>Pre-requisites</b>	NIL
<b>No of AUs</b>	3
<b>Contact Hours</b>	39 hours (2 hours Lecture & 1 hour Tutorial per week)

### Course Aims

The Singaporean Government is increasingly engaging the public, and as economists we are responsible for contributing towards better public decisions. This is especially important as good public policy processes place value on social impact, seeks to understand the behavior of Singapore's diverse society, and makes sense and use of increasingly abundant behavioral data. As the Singaporean economy gets more advanced and complex, and citizens get better educated and informed, we rely on decisions strengthened by sound economic thinking. The economist must move towards more rigorous reasoning across the levels of household, corporate, and public choice. In this course we apply fundamental microeconomic principles complemented by behavioral economics to various current everyday concerns in Singapore.

The course aims to deliver a progressive and rigorous introduction to basic concepts and models of microeconomics, applied to current trends local and global. Microeconomics is one of the three core pillars of an Economics major. This is an important module that will serve as a prerequisite for almost all major PE modules. The first part of the course covers the theory of individual decision-making in consumption, risk and labor. The second part of the course covers the theory of firms making production decisions when operating under various market structures, in particular price discrimination with market power and strategic interactions between firms. This course will also expose students to new developments in the field of microeconomics which have now come to assume a central role, in particular behavioral economics.

Students will learn basic theories that can be abstract and simple but yet so relevant and powerful in explaining decision problems in our everyday lives. On the one hand, it will give students with either no previous economics training a chance to close the gap with those with a stronger background. On the other hand, it will give everyone a chance to appreciate microeconomics in action right from the start of their education at NTU – a feature that is surprisingly amiss in many Economics undergraduate programs worldwide.

### Intended Learning Outcomes (ILO)

By the end of this course, you should be able to:

1. Use suitable microeconomic concepts and theories, aided by behavioral insights, to comprehend and describe economic problems in our everyday lives.
2. Apply fundamental microeconomic models to analyzing decision making by households, firms, and government, as well as its impact on the market.
3. Communicate economic reasoning, in speech and writing, across the various levels of decision making.

## Course Content

1. Upgrading coffee shop talk (Introduction)
2. Crazy Rich Asians (Consumption)
3. Crazy Rich Asians 2 (Demand)
4. Wanna bet? (Decision making under risk)
5. On the other side of Tuas (Production)
6. Pasar (The market)
7. We the People (Welfare)
8. What's happening on Lazada? (Structure, conduct, and performance)
9. Singapore Power! (Monopoly and price discrimination)
10. Playing games (Oligopoly – Oligopoly)
11. Playing smart (Oligopoly – Business strategies)
12. JustGive then Stomp! (Behavioral economics)
13. Back to the Future (Revision)

## Assessment (includes both continuous and summative assessment)

Continuous Assessments	:	50%
Final Examination	:	50%
<b>Total</b>	:	<b>100%</b>

## Reading and References

Robert S. Pindyck & Daniel Rubinfeld (2018). *Microeconomics*, Global Edition, Prentice Hall, 9th Edition.

We will also be reading media and journal articles.

## Course Instructors

Instructor	Office Location	Email
Jonathan Tan	SHHK 04-78	j.tan@ntu.edu.sg
He Tai-Sen	SHHK 04-40	ts.he@ntu.edu.sg

## Planned Weekly Schedule

Week	Topic	ILO	Readings/ Activities
Week 1	Upgrading coffee shop talk (Introduction)	1, 2, 3	PR Ch.1
Week 2	Crazy Rich Asians (Consumption)	1, 2, 3	PR Ch 3
Week 3	Crazy Rich Asians 2 (Demand)	1, 2, 3	PR Ch 4
Week 4	Wanna bet? (Decision making under risk)	1, 2, 3	PR Ch 5
Week 5	On the other side of Tuas (Production)	1, 2, 3	PR Ch 6 & 7
Week 6	Pasar (Market equilibrium)	1, 2, 3	PR Ch 2 <b>Continuous assessment 1</b>
Week 7	We the People (Welfare)	1, 2, 3	PR Ch 9
<b>Recess week</b>			

Week 8	What's happening on Lazada? (Competition)	1, 2, 3	PR 8
Week 9	Singapore Power! (Monopoly)	1, 2, 3	PR Ch 10-11
Week 10	Playing games (Oligopoly)	1, 2, 3	PR Ch 12
Week 11	Playing smart (Business strategies)	1, 2, 3	PR Ch 13
Week 12	JustGive then Stomp! (Behavioral Economics)	1, 2, 3	TBA
Week 13	Back to the Future (Revision)	1, 2, 3	<b>Continuous assessment 2</b>