

MICRO-CREDENTIAL IN MANAGERIAL ECONOMICS

ECONOMIC TOOLS TO DRIVE BUSINESS SUCCESS

Faculty Professor Abigail Tay

Videos are available beginning
October 5, 2026

After watching the required videos,
live sessions are on:

- October 17, 2026
- October 24, 2026
- November 7, 2026
- November 21, 2026
- December 5, 2026

Course Credits:
2 Credits

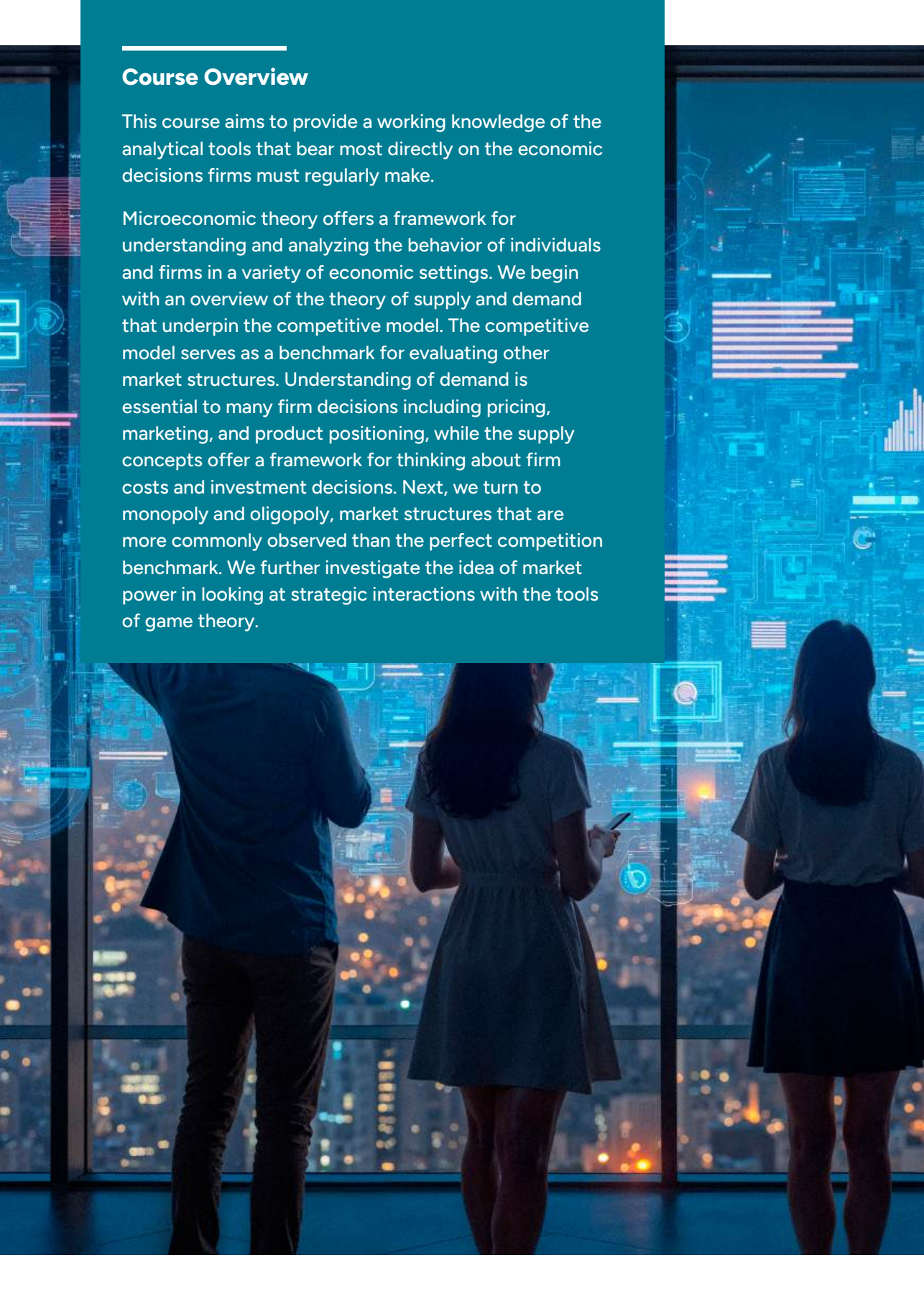
asb.edu.my/ace



Course Overview

This course aims to provide a working knowledge of the analytical tools that bear most directly on the economic decisions firms must regularly make.

Microeconomic theory offers a framework for understanding and analyzing the behavior of individuals and firms in a variety of economic settings. We begin with an overview of the theory of supply and demand that underpin the competitive model. The competitive model serves as a benchmark for evaluating other market structures. Understanding of demand is essential to many firm decisions including pricing, marketing, and product positioning, while the supply concepts offer a framework for thinking about firm costs and investment decisions. Next, we turn to monopoly and oligopoly, market structures that are more commonly observed than the perfect competition benchmark. We further investigate the idea of market power in looking at strategic interactions with the tools of game theory.





Course Outline

1. Introduction to the course and Understanding Demand
2. Supply and Market Outcomes
3. Production and Cost Analysis
4. Competition and Market Power
5. Introduction to Game Theory with applications to Competitive Strategy

Here's how you can stack up your Micro-Credential by scanning the QR code below.





Outcomes that Drive Business Growth

This course will enable you to:



Evaluate

the fundamental concepts of demand and supply that are essential to many firm decisions.



Interpret

how firm behaves and what are the outcomes under different market structures.

Assessment

Learners must undergo the following assessment categories in order to attain the Certification in Micro-Credential in Managerial Economics:

1. Continuous Assessment 70%
(problem sets, class participation, pre-class quizzes and assignments, group projects)
2. Final Assessment 30%

Who Should Enroll

- Early-career professionals or mid-level managers who need to develop a strong foundation in economic thinking for decision-making.
- Individuals aiming for roles in consulting, strategy, marketing, operations, finance, or general management, where understanding market forces, pricing, and competition is critical.

Requirements/Prerequisite

Participants are expected to view relevant videos before each live session, with reminders provided in advance.

Fees: RM 10,000

Duration of the course:

The course is delivered over a period of 10 weeks (this includes time for learners to watch videos before the first live session)

Course Structure:

The course will have a total of five live-sessions held on Saturdays.

1. Video Learning

Before the live-sessions, you will watch short video lectures lasting 20 to 40 minutes and complete assignments to cement your understanding of the videos.

2. Live Sessions

The live-sessions are held in hybrid format, beginning with a review of the video lecture, and followed by a discussion of the case of the day.

Live-session dates in table below:

Live-session	Date and Time
First Live-session	Saturday, October 17, 2026 9:00am - 12:15pm (Malaysia Time)
Second Live-session	Saturday, October 24, 2026 9:00am - 12:15pm (Malaysia Time)
Third Live-session	Saturday, November 7, 2026 9:00am - 12:15pm (Malaysia Time)
Fourth Live-session	Saturday, November 21, 2026 9:00am - 12:15pm (Malaysia Time)
Fifth Live-session	Saturday, December 5, 2026 9:00am - 12:15pm (Malaysia Time)

Faculty



Abigail Tay is an Associate Professor II of Economics at Asia School of Business, and a Research Affiliate at MIT.

She is an applied microeconomist, with research interests in industrial organization and health economics. Abigail received her BA (with 1st Class Honours) from University of Cambridge and her PhD in Economics from Stanford University.

Prior to moving to Kuala Lumpur, she was Assistant Professor in the Department of Economics at Columbia University and a Visiting Fellow in the Department of Economics at Yale University.

RM10,000 or approx USD2,200*

*This ACE course is exempt from Malaysian SST for Malaysian participants, as it forms part of ASB's accredited degree program. A 6% SST charge will apply to international participants starting July 1, 2025, as announced by the Royal Malaysian Customs Department.

The ACE courses are:

- Stackable to degrees. They can be combined to gain eligibility to apply for comprehensive qualifications, culminating in the ASB Master of Business Administration (full-time 12 months) or Executive Master of Business Administration degrees (part-time 16 months).

Register now for this course:



Asia School of Business, ASB Academic,
11 Jalan Dato' Onn, 50480 Kuala Lumpur

Ministry of Higher Education Malaysia
Registration No: DU046(W)

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