



MICRO-CREDENTIAL IN MANAGERIAL ECONOMICS

Economic Tools to Drive Business Success

Professor Abigail Tay

Videos are available beginning
January 12, 2027.

Course Credits:
2 Credits

Live sessions are on:

- January 24, 2027
- February 14, 2027
- March 21, 2027
- April 4, 2027
- April 18, 2027
- May 9, 2027

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



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:

Continuous Assessment.....	70%
(pre-quizzes and online assignments, class participation, reflection exercises)	
Final Assessment	30%

Who Should Take This Course

- 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.

Academic Requirements

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

Course Format & Duration

RM10,000 | 2 credits | 17-week duration

- Video lectures and assignments available from **January 12, 2027.**
- Hybrid live sessions with lecture reviews and case discussions.

Live-session	Date and Time
First Live Session	Sunday, January 24, 2027 10:00 AM – 2:00 PM (MYT)
Second Live Session	Sunday, February 14, 2027 10:00 AM – 2:00 PM (MYT)
Third Live Session	Sunday, March 21, 2027 10:00 AM – 2:00 PM (MYT)
Fourth Live Session	Sunday, April 4, 2027 10:00 AM – 2:00 PM (MYT)
Fifth Live Session	Sunday, April 18, 2027 10:00 AM – 2:00 PM (MYT)
Exam	Sunday, May 9, 2027 10:00 AM – 2:00 PM (MYT)

Faculty



Abigail Tay is an Associate Professor II of Economics at the 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 Honors) from the University of Cambridge and her PhD in Economics from Stanford University.

Prior to moving to Kuala Lumpur, she was an 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 approximately USD2,200

The Royal Malaysian Customs Department has expanded the scope of the Sales and Service Tax (SST) framework to include education services. Under this regulation, a 6% Service Tax applies to education services provided to self-funded non-Malaysian individuals.

Education fees that are fully sponsored by an organization are exempt from Service Tax

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).
- STF claimable by eligible Malaysian employers, terms and conditions apply.



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)

