Application of Managerial Economic Concept(s). Due Date: October 28 2022 Conduct an economic analysis and prepare a recorded PPT presentation of up to 10 minutes using the concepts and tools you have learned from this course, studying a real-life business model/practice/event. Your analysis should be based on an actual event or practice that took place relatively recently (on or after January 1, 2022) or is still ongoing. You will be graded based on your demonstrated understanding and appropriate applications of concepts and models learned in the course. You’ll also be assessed based on the quality of your PPT slides and presentation skills. You can consider topics of such nature: i. Application of the concept of value creation in the supply chain to analyze a recent vertical integration or vertical strategic alliance; ii. Application of supply-demand analysis to predict the implication(s) of a public policy or change in market condition on businesses; iii. Application of the concept(s) of profit maximization and/or price discrimination to assess the merit of a unique pricing practice; iv. Application of the concept(s) of game theory and/or oligopoly competition to analyze the entry deterrence tactics adopted by a company and the potential antitrust risks the company faces if relevant; v. Application of concept(s) of game theory, oligopoly competition, and/or strategic positioning to understand the success or failure of a company’s entry into a market; vi. Analysis of a merger case and assessment its implications on the merging entities’ and other players in the industry; or vii. Any other topic covered in the course. The case you analyze can be inspired by what you read in the business press or what you observed in your former company or industry. You can also use a search engine such as Google, Bing, or one of the electronic databases at HKU’s university library system to look for suitable cases. Submissions. Submit both the PPT slides and you presentation video via Moodle. On the cover page of your PPT slides, write down the full names and email addresses of all the group members.