

## Overseas Lecturers' Short Courses

Department: Fudan International Summer Session 2026

Course Code	ECON50004						
Course Title	Overseas Lecturers' Short Courses: Applied Microeconomics: Methods and Applications						
Credit	2	Experiment (including Computer) Credit		Practice Credit		Aesthetic Education Credit	
Credit Hours Per Week	9 credit hours per week. 36+3 tutorial hours in total (one credit hour is 45 minutes)	Education on The Hard- Working Spirit Credit Hours		<b>Language of Instruction</b>		Honors Course	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Course Type	<input type="checkbox"/> Core General Education Course <input type="checkbox"/> Specific General Education Course <input type="checkbox"/> Basic Course in General Discipline <input checked="" type="checkbox"/> Others			2+X Major : <input type="checkbox"/> Professional Core Course <input type="checkbox"/> Professional Advanced Course			
				Non 2+X Major : <input type="checkbox"/> Professional Compulsory Course <input type="checkbox"/> Professional Elective Course			
Course Objectives	After finishing this course, students are expected to be able to conduct economic research using advanced empirical industrial organization methods and quantitative research methods on unstructured data.						
Course Description	This course introduces advanced empirical industrial organization methods and quantitative research methods on unstructured data. The course would cover a broad spectrum of models, consisting of both conceptual seminars and programming practices. The students are expected to showcase what they have learned through independent research.						
Course Requirements: Prerequisites: None.							

**Teaching Methods:** The course is formatted as a combination of (1) seminars, (2) hands-on coding practices and (3) research projects.

**Course Director's Academic Background:**

Tianli Xia is an Assistant Professor at the University of Rochester’s Simon Business School. His research lies at the intersection of empirical industrial organization and quantitative marketing, with additional interests in health and environmental economics. His work has appeared in leading journals such as the American Economic Review. He received his B.A. in Economics from Fudan University in 2018 and his Ph.D. in Economics from the University of Wisconsin–Madison in 2024.

**Instructor's Academic Background:**

Jinyang Zheng is an Assistant Professor of Information Systems at the Simon Business School. His research explores how AI and IT artifacts can be used to moderate digital platforms and drive business transformation, using causal inference (Rubin and Pearl), structural modeling, and unstructured data analysis. He holds a Ph.D. in Business Administration with minor in marketing, economics, and econometrics from the University of Washington.

**Members of Teaching Team**

Name	Gender	Professional Title	Department	Responsibility
Tianli Xia	Male	Assistant Professor		Co-instructor
Jinyang Zheng	Male	Assistant Professor		Co-instructor

**Course Schedule:**

1. Jinyang: Maximum Likelihood Estimator and Discrete Choice Model
2. Jinyang: Simulated Maximum Likelihood Estimator and Random Coefficients
3. Tianli: Generalized Method of Moments and Demand Estimation
4. Tianli: Demand Estimation: Applications I CPG, Urban, Transportation, Education
5. Tianli: Demand Estimation: Applications II Environmental, Healthcare
6. Tianli: Conduct Testing and Vertical Model
7. Jinyang: Finite Mixture Model and Regime Switching Model
8. Jinyang: Bayesian Learning and Research Ideation Discussion
9. Jinyang: Research Presentation

The design of class discussion or exercise, practice, experience and so on: The course would involve several coding practices and an independent research paper development that involves discussions and presentations.

If you need a TA, please indicate the assignment of assistant:  
Grading the coding homework

Grading & Evaluation:  
Homework (2x), Referee Report, Paper Presentation

**Usage of Textbook:**  Yes (complete textbook information form below)  No

**Textbook Information** (No more than two textbooks) :

Title	Author	ISBN	Publishing Time	Publisher	Type I	Type II
					<input type="checkbox"/> Self-compiled Textbook (Published) <input type="checkbox"/> Non-mainland Textbook <input type="checkbox"/> Other Textbook (Published)	<input type="checkbox"/> National Planning Textbook <input type="checkbox"/> Provincial and Ministerial Planning Textbook <input type="checkbox"/> School Level Planning Textbook <input type="checkbox"/> Others
					<input type="checkbox"/> Self-compiled Textbook (Published) <input type="checkbox"/> Non-mainland Textbook <input type="checkbox"/> Other Textbook (Published)	<input type="checkbox"/> National Planning Textbook <input type="checkbox"/> Provincial and Ministerial Planning Textbook <input type="checkbox"/> School Level Planning Textbook <input type="checkbox"/> Others

Teaching Materials & References: Instructors' handouts/lecture notes.