



## Course Outline

### EE 311 Microeconomics Theory (Section 046402)

**Semester:** 2/2022 (Jan 9 – May 6, 2023)

**Instructor:** Mr Pongpalin Yingchoncharoen

**Office:** Room #2 (the 60<sup>th</sup> Anniversary Building),  
Faculty of Economics, Tha Prachan Campus

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**Office hours:** Please make appointment via Line

**Class Schedule:** Wednesdays and Fridays at 11.00 – 13.00 hrs.

**Class Venue:** Room 303, 3rd floor, Faculty of Economics

#### Course Description:

*Prerequisites: EE211 and MA216*

Demand and supply analysis, consumer behaviour and demand theory, production and cost of production, different types of product market structures, price determination in factor markets, decision-making over time, general equilibrium analysis, and introductory welfare economics and public policy.

#### Objectives of the course:

1. Understand and able to apply the consumer behavior and demand theory.
2. Understand and be able to explain the relationship between inputs and output in the short run and long run. Understand types of cost curves and their properties as well as understanding the relationship between production and costs.
3. Know the characteristics of each type of product market structure. Know how to determine the equilibrium price and quantity for each market structure.
4. Know how to determine the equilibrium price and quantity for each type of factor market.
5. Understand the three general equilibrium conditions and the Pareto optimality concept.
6. Understand the factors that lead to market failure and the way to solve the market failure.

**Method of Instruction:** There are a total of 60 class-hours for this course or 4 hours per week. Class activities in each week will consist of three hours of lectures, and one hour of discussions, exercises and quizzes. Students are expected to work on about four 15-minute quizzes during class hours, and participate in class discussions.

### Student Evaluation:

Quizzes/assignment	15%
Mid-term examination	40%
Final examination	45%

### Important Dates

Add-Drop period	January 9 – 22, 2023
Midterm	Friday, March 3, 2023; 12.00 - 14.30 hrs.
Final	Thursday, May 18, 2023; 09.00 - 12.00 hrs.
Last day for course withdrawal	January 25 – March 19, 2023

### Main Textbooks

There are several textbooks that cover similar materials. **The first three books will be used extensively, but, for many topics, they can be used interchangeably with the other listed books.** It is important to realize, however, that no single textbook contains **all** the materials covered in this course. It is therefore essential that you read several sources, and that you review the concepts listed under “REVIEW” on your own, so that our time can be more valuably spent on new topics.

- 1) **Besanko, David, and Ronald R. Braeutigam, *Microeconomics: An Integrated Approach*, (4<sup>th</sup> ed.) New York: John Wiley & Sons, 2014.**
- 2) **Pindyck, Robert S. and Daniel E. Rubinfeld. *Microeconomics*, (9<sup>th</sup> ed.), New Jersey: Prentice -Hall, 2018.**
- 3) **Perloff, *Microeconomics*, (8<sup>th</sup> ed.) Boston: Peason, 2018.**
- 4) Salvatore, Dominick, *Microeconomics: Theory and Applications*, (5<sup>th</sup> ed.), New York: Oxford University Press. 2008.
- 5) Frank, Robert H. (8<sup>th</sup> ed.). *Microeconomics and Behavior*, New York: McGraw-Hill, 2010.
- 6) Miller, R.L., and R.P.H. Fische. *Microeconomics: Price Theory in Practice*, New York: Harper Collins, 1995.
- 7) Hirshleifer, Jack *Price Theory and Applications* (6<sup>th</sup> ed.), New Jersey: Prentice - Hall, 1998.
- 8) Griffiths, Alan and Stuart Wall, *Microeconomics: Theory & Applications*, London: Longman, 2000.
- 9) Nicholson, Walter and Christopher M. Snyder, *Intermediate Microeconomics and Its Application*, (11<sup>th</sup> ed.), Dryden Press, 2009.
- 10) Varian, Hal *Intermediate Microeconomics*, (5<sup>th</sup> ed.) New York: Norton, 1999.

**Supplementary Reading (for fun):**

Levitt, Steven D. and Stephen J. Dubner, *Freakonomics*, New York: Harper Torch, 2006.

Harford, Tim, *The Undercover Economist: Exposing Why the Rich Are Rich, the Poor Are Poor--and Why You Can Never Buy a Decent Used Car!*, Oxford University Press, 2006.

Marshall Jevons, *Murder at the Margin*, New Jersey: Princeton University Press, 1978, 1993.

*The Fatal Equilibrium*, New York: Balantine Books, 1985.

*A Deadly Indifference*, New Jersey: Princeton University Press, 1995.

Oyer, Paul, *Everything I Ever Needed to Know about Economics I Learned from Online Dating*, Harvard Business Review Press, 2014.

Dan Ariely, *The Upside of Irrationality: The Unexpected Benefits of Defying Logic at Work and at Home*, Harper; 1 edition (June 1, 2010)

Dan Ariely, *Predictably Irrational, Revised and Expanded Edition: The Hidden Forces That Shape Our Decisions*, Harper Perennial; 1 Exp Rev edition (April 27, 2010)

Dan Ariely, *The Honest Truth About Dishonesty: How We Lie to Everyone--Especially Ourselves*, Harper Perennial; Reprint edition (June 18, 2013)

**Movies:**

“A Beautiful Mind” Universal Studios, 2001.

“An Inconvenient Truth”, 2006.

“Inside Job”, 2010.

**Some Useful Links:**

Student Resources for Frank’s text:

[http://highered.mcgraw-hill.com/sites/0073375942/student\\_view0/index.html](http://highered.mcgraw-hill.com/sites/0073375942/student_view0/index.html)

Nobel Prize in Economic Sciences:

[http://nobelprize.org/nobel\\_prizes/economics/shortfacts.html](http://nobelprize.org/nobel_prizes/economics/shortfacts.html)

Robert H. Frank: <http://www.robert-h-frank.com/>

Econ Ph.D. Net: <http://www.econphd.net/>

Hal R. Varian: <http://people.ischool.berkeley.edu/~hal/>

The Official Paul Krugman Web Page: <http://web.mit.edu/krugman/www/>

The Undercover Economist: <http://timharford.com>

The Airport Economist: <http://www.theairporeconomist.com>

The Economist Magazine: <http://www.economist.com>

## Expected Learning Outcomes:

### 1. Morality and Ethics

Applicability	Expected Learning Outcomes	Evaluation Method
●	1.1 Students demonstrate integrity.	Participation, Homework, Exam
○	1.2 Students prioritize social and public benefits over personal ones.	
●	1.3 Students are punctual and comply with the code of conduct of the institution and society at large.	Participation, Homework, Exam
○	1.4 Students are responsible and accountable to society, the nation, and the subject of economics.	
○	1.5 Students realize the cultural and environmental value of the sustainable society.	

### 2. Knowledge

Applicability	Expected Learning Outcomes	Evaluation Method
●	2.1 Students know and understand modern economics principles and theories, and are up to date with new developments.	Participation, Homework, Exam
●	2.2 Students know and understand Thai and global economic structure, and the importance of major international economic events.	Participation, Homework, Exam
●	2.3 Students know and understand instruments of economic analysis.	Participation, Homework, Exam
●	2.4 Students know and understand applied fields in economics, including monetary, public, international, business, natural resource and environmental, industrial, agricultural, cooperative, political, developmental, and entrepreneurial economics as well as agribusiness.	Participation, Homework, Exam
○	2.5 Students are informed about related fields including sociology, business administration, education, law policy, and science.	

### 3. Intellectual Development

Applicability	Expected Learning Outcomes	Evaluation Method
●	3.1 Students have developed individual critical thinking.	Participation, Homework, Exam
●	3.2 Students are sufficiently trained in research skills.	Participation, Homework, Exam
●	3.3 Students demonstrate an ability to analyze and synthesize data, as well as appropriately integrate economics concepts to understand causes of current economic problems in Thailand. Based on analysis and synthesis, students demonstrate an ability to propose policy guidelines to resolve problems.	Participation, Homework, Exam

### 4. Interpersonal Skills and Responsibilities

Applicability	Expected Learning Outcomes	Evaluation Method
●	4.1 Students are responsible for assigned tasks and work in groups effectively.	Participation, Homework, Exam
●	4.2 Students have problem-solving skills	Participation, Homework, Exam
○	4.3 Students show leadership skills and team spirit.	
●	4.4 Students are always improving themselves.	Participation, Homework, Exam
○	4.5 Students have good interpersonal skills, adapting and working under different conditions.	

### 5. Quantitative Analysis, Communication and Information Technology

Applicability	Expected Learning Outcomes	Evaluation Method
●	5.1 Students select and apply appropriate statistical and mathematical methods for data processing, interpretation, conclusions, and recommendations to resolve problems.	Participation, Homework, Exam
○	5.2 Students communicate effectively and select appropriate presentation methods.	
●	5.3 Students use information and communication technologies appropriately to gather data as well as process, interpret, and present results.	Participation, Homework, Exam

## Teaching Plan (Subject to change):

### 1. Introduction

#### 1.1 Why Study Microeconomics?

Application of Demand and Supply concepts: government intervention

**Review:** Concepts of consumer and producer surplus.  
**Read:** Besanko & Braeutigam Chs. 2 & 9, Pindyck & Rubinfeld Chs. 2 and 9, Perloff Chs.2,3,9, Frank Ch. 2, Salvatore Ch.2.

### 2. Consumer Behavior and Demand Theory

#### 2.1 Indifference Curve Analysis

- assumptions
- analysis of goods, bads, neutrals

**Review:** Properties of indifference curves.  
**Read:** Besanko & Braeutigam Ch. 3 & 4., Pindyck & Rubinfeld Ch. 3, Perloff Ch.4 & App. 4A, Salvatore Ch.3 (3.1-3.2), Frank Ch.3, Hirshleifer Ch. 3(pp.70-73), Miller & Fische Ch.5, Griffiths & Wall Ch.1 (pp.-33).

#### 2.2 Consumption equilibrium and changes in equilibrium

- consumption equilibrium and duality
- changes in income
- changes in price: income effect and substitution effect
- compensated and uncompensated demand curves
- market demand
- network externalities
- application: vouchers vs. income transfers
- revealed preferences, index numbers, and welfare changes

**Review:** Construction of demand curves, elasticities.  
**Read:** Besanko & Braeutigam Ch. 5, Pindyck & Rubinfeld Ch. 4, Appendix, Perloff Ch. 5; Salvatore Ch 3 (3.4-3.5) Chs.4 -5, Frank Ch.4-5, Appendix; Hirshleifer Ch.4,Ch.5 (pp.117-152), Miller & Fische Ch.4 (pp.119-120); Appendix 5A and Ch.6, Griffiths and Wall Ch.1 (pp.33-50), Ch.2, (pp.55-68) , Varian Ch. 7.8 & Ch. 8.

#### 2.3 Intertemporal consumption (consumption overtime)

- time preference and time value of money
- cases: regular income, productive opportunities, inheritance
- supply of saving
- consumption and pricing of durable goods and non-renewable resources

**Read:** Pindyck & Rubinfeld Ch.15, Perloff Ch. 16, Salvatore Ch.16, Frank Ch.15 Appendix, Hirshleifer Ch.14.

#### 2.4 Consumption under uncertainty

- expected utility
- preference toward risk
- gambling and insurance
- The Demand for Risky Assets

**Read:** Besanko & Braeutigam Ch. 15 (15.1-15.4), Pindyck & Rubinfeld Ch.5, Perloff Ch.17 (17.1-17.2), Salvatore Ch.6, Frank Ch.6 (pp.198-210), Miller & Fische Ch.5 (pp.644-649), Griffiths & Wall Ch.3 (pp.102-113).

### 3. Transactions Costs and Institutional Economics

- costs of market exchange
- components of transactions costs
- optimal search
- meaning of “institutions”
- origin of firms, an example of an institution
- rules, behavior and objectives of the firm
  - profit maximization
  - utility maximization and satisficing

**Read:** Miller & Fische Ch.7, Frank Ch.6 Appendix, Griffiths and Wall Ch.5, Baumol W.J.Economic Theory and Operations Analysis, 4<sup>th</sup> ed.(Prentice – Hall) 1977, Ch.15, Kreps, A Course in Microeconomic Theory, (Harvester Wheatsheaf) 1990, Ch. 20, Coase “The Nature of the Firm”, *Economica*, 4:386-405, 1937, Stigler, “The Economics of Information”, *Journal of Political Economy*, 69:3, 1961.

### 4. Production and Costs

#### 4.1 Production equilibrium

- least cost combination
- duality in production
- relationship between product curves and cost curves

#### 4.2 Production functions and costs

- homogeneous production functions and their properties
- returns to scale
- elasticity of substitution

**Review:** All product and cost curves; e.g. AP, MP, TP, TC, AC, MC.

**Read:** Besanko & Braeutigam Ch. 6-8, Pindyck & Rubinfeld Chs.6-7, Perloff Ch.6-7, Salvatore Chs. 7-8, Frank Chs.9-10, Miller & Fische Chs.8-9, Griffiths & Wall Ch.4.

### 5.Product Markets

#### 5.1 Perfectly competitive markets

- long-run equilibrium and efficiency

**Review:** Characteristics of perfectly competitive markets, price and output under perfect competition.

**Read:** Besanko & Braeutigam Ch. 9, Pindyck & Rubinfeld Ch.8, , Perloff Ch. 8, Hirshleifer & Glazer Ch.7 (pp.175-186), Salvatore Ch.9, (pp.240-248), Frank Ch.11, Miller and Fische Ch.10, Griffiths and Wall Ch.6.

#### 5.2 Monopoly

- meaning of market power
- price and output determination
- multi-plant monopoly
- monopoly and resource allocation
- regulation of monopolies and contestable markets
- other pricing strategies
  - price discrimination: degrees and hurdles
  - two-part tariffs and other strategies

**Review:** Simple monopoly

**Read:** Besanko & Braeutigam Ch. 11.1-11.6 & 12, Pindyck & Rubinfeld Ch.10 (10.1-10.4 and 10.7) & Ch.11, Perloff Ch.11,12; Salvatore Ch.10 & Ch.13, Frank Ch.12, Miller & Fische Ch.11-12, Hirshleifer Ch.8, Griffiths and Wall Ch.7.

### 5.3 Monopolistic competition

- characteristics of monopolistic competition
- equilibrium price and output in the short run and long run
- implications on resource allocation

**Read:** Besanko & Braeutigam Ch. 13.5, Pindyck & Rubinfeld Ch.12.1, Perloff 13.7, Frank Ch.13, Miller & Fische Ch.13 (pp.515-523), Salvatore Ch. 11 (11.1-11.2)

### 5.4 Oligopoly

- meaning of oligopoly
- various models of oligopoly:
  - kinked demand
  - collusion and cartel
  - Cournot, Bertrand and Stackelberg
  - price leadership or dominant firm
- game theory and its application to oligopolistic markets
  - introduction
  - equilibrium: Dominant strategy, Nash equilibrium, Maximin
  - Prisoners' dilemma
  - sequential games
  - Strategic moves: entry deterrence

**Read:** Besanko & Braeutigam Ch. 13.1-13.4 & 14, Pindyck and Rubinfeld Ch.12.2-12.6 & Ch.13, Perloff Ch. 13,14, Hirshleifer Ch.10, Salvatore Ch.11 (11.3-11.8) Ch. 12, Frank Ch.13, Miller & Fische Ch.13 (pp.526-557); Chiang, Fundamental Methods of Mathematical Economics, Ch. 21.  
**Watch:** "A Beautiful Mind"

## 6. Factor Markets

### 6.1 Competitive factor markets

- demand for a factor ( cases of one variable input and several variable inputs )
- supply of inputs to a firm and market supply of inputs
- price and quantity of factor employed

**Read:** Pindyck & Rubinfeld Ch.14.1-14.2, Perloff Ch.5 (5.5), 15 (15.1).Hirshleifer Ch.11, Salvatore Ch. 14, Frank Ch.14, Miller & Fische Ch.14 (pp.565-592),Griffiths & Wall Ch.9 (pp.379-383).

### 6.2 Factor Markets with Monopoly and Monopsony Power

- marginal revenue product
- marginal and average factor cost
- price and quantity of factor employed

**Read:** Besanko & Braeutigam Ch. 11.7, Pindyck and Rubinfeld Ch. 10.5-10.6 & Ch.14.3, Perloff Ch. 15 (15.2, 15.3), Hirshleifer Ch.11 (pp.333-341), Frank Ch.14, Miller & Fische Ch.14 (pp.595-599), Griffiths & Wall Ch.9 (pp.383-385), Salvatore Ch.15.

### 6.3 Factor Markets with Monopoly Power of Seller of Input

- monopoly power over the wage rate

- price and quantity of factor employed
- bilateral monopoly

**Read:** Pindyck & Rubinfeld Ch.14.4, Hirshleifer Ch.12 (12.4) (pp.356-363), Salvatore Ch.15, Miller & Fishe Ch.14 (pp.599-606).

#### 6.4 Economic Rent

- meaning of economic rent
- rent-seeking behavior and resource allocation

**Read:** Besanko & Braeutigam Ch. 9.5, Pindyck and Rubinfeld Ch.14 (pp.529-532), Frank Ch.15 (pp.569-70), Hirshleifer Ch.12 (12.7), Miller & Fishe Ch.14 (pp.588-589), Griffiths & Wall Ch.9 (pp.400-404).

### 7. General Equilibrium Analysis and Welfare Economics

#### 7.1 General Equilibrium: consumption, production, and exchange

- welfare criteria
- Pareto optimum and efficiency
- perfect competition and Pareto optimum
- welfare maximization and Pareto optimum conditions

**Read:** Besanko & Braeutigam Ch. 16.1-16.4, Pindyck & Rubinfeld Ch.16 (16.1-16.4, 16.6), Perloff Ch. 10, Hirshleifer Ch.15 (15.2), Miller & Fishe Ch.16, Salvatore Ch.17, Frank Ch.16, Griffiths & Wall Ch.9 (pp.421-433).

#### 7.2 Market Failure and Imperfections

- imperfect competition, externalities, public goods, and asymmetric information
- correction of failure and imperfections: government or private sector

**Read:** Besanko & Braeutigam Ch. 17, Pindyck & Rubinfeld Ch.16 (16.7) & Chs.17-18, Perloff Ch. 18,19, Hirshleifer Ch.15 (15.3), Miller & Fishe Ch.17, Salvatore Chs.18-19, Frank Chs.17-18, Griffiths & Wall Ch.9 (pp.433-437) & Ch.11.

**Watch:** “An Inconvenient Truth”, “Inside Job”

**Teaching Plan:**

<b>No.</b>	<b>Topics</b>
1 Jan 11	Application of Demand and Supply concepts: government intervention
2 Jan 13	Application of Demand and Supply concepts: government intervention
3 Jan 18	Consumer Behavior and Demand Theory: Indifference Curve Analysis
4 Jan 20	Consumption equilibrium and Changes in equilibrium
5 Jan 25	Applications: vouchers vs. income transfers, revealed preferences, index numbers
6 Jan 27	Intertemporal consumption
7 Feb 1	Intertemporal consumption
8 Feb 3	Consumption under uncertainty
9 Feb 8	Consumption under uncertainty
10 Feb 10	Production and Costs
11 Feb 15	Production and Costs
12 Feb 17	Perfectly competitive markets
13 Feb 22	Monopoly
14 Feb 24	Monopoly
<b>Midterm: Friday, March 3, 2023; 12.00 - 14.30 hrs.</b>	
15 Mar 8	Pricing strategies
16 Mar 10	Pricing strategies
17 Mar 15	Monopolistic competition and Oligopoly
18 Mar 17	Various models of oligopoly
19 Mar 22	Various models of oligopoly
20 Mar 24	Game theory and its application
21 Mar 29	Game theory and its application
22 Mar 31	Factor Markets
23 Apr 5	Factor Markets
24 Apr 7	Factor Markets
25 Apr 12	General Equilibrium Analysis
26 Apr 19	General Equilibrium Analysis
27 Apr 21	General Equilibrium Analysis
28 Apr 26	Market Failure and Imperfections
29 Apr 28	Market Failure and Imperfections
30 May 3	Market Failure and Imperfections
31 May 5	Market Failure and Imperfections
<b>Final Examination: Thursday, May 18, 2023; 09.00 - 12.00 hrs.</b>	