BACHELOR OF ECONOMICS
THAMMASAT UNIVERSITY

Course Outline

EE489 Seminar in Industrial Economics

Semester 2/2025 (January 5 – May 2, 2026)

Lecture Time: Monday, 09.00-12.00 hours

Lecture Venue: Room 302

Teaching Materials Platform:
https://classroom.google.com/u/1/c/ODI0MDg2NjMyNzE3

Class code: 6cgtglff

Instructor:

Name: Asst. Prof. Dr. Pornthep Benyaapikul

Office Hours: Monday 13.30-14.30 at BE Director Room or by appointment

Email: pornthep@econ.tu.ac.th

Number of Credit: 3 Credits (3-0-6)

Prerequisite: Having completed at least two 400-level (or the above level) courses in field of Industrial Economics

Course Description:

Seminar and research on topics in Industrial Economics under the supervision of the lecturer.

Course Objectives:

This course aims to equip students with the theoretical foundations and practical skills necessary to conduct independent research in industrial economics. Students will learn to formulate research questions, design methodologies, analyze data, and draw evidence-based conclusions. The course emphasizes critical thinking, empirical analysis, and the application of economic theory to real-world

industrial contexts, preparing students to contribute to academic, policy, and business decision-making.

Expected Learning Outcomes

CLOs	PLOs	Activities	Assessment
CLO1 Understanding concepts and theories in industrial economics, how to conduct research and being able to discuss, initiate an effective research question and provide critical thinking on related issues to the research question.	K1, K2, K4; S1; E1; C1, C4	- Lectures - Essay on emerging technologies - Paper discussions - Class presentation - Seminar paper	Essay and Presentation 15% Final paper (report) 40% Class Presentation on seminar paper 20%
CLO2 Improving writing skills in summarizing comprehensive topics and explaining topics in industrial economics, including policy implementation suggestions	K1, K2; S1, S2; E1, E3; C1, C2, C4	- Essay on emerging technologies - Seminar paper - Paper summary	Essay and Presentation 15% Paper summary 10% Final paper (report) 40%
CLO3: Analyzing and using the data to support evidence and tell stories from the data, as well as being able to do a research project	K2, K4; S1, S2, S3; E1, E3; C1, C4	- Seminar paper	Final paper (report) 40%
CLO4: Presenting and communicating research ideas or innovations with framework background on industrial economics with a well story telling	K1, K2; S1, S2, S3; E3; C1, C2, C4	- Seminar Paper - Class presentation - Paper discussion	Essay and Presentation 15% Final paper (report) 40% Paper discussion and comments 10% Class Presentation on your Seminar paper 40%
CLO5: Evaluate the ethical considerations of economic decisions and policy designs, as well as academic integrity and professional codes of conduct	K1, K4; S1; E1, E2, E4; C3, C5	- Seminar Paper - Paper discussion - Class essay	Essay and Presentation 15% Seminar paper 40% Paper summary 10% - No copy-paste in assignments - No AI generating in all work submissions - Provide correct references
CLO6: Enjoy lifelong learning, demonstrate creativity, accept different opinions, be able to plan research systematically, and show self-improvement	K2; S2; E3; C2, C3, C4, C5	- Class discussion - Develop term paper	Seminar paper 40% Class Presentation on seminar paper 20% Paper discussion and comments 10%

Learning Management and Evaluation

CLO	Learning Management	Evaluation
CLO1 (K1, K2, K4; S1; E1; C1, C4) Understanding concepts and theories in industrial economics, how to conduct research, discuss and initiate an effective research question, and provide critical thinking on related issues.	• Lectures on industrial economics foundations and research design • Topic identification and individual meetings to refine research questions • Paper discussions (reading, critique, and positioning) • Class presentations to articulate research questions and motivation • Seminar paper development (iterative drafts)	• Group essay & presentation (emerging technologies) – 15% • Individual assignments (e.g., critical comment, literature review pieces) – 15% • Progress report & presentation – 20% • Final paper (report) & presentation – 50%
CLO2 (K1, K2; S1, S2; E1, E3; C1, C2, C4) Improving writing skills in summarizing comprehensive topics and explaining industrial economics issues, including policy implementation suggestions.	• Writing workshops (structure, argumentation, referencing) • Paper summary exercises (clarity, synthesis, and policy relevance) • Seminar paper drafting with feedback cycles (abstract → intro → lit review → methods) • Peer discussion to strengthen logic and readability	• Group essay & presentation (emerging technologies) – 15% • Individual assignments (paper summary / writing tasks) – 15% • Final paper (report) & presentation – 50%
CLO3 (K2, K4; S1, S2, S3; E1, E3; C1, C4) Analyzing and using data to support evidence and tell stories from the data, and being able to do a research project.	• Methodology clinics (data sources, identification, empirical strategy) • Individual meetings to finalize methodology • Methodology presentation (receive comments and revise) • Progress/preliminary findings presentations • Seminar paper: data analysis, results, and interpretation	• Progress report & presentation – 20% • Final paper (report) & presentation – 50% • Individual assignments (methodology/data tasks) – 15%
CLO4 (K1, K2; S1, S2, S3; E3; C1, C2, C4) Presenting and communicating research ideas/innovations with industrial economics framework and effective storytelling.	• Class presentations (research question, methodology, findings) • Paper discussions and structured commenting sessions • Presentation coaching (storyline, visuals, and academic style) • Final online presentation of seminar paper	• Group essay & presentation – 15% • Progress report & presentation – 20% • Final paper (report) & presentation – 50% • Individual assignments (discussion/comments) – 15%
CLO5 (K1, K4; S1; E1, E2, E4; C3, C5) Evaluate ethical considerations of economic decisions and policy designs, and demonstrate academic integrity and professional conduct.	• Academic integrity briefing (citation, plagiarism avoidance, proper referencing) • Ethics discussion embedded in paper discussions and policy implications • Required transparency in data/methods and responsible use of AI/tools • Reflection through class tasks and feedback on ethical issues	• Individual assignments (including integrity/ethics compliance) – 15% • Final paper (report) & presentation (integrity, transparency, referencing) – 50%

CLO	Learning Management	Evaluation
CLO6 (K2; S2; E3; C2, C3, C4, C5) Enjoy lifelong learning, demonstrate creativity, accept different opinions, plan research systematically, and show self-improvement.	· Class discussion and peer feedback culture · Step-by-step term paper planning (milestones and time management) · Iterative revision and self-improvement through feedback loops · Openness to alternative approaches and constructive critique	· Progress report & presentation – 20% · Final paper (report) & presentation – 50% · Individual assignments / participation elements – 15%

Learning Assessment Plan

CLO	Methods of Learning Assessment	Assessment Week	Proportion of Assessment
CLO1	· Individual assignments (topic draft, critical comment, literature review pieces) · Group essay & presentation (emerging technologies) · Progress report & presentation · Final paper (report) & presentation	· Weeks 1–6 · Week 11 · Weeks 12–14 · Week 15–end of semester	· 15% · 15% · 20% · 50%
CLO2	· Paper summary / writing assignments · Group essay & presentation · Final paper (report) & presentation	· Weeks 3–6 · Week 11 · Week 15–end of semester	· 15% · 15% · 50%
CLO3	· Methodology / data tasks (individual) · Progress report & presentation (preliminary findings) · Final paper (report) & presentation	· Weeks 7–10 · Weeks 12–14 · Week 15–end of semester	· 15% · 20% · 50%
CLO4	· Presentation performance (proposal/methodology/finding/final) · Paper discussion/comments · Final paper (report) & presentation	· Weeks 3, 6, 9, 12, 14, 15 · Throughout · Week 15–end of semester	· 20% + 50% · 15% · 50%
CLO5	· Integrity/ethics compliance in all submissions (references, transparency) · Ethics-related task (when assigned) · Final paper (report) & presentation	· Throughout · Weeks 1–15 (as assigned) · Week 15–end of semester	· (embedded) · 15% · 50%
CLO6	· Participation in discussion/peer feedback (incl. openness, respectful collaboration) · Progress report & presentation · Final paper (report) & presentation	· Weeks 1–15 · Weeks 12–14 · Week 15–end of semester	· (embedded) · 20% · 50%

Main Text: There is no specific textbook for this course. However, I will post journal papers and some good readings on "how to write" on Google Classroom.

Grading Criteria:

1. Group essay and presentation 15%
2. Individual Assignments 15%
3. Progress report and presentation 20%

4. Final paper (report) and presentation 50%

About the assignments:

1. **Group essay and presentation** – Your group must choose topics from the list on emerging technologies, write a 5-page essay on that topic and present to the class on week 11.
2. **Individual assignment**– Students will be assigned to submit various works such as paper summary, literature review and summary of methodology.
3. **Final research report (your seminar paper)** – **You can team up as a group with maximum of 3 group members.** The paper should be between 20-25 pages long (1.5 or double spaced), **excluding** graphs, tables and figure bibliography and appendices. The paper should be well-organized in different parts. For example, 1) introduction 2) literature review 3) theoretical framework and methodology and 4) findings 5) conclusion. We will discuss about each part in more details in class.

Tentative Class Schedule:

Week		Agenda	Assignment/Reading
1	5 Jan	Introduction - Review of Course and Research Resources. Identification of Topics.	Read the suggested readings and start thinking about your topic.
2	12 Jan	Individual Meetings to identify research topics, relevant literature	Prepare a list of your topics (2-3 topics) with some literature/background papers
3	19 Jan	Lecture on Writing, Literature review and tools and individual meeting	1) A rough draft of your topics with some literature review and general organization of your paper and research plan (1-2 pages) 2) 5-minute Powerpoint presentation
4	26 Jan	Workshop1 – Topic/Literature Review	Submit 1 page critical comment of your chosen paper that relates to your topics.. (Individual Assignment)
5	2 Feb	Individual meeting and progress on Literature review and Methodology	
6	9 Feb	Individual meeting on Literature review and Methodology	1) A draft of your topics, literature review and propose methodology of your paper (at least 4 pages) 2) 10-minute Powerpoint presentation
7	16 Feb	Workshop 2 – Topic/Literature Review/Methodology	Working on your methodology
	23 Feb	Midterm Week, No Class.	Work on your paper

Week		Agenda	Assignment/Reading
8	2 Mar	Individual Meeting to Finalise your Methodology	
9	9 Mar	Methodology Presentation	Methodology Presentation (10-minute Powerpoint)
10	16 Mar	Individual Meeting	
11	23 Mar	Presentation on Emerging technologies: AI, Algorithm, Blockchain, Big Data, Autonomation Individual meeting (Online class)	Submit 5 pages essay of the chosen topics on emerging technologies and 8-10 minutes presentation
12	30 Mar	Present your progress/ preliminary finding	
13	6 Apr	Public Holiday (No class)	
	13 Apr	Songkran Holiday, No Class	
14	20 Apr	Present your finding/ preparing final draft	Preliminary finding presentation (10-minute Powerpoint)
15	27 Apr	Submit an Online Presentation of your paper	Max. 20 minutes per group

List of essay topics on emerging technology:

1. The Impact of Artificial Intelligence on Market Competition and Regulation

   Explore how AI disrupts traditional markets and the regulatory challenges it poses.

2. Big Data: A Tool for Innovation or Market Domination?

   Discuss the competitive implications of big data and the role of regulation in preventing monopolistic behavior.

3. Blockchain and Decentralized Economies: Threats or Opportunities for Regulators?

   Examine how blockchain technology challenges traditional regulatory frameworks.

4. The Role of Regulation in Ensuring Fair Competition in the Gig Economy

   Analyze the balance between fostering innovation and protecting workers' rights.

5. Regulating Digital Platforms: Antitrust Issues in the Age of Tech Giants

Evaluate cases of antitrust actions against major technology companies and their implications.

6. Emerging Technologies and Cross-Border Regulatory Challenges

Investigate how globalization and digital technologies complicate regulatory harmonization.

7. The Role of Competition Policy in the Development of Renewable Energy Technologies

Examine how competition policy can encourage innovation in clean energy markets.

8. The Future of Privacy Regulation in the Age of IoT

Discuss how IoT devices challenge traditional notions of privacy and competition.

9. Autonomous Vehicles and the New Competitive Landscape in Transportation

Explore the potential market changes and regulatory needs for autonomous transportation.

10. The Disruptive Power of Emerging Technologies on Traditional Market Structures

Analyze how technologies like AI, blockchain, or quantum computing are reshaping market dynamics.

11. The Rise of Platform Economies: Implications for Market Competition

Discuss how digital platforms (e.g., Amazon, Uber) dominate markets and the regulatory challenges they create.

12. Network Effects in Digital Markets: A Barrier to Entry or a Catalyst for Innovation?

Explore the role of network effects in strengthening market positions and their regulatory implications.

13. AI-Driven Marketplaces: Opportunities and Risks for Competition Policy

Evaluate the impact of AI-driven platforms on pricing, transparency, and market fairness.

14. The Economics of Subscription Platforms in Emerging Markets

Analyze the proliferation of subscription-based services (e.g., Netflix, Spotify) and their competitive impact in emerging economies.

15. Digital Payment Platforms: Fostering Financial Inclusion or Creating Monopolies?

Examine the role of fintech platforms in transforming payment systems and their regulatory implications.

16. Blockchain and Smart Contracts: Redefining Trust in Market Transactions

Explore how blockchain-based platforms are transforming market trust and disintermediating traditional players.

17. Data-Driven Markets: How Emerging Technologies Redefine Market Power

Discuss the relationship between data as a resource, emerging technologies, and market dominance.

18. Competition and Collaboration in the Era of Superapps

Investigate the rise of superapps (e.g., WeChat, Grab) as multi-service platforms and their impact on competition and innovation.