



# B.E. International Program

Faculty of Economics, Thammasat University



## Course Outline

### EE488: Industrial Economics: Selected Topics /

### EE488: Integrated Business Economics

Semester: 2/2011 (January 9 – May 20, 2012)  
Instructor: Dr.Pawin Siriprapanukul and Dr. Wanwiphang Manachotphong  
pawin@econ.tu.ac.th, wanwiphang@econ.tu.ac.th  
Time: Monday, 14:00 - 17:00 hrs.  
Room: Room: 206, Faculty of Economics, Tha Prachan  
Office hours: TBA

*EE488 Industrial Economics: Selected Topics (Curriculum 2004)*

*Prerequisite: By lecturer's consent*

*EE488 Integrated Business Economics (Curriculum 2009)*

*Prerequisite: EE311, EE312 and EE325 (or EE425)*

### Course Description:

Economic theories and tools used to analyze business problems and business situations. The analysis includes understanding competition and financial strategies adopted by firms in different industries, as well as forecasting economic and industrial conditions in the future.

### Textbooks:

There is no textbook for this class. Readings will be assigned class-by-class and are drawn from various sources.

### Grading:

Group Paper	50% (5 papers, 10% each)
Presentation	20% (present your group paper, 2 times/group)
Comment on presentation	10% (comment on your friend's presentation, 2 times/group)
Individual Final Paper	20%

\*Late papers count as 50% of your actual marks. Group presentation takes 30 minutes.

**Remarks:**

- ◆ Second semester begins Jan. 9, 2012
- ◆ Period of withdrawal without “W” Jan. 9-23, 2012
- ◆ Mid-Term Examination Feb. 27 – March 3, 2012
- ◆ Last day of withdrawal with “W” March 21, 2012
- ◆ Last day of class Apr. 29, 2012
- ◆ Final Examination May 4 - 20, 2012

**Topics**

Week 1: Financing Channels, Accounting, Monetary Economics Revision  
Readings: TBA

Week 2: Industrial Economics and Policy, Competition Policy and Regulation Revision  
Readings: TBA

Week 3: International Trade and International Economics Revision  
Readings: TBA

Week 4: Corporate Social Responsibility (CSR)  
Readings: TBA

Week 5: The Health Care Industry  
Readings: TBA  
Paper Topics: TBA

Week 6: *<student presentation and comments, paper 1 due.>*

Week 7: The Food and Food-processing Industry  
Readings: TBA  
Paper Topics: TBA

Week 8: *<student presentation and comments, paper 2 due.>*

Week 9: The Telecommunication Industry  
Readings: TBA  
Paper Topics: TBA

Week 10: *<student presentation and comments, paper 3 due.>*

Week 11: The Retail Industry, Modern Trade, E-Commerce, Franchise  
Readings: TBA  
Paper Topics: TBA

Week 12: *<student presentation and comments, paper 4 due.>*

Week 13: The Airline Industry  
Readings: TBA  
Paper Topics: TBA

Week 14: *<student presentation and comments, paper 5 due.>*