



(Tentative) Course Syllabus
For Economics Course
Semester S/2012

Course Outline

EE 362 Economics of Selected Asian Countries

Course Description:

Economic development trends of various countries in Asia. The evolution of economic structure; The role of private and public institutions along with other economic , social, and political factors that contributes to the economic adjustments of those nations; The relationship between Thai economy and the world economy, by focusing on a particular country or many Asian countries at the same time which will be announced in advance.

Prerequisites: a) EE210 or b) EE211and EE212 or c) EE213 and EE214

Course Objectives:

1. To provide basic understanding in regionalization and regionalism in ASEAN and East Asia.
2. To enhance students' analytical ability and capacity on integration of economic theories and applications.
3. To encourage students to acquire more and better knowledge regarding ASEAN and East Asian development.

Main Texts:

1. Dent, Christopher M. (2008). *East Asian Regionalism*. Routledge
2. Heenan, Patrick and Monique Lamontagne, editors (2001) *The Southeast Asia Handbook*. Fitzroy Dearborn Publishers. London,Chicago.
3. Rigg, Jonathan (1991). *Southeast Asia A Region in Transition*. Unwin Hyman.

Reading Materials and Sources of Information:

1. Jose Tongzon. (2002). *The Economics of Southeast Asia, second edition*. Edward Elgar
2. Hill, Charles W.L; Chow-Hou Wee; and Krishna Udayasankar (2012). *International Business: An Asian Perspective*. McGraw Hill

Other sources of valuable information is the World Bank's World Development Report (WDR) which is released annually. An even more extensive source of data is the World Bank's World Development Indicators (WDI) which comes out annually in print and CD-ROM. Both the WDR and WDI are accessible from the World Bank's website www.worldbank.org.

Websites containing a wealth of cross country information on development would include (1) The World Bank www.worldbank.org, (2) IMF www.imf.org (3) World Fact Book (CIA) www.cia.gov/cia/publications/factbook (4) International Development Research Center (IDRC) www.idrc.ca/library/world (5) Asian Crisis website (contains information on global financial and macroeconomics and has a huge subsection on the Asian Crisis) www.stern.nyu.edu/globalmacro (6) Asian Development Bank's Asia Recovery Information Center www.aric.adb.org

Teaching Plan:

Course Outline

- I. Introduction and Overview
 - A. Class Introduction
 - B. East Asia
 - C. Regionalism, Regionalization, Globalization
 - Dent Ch.1
 - Hill et al. Ch.1
- II. South East Asia (SEA) Country Differences
 - A. Population, Ethnic Groups, Geography
 - B. History
 - C. Political / Economic / Legal System /Development Policy
 - D. Culture and Ethics
 - E. Issues in common in SEA: Agriculture & Natural resources
 - Hill et al.
 - Rigg Ch.1-6
 - Rigg Ch.8 (Oil and gas in Indonesia)

- Heenan and Lamontagne Ch4-15
 - Heenan and Lamontagne Ch 16,17
 - World Bank / Asian Development Bank
- III. Regionalism and Regional Integration
- A. East Asia's regionalization in historic context
 - B. International Production Network
 - C. Zonal-Network Dimension
 - Dent Ch. 2
 - Hill et al.
 - Heenan and Lamontagne Ch 1-3
- IV. The Case for/against Regional Economic Integration
- A. ASEAN, ASEAN+
 - B. APEC
 - C. APT
 - D. FTA and Regionalism
 - Dent Ch.3-6
 - Rigg Ch.10
- V. Trade and Investment
- A. International Trade Theory
 - B. Political Economy of International Trade
 - C. Foreign Direct Investment
 - D. International Production Network in East Asia
 - Dent Ch. 2, 6
 - Rigg Ch.9 (Singapore)
 - World Bank, Asian Development Bank
- VI. Monetary System
- A. Foreign Exchange Market
 - B. International Monetary System

- C. Capital Market
- D. Financial Services, Asian Crisis and Responses
- E. Financial regionalism and Chiang Mai Initiatives
 - Dent Ch. 5
 - Heenan and Lamontagne Ch 18
 - World Bank, Asian Development Bank

VII. Transnational Issues in East Asia

- A. National Resources and Environment: Water, Haze
- B. International Migration
- C. Food and Energy Security
 - Dent Ch.7

Class Schedule

Date	Topic
(week 1) 16 August	I. Class Introduction
(week 2) 23	II. SEA Country Differences • History
(week 3) 30 August	<i>(No Class) Graduation Ceremony</i>
(week 4) 6 September	Class cancellation
(week 5) 13 (extended 1 hr)	II. Country Differences*** • Geography, Population, Ethnic Groups, economic situation, etc • Political / Economic / Legal System • Economic Development Policy
(week 6) 20	III. Regionalism and Regional Integration
(week 7) 27 September	III. Regionalism and Regional Integration

(week 8) 4 October	<i>(Midterm Week) /Submit Paper 1</i>
(week 9) 11 October	IV. The Case for/against Regional Economic Integration: ASEAN, ASEAN+, APEC, APT
(week 10) 18	IV. The Case for/against Regional Economic Integration • Myth & Reality** • FTA and regionalism
Date	Topic
(week 11) 25 (extended 1 hr)	V. Trade and Investment*** • International Production Network**
(week 12) 1 November	VI. Monetary System ***
(week 13) 8	VI. Monetary System • Financial regionalism • Chiang Mai Initiatives **
(week 14) 15	VII. Transnational Issues in East Asia
(week 15) 22	VII. Transnational Issues in East Asia
(week 16) 29(extended 1 hr)	<i>Presentation & Class wrap-up</i>

Course Evaluation

Assignments and Class participation	10%
Reflection (essays)	10%
Term Paper 1 (Thursday, October 4, 2012)	20%
Term Paper 2 (Monday, December 24, 2012)	25%
Final Examination (Friday, December 14, 2012)	35%

Assignments and Class participation

Each student is assigned to be responsible for one ASEAN country. There will be a pair of students studying the same country. There will be class discussion on a pre-determined topic as given in the class schedule below. Each student will share most update information of his/her country in class discussion.

Essays

Each student must submit a “Reflection” (1-or-2-page essay) on what you have learned in class discussion on the next period.

Term papers

There are two papers

1. Country Focus (10-15 pages, Times New Roman 12, single space)

- ✦ An individual work
- ✦ This paper collects stilight facts of one specific country a student in charge in class discussion. The paper also discusses brief history, economic and political situation, and one interesting contemporary issue of the country.
- ✦ Submission date: the date of midterm examination, October 4.

2. Regional Economic Integration (15-20 pages, Times New Roman 12, single space)

- ✦ A paper worked by a group of 2-3 students
- ✦ Select topic one topic: A or B or C.
 - A. The Role of China/Japan/S.Korea/USA in ASEAN
 - Select one big country
 - How the country excercises its economic power in ASEAN
 - B. An ASEAN member and AEC
 - Select one ASEAN country
 - How the country adjusts, prepare, or make progress towards AEC (in general or in specific issues)
 - Students should go back to review AEC blueprint or regulations relevant to your interested issue and set it as a framework to explore the gap between regulations and implementation

C. ASEAN X Industry

- Select one industry (in agriculture, manufacturing, or service sector)
- Compare and contrast the situation / or competitiveness / or linkages and production networks of that industry in Thailand and in another or other ASEAN countries
- Can be a case of international production networks in East Asia

D. Transnational Issues such as river, smog

✦ Methods of study

- Review Literature (with references)
- Collect some statistics (clearly state sources of data and year announced)
- Interview with people, such as embassy officers, businessmen, workers, chamber of commerces, government officers, scholars, NGOs etc.
- Analysis

✦ Presentation: The last period (Nov.29)

✦ Submission Date: Ten days after final examination

Examination

✦ **No Midterm Examination.**

Score will come from Term Paper 1 and assignments and essays. (about 30% of total score)

✦ **Final Examination.** Open book

Important Dates:

Class Begins	August 14, 2012
Adding and Dropping Course	August 14-28, 2012
Midterm Exam Period	October 1- 6, 2012 (No Lectures)
Course Withdrawal	October 17-22, 2012
Class Ends	November 29, 2012

Course Syllabus

EE391 Thai Rural Studies

Semester S/2012 (4th June – 5th August 2013)

Course Description:

Field studies to analyze Thai rural area, both quantitatively and qualitatively, in designated area by living with farmers in rural area within certain period of time. Collecting and analyzing data regarding the potential, physical, economic, social and political issues within the area. Identifying and analyzing problems, cause of problems, and the potentials of the area.

Evaluation

Evaluation of this course is of 2 levels, Satisfactory (S) and Unsatisfactory (U)

Rules of Conduct for Field Study

1. Student must observe and strictly follow Thammasat University's rules of regulations concerning student's conduct
2. Students must stay in the assigned rural area the whole period of field study
3. Students are allowed to be absent from the assigned area not more than 8 days during the field study providing that the absence must not exceed 4 days successively
4. Students must inform the host family by written document every time that the students have to leave the assigned area and/or stay overnight elsewhere

In case that the students violate or do not follow the above rules of conduct, it will affect the evaluation of students' performance, that is, the students will get "U" (Unsatisfactory) for the course enrolled.

Theme of Study

"Modern Farmers vs. Sufficiency Economy?: Crashes of State, Market, and Community and Implication on Development Practices"

Venue

Villages under the working area of *Puey Community Learning Centre* (PCLC). Amphor Moun. Chainat province, Thailand

Time Schedule

Date	Activity
4 th and 6 th June 2013	- Introduction - Workshop on data collection, working techniques with the community, analytical framework [Faculty of Economics, Thammasat University, Tha Prachan]
10 th and 11 th June 2013	- Departure to Chainat province - Meet the governor of Chainat province - Orientation at the <i>Puey Community Learning Centre</i> (PCLC) - Meet the host families
22 nd and 23 rd June 2013	First progress seminar [in the community]
8 th and 9 th July 2013	Second progress seminar [in the community]
15 th and 16 th July 2013	Focus group with the community
20 th July 2013	Goodbye party with the community
21 st July 2013	Departure to Bangkok
29 th July 2013	Presentation (Tha Phrachan)
5 th August 2013	Deadline for final report submission

Course Outline

FN 241 Risk Management and Insurance

Course Objective:

1. Explore Insurance Industry and its determinants, products, rule and regulations in the users perspective.
2. To enable students to understand framework, role, and function of financial department of business; goal and importance of financial risk management
3. To introduce the basic concept of financial risk management and insurance business including its roles in business world.
4. To equip students with analytical and problem-solving skills using MATLAB and its programming to solve basic risk management in finance world.
5. To provide students broad financial knowledge, corporate and investment, suffices for any business related functions.

Prerequisite

2nd year student (have taken at least 30 credits)

Grading:

Presentation	10%
Project	20%
Quiz and Assignments	20%
Final Examination	50% (Monday 30 th June, 2012, 13.00-16.00 hrs.)
Total	100%

Important Dates:

- Summer session begins June 5, 2012
- Adding or Dropping Course June 5 -11, 2012
- Mid-term Examination Period June 20-22, 2012
- Course Withdrawal with "W" June 27-29, 2012
- Last day of class July 27, 2012
- Final Examination Period July 30-31, 2012

Required Text and Materials:

George, E. Rejda, "Principal of Risk Management and Insurance, 11th edition", Pearson, 2011 (GR)

Crouhy, Michel, Dan Galai, and Robert Mark, "The Essentials of Risk Management", Mc Graw Hill 2007 (CGM)

Tentative Course Schedule:

Session	Topic	Reading
1	Introduction to the course: Introduction to risk management: A Helicopter View Introduction to MATLAB 1	CGM Chp. 1
2	Introduction to Risk management and Insurance Probability concept Risk and its treatment Introduction to MATLAB 2	GR Chp. 1 Chp. 2
3	Corporate Governance and Risk Management Introduction to Probability Introduction to Random Variables	CGM Chp.4 and Handout
4 - 6	A User-Friendly Guide to the Theory of Risk and Return MATLAB workshop	CGM Chp. 5 Lecture Note
7	The Insurance Mechanism Fundamental of Risk Management	GR Chp. 3
8	Additional Topics in Risk Management	GR

	Introduction to Enterprise Risk Management (ERM)	Chp. 4 Lecture Note
9	Legal Principles in Insurance	GR Chp. 5
10-11	Analysis of Insurance Contracts The liability risk Life Insurance	GR Chp. 6 -10
12	Corporate Risk Management	CGM Chp. 2
13-14	Value at Risk	CGM Chp 7 Class Lecture
15	Project Presentation	

Course Outline

MK 361 International Marketing

Course objectives:

After completion of this course students should be proficient and have sound basic knowledge of all related international marketing functions, as well as a understanding of market differences based upon geographic location.

Prerequisites:

MK 201 or MK 202

Evaluation:

Attendance and Punctuality	10%	
Group Case Study	30%	
Mid Term Individual Case Study	20%	
Individual Case Study	10%	
Final Examination	30%	(Monday 30 th July, 2012, 09.00-12.00 hrs.)

Important Dates:

- | | |
|-------------------------------|------------------|
| ▪ Summer session begins | Jun. 5, 2012 |
| ▪ Adding or Dropping Course | Jun. 5 -11, 2012 |
| ▪ Mid-term Examination Period | Jun. 20-22, 2012 |
| ▪ Course Withdrawal with “W” | Jun. 27-29, 2012 |
| ▪ Last day of class | Jul. 27, 2012 |
| ▪ Final Examination Period | Jul. 30-31, 2012 |

Main Text: Marketing Management (12th ed.)

Pearson International Edition

Students do not need to each carry this book

But are highly encouraged to visit this book

In the Library

Literature: Various case studies integrated in to the course

Cases used in

This Course:

McDonaldization Individual case

Planet Ralph Group work exercise

Iran case study Mid term case study

Chrombach Final exam case study

Specific Course Outline:

By Topic:

1. Nature of International Marketing and Introduction
2. Company and Marketing Strategy Partnering to build customer relationships, intro to international economies and trade
3. The Marketing Environment
4. Managing Marketing Information and Culture
5. The Global Marketplace
6. Consumer Market and buyer behavior
7. Business Markets and Business buyer behavior
8. Segmentation, targeting and positioning
9. Products, services and branding strategies
10. New Product development and life cycle strategies
11. Pricing considerations and approaches
12. Marketing Channels and supply chain management
13. Retailing and Wholesaling
14. Integrated Marketing Communication strategy
15. Creating a competitive advantage
16. Marketing in the Digital age
17. Marketing Ethics and Social Responsibility
