



(Tentative) Course Syllabus
for
Economics Courses
Semester 1/2020

Course Outline

EE211 PRINCIPLES OF MICROECONOMICS

Course Description:

The principles of microeconomics regarding value, price, resource allocation, introduction to theories of consumption and production with an emphasis on factors determining demand and supply of goods and services, determination of prices and efficiency of resource allocation in perfectly and imperfectly competitive markets; Basic theories regarding factor market and introductory concepts of market failures.

Evaluation:

Quizzes	10 %
Midterm Exam	40 %
Final Exam	50 %

Academic Honesty:

You are expected to be honest in all of your academic work. Copying is plagiarism and will be treated as an honor code violation. Potential sanctions include failure in the course and suspension from the university.

Exercises and Quizzes:

To stimulate active learning, we plan to give an exercise twice a month. An exercise will be given once a topic is complete and test on the topic will be held on the following week. Information concerning exercises and quizzes is as below

Topic	Released Date of Exercises	Dates and Time on Quizzes
Demand, Supply, and Equilibrium		
Elasticity and Its Application Consumers, Producer Surplus, and the Efficiency of Markets		
Applications on Demand, Supply, and Government Policies		
The Theory of Consumer Choice		
Production and Cost in the Short-Run		
Production and Cost in the Long-Run		

Market Structures		
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Recommended Texts:

Frank, R.H. *Microeconomics and Behavior*. 8th ed. McGraw-Hill, 2010.
 Krugman, P. and Robin Wells, *Microeconomics*. 2nd ed. Worth Publishers, 2008. (Hereafter, KW)
 Lipsey, R.G., C.T.S. Ragan, and P.A. Storer. *Economics*, 13th ed. Pearson Addison Wesley, 2008.

Mankiw, N.G. *Principle of Microeconomics*, 5th ed. Thompson South-Western, 2009.

Note: The list is provided in alphabetical order; it does not indicate which one is preferred.

Supplementary Reading (for fun):

Frank, Robert. *The Economic Naturalist: In Search of Explanations for Everyday Enigmas* (Paperback). Basic Books (April 7, 2008). More information about his nice writings, visit <http://www.robert-h-frank.com/links.html>
 Harcourt, Tim, *The Airport Economist*, Crows Nest: Allen & Unwin, 2008.

(URL: <http://www.theairporeconomist.com/>)

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!* Random House Trade Paperbacks (January 30, 2007).

Levitt D. [Steven](#) and [Stephen J. Dubner](#). *Freakonomics: A Rogue Economist Explores the Hidden Side of Everything*, William Morrow; Revised & Expand, Roughcut edition, 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.

[Wheelan](#), Charles. *Naked Economics: Undressing the Dismal Science*. W. W. Norton & Company (September 2003)

Movies:

“A Beautiful Mind” Universal Studios, 2001.

“Norma Rae” Trimark, 1979, video released 2001.

“Speed” Twentieth-Century Fox, 1994.

“The Rainmaker”, Paramount 1997

“Erin Brockovich” Universal, 2000.

“Hero” Miramax, 2004.

“Day After Tomorrow”, Fox 2004.

Some Useful Links

Student Resources for Frank’s text:

http://highered.mcgraw-hill.com/sites/0073375942/student_view0/index.html

Student Resources for KW’s text:

<http://bcs.worthpublishers.com/krugmanwellsmicro2/default.asp?s=&n=&i=&v=&o=&ns=0&uid=0&rau=0>

Student Resources for Lipsey et al.’s text:

http://wps.aw.com/aw_lipseyrast_economics_13/76/19534/5000899.cw/index.html

Student Resources for Mankiw’s text:

http://websites.swlearning.com/cgi-wadsworth/course_products_wp.pl?fid=M20b&product_isbn_issn=9780324589986&discipline_number=414

Nobel Prize in Economic Sciences:

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>

Study Plan:

1. What is Economics All About?

(Self Review)

- 1.1.1) What is Economics?
- 1.1.2) The Basic Economic Problems
- 1.1.3) Production Possibility Curve (PPC)
- 1.1.4) Assumptions
- 1.1.5) An Illustration of Scarcity, Choice and Opportunity Costs Using the PPC
- 1.1.6) Economic Growth and Changes in the PPC
- 1.1.7) Exchange and Gains from Trade, Explained by the PPC
- 1.1.8) Tools used in Microeconomics
- 1.1.9) Equilibrium Analysis
- 1.1.10) Comparative Static Analysis
- 1.1.11) Constrained Optimization
- 1.1.12) Methodology of Studying Economics
- 1.1.13) Economics as a Science
- 1.1.14) How Theories are Developed
- 1.1.15) Positive Vs. Normative Statements

Read: Frank, ch. 1; KW, chs. 1-2; Lipsey, chs. 1-2; Mankiw, chs. 1-2

2. Demand, Supply, and Equilibrium (3 hours)

Aug 9, 11

- **What Gives with the Price of Rice?**
- **IS Support a Good Thing?**

- 2.1.1) Market: Meaning and Components
- 2.1.2) Demand: Buyers' Behavior
- 2.1.3) Meaning
- 2.1.4) Law of Demand
- 2.1.5) Individual and Market Demands
- 2.1.6) The Distinction of "*Change in Quantity Demanded*" and "*Change in Demand*"
- 2.1.7) The Determinants of Demand
- 2.1.8) Supply: Sellers' Behavior
- 2.1.9) Meaning
- 2.1.10) Law of Supply
- 2.1.11) Firm and Market Supplies
- 2.1.12) The Distinction of "*Change in Quantity Supplied*" and "*Change in Supply*"
- 2.1.13) The Determinants of Supply
- 2.1.14) Market Equilibrium: When Demand and Supply Meet
- 2.1.15) Meaning and How to Determine the Equilibrium
- 2.1.16) Shocking the Equilibrium and Adjustments
 - a) When demand curve shifts
 - b) When supply curve shifts
 - c) When both demand and supply curve simultaneously shift

Read: Mankiw, ch. 4; Lipsey, ch. 3; KW, ch. 3; Frank, chs. 2 and 4

3. Elasticity and Its Applications (3 hours)

Aug 16, 18

- 3.1.1) Elasticity of Demand: Meaning, Measurement and Determinants
- 3.1.2) Price Elasticity of Demand
- 3.1.3) Income Elasticity of Demand
- 3.1.4) Cross Price Elasticity of Demand
- 3.1.5) Elasticity of Supply: Meaning, Measurement and Determinants

Read: Mankiw, ch. 5; Lipsey, ch. 4; KW, ch. 6; Frank, chs. 2 and 4

4. Consumers, Producers, and the Efficiency of Markets (3 hours)

Aug 23, 25

- 4.1.1) Consumer Surplus
- 4.1.2) Willingness to Pay (WTP)
- 4.1.3) Using the Demand Curve to Measure Consumer Surplus
- 4.1.4) How a Lower Price Raises Consumer Surplus
- 4.1.5) What Does Consumer Surplus Measure?
- 4.1.6) Producer Surplus
- 4.1.7) Cost and the Willingness to Sell
- 4.1.8) Using the Supply Curve to Measure Producer Surplus
- 4.1.9) How a Higher Price Raises Producer Surplus
- 4.1.10) What Does Producer Surplus Measure
- 4.1.11) Market Efficiency

Read: Mankiw, ch. 7; Lipsey, chs. 6 and 12; KW, ch. 4; Frank, chs. 2 and 4

5. Applications on Demand, Supply, and Government Policies (6 hours)

Aug 30; Sep 1, 6, 8

- 5.1.1) Price Controls
- 5.1.2) Ceiling Price
- 5.1.3) Floor Price
- 5.1.4) Effects of Taxation
- 5.1.5) A Unit Tax on Producers
- 5.1.6) A Unit Tax on Consumers
- 5.2) Effects of Subsidy Given to Producers
- 5.3) Applications on International Trade
 - 5.3.1) Import Tariffs
 - 5.3.2) Quotas
 - 5.3.3) Subsidies

Read: Mankiw, ch. 6; Frank, chs. 2 and 4; KW, chs. 5 and 7; Lipsey, ch. 5

6. The Theory of Consumer Choice (9 hours)

Sep, 13, 15, 20, 22; Oct 4, 6

- **Why Do You Like What You Like?**
- **How much of What You Like Should You Buy?**
- **Does It Pay to Raise Prices?**

- 6.1.1) Utility Theory (or Cardinal Approach)
- 6.1.2) The Meaning of Utility
- 6.1.3) Law of Diminishing Marginal Utility
- 6.1.4) Relationship between Total Utility and Marginal Utility
- 6.1.5) Consumers' Equilibrium (or Rational Spending Rule) and Change in Equilibrium
- 6.1.6) Indifference Curves Theory (or Ordinal Approach)
- 6.1.7) What a Consumer Wants
 - a) The Meaning of Indifference Curve
 - b) Properties of Indifference Curve
 - c) Slope of Indifference Curve and Marginal Rate of Substitution (MRS)
- 6.1.8) What the Consumer Can Afford
 - a) Budget Line: Meaning, Slope, and Change in Budget Line
- 6.1.9) How the Consumer Optimally Chooses
 - a) Consumer Equilibrium and Change in Equilibrium
- 6.2) Derivation of an Individual Demand Curve Using Indifference Curves and Budget Lines
- 6.3) How a Consumer Responds to Change in Price: Substitution and Income Effects (Hicksian Approach)
- 6.4) Applications
 - 6.4.1) In Cash Vs. In Kind
 - 6.4.2) Vouchers Vs. Subsidy
 - 6.4.3) Work Vs. Leisure
 - 6.4.4) Consume Today Vs. Consume Tomorrow

Read: Frank, chs. 3-4; KW, chs. 10-11; Lipsey, ch. 6 (& appendix); Mankiw, ch. 21

7. Production and Cost in the Short-Run (4 ½ hours)

Oct, 11, 13, 18

- **Can They Make It Better and Cheaper?**
- 7.1) Firm and the Objectives of Production
- 7.2) Production Functions
- 7.3) Distinction between Short-run and Long-run
- 7.4) Production Function in the Short-run
 - 7.4.1) Total Product (TP), Average Product (AP), Marginal Product (MP)
 - 7.4.2) Relationship of TP, AP, and MP
 - 7.4.3) Law of Diminishing Returns

- 7.4.4) Stage of Production
- 7.5) The Meaning of Costs
 - 7.5.1) Economic and Accounting Costs
 - 7.5.2) Sunk Costs
 - 7.5.3) Private and Social Costs
- 7.6) Relationship between Costs and Production
- 7.7) Short-run Costs of Production: TFC, TVC, TC, AFC, AVC, ATC, MC, and their relationship

Read: Frank, chs. 9-10; KW, ch. 12; Lipsey, ch. 7; Mankiw, ch. 13

8. Production in the Long-Run (3 lectures)

Oct 20, 25, 27

- 8.1) Isoquant
- 8.2) Isocost
- 8.3) Least Cost Combination
- 8.4) Expansion Path
- 8.5) The Meaning of Returns to Scale
- 8.6) Long-run Costs of Production: LTC, LAC, LMC
- 8.7) Relationship between Expansion Path and LTC
- 8.8) Relationship between Long-run and Short-run Costs
- 8.9) Economies and Diseconomies of Scale
- 8.10) Economies of Scope
- 8.11) Learning by Doing

Read: Frank, chs. 9-10; KW, ch. 12; Lipsey, ch.

COURSE OUTLINE

EE 212 PRINCIPLES OF MACROECONOMICS

Number of credits: 3 credits

Course Description:

Indicators, goals and problems in macroeconomics. Determination of national income, theories of aggregate consumption and aggregate investment, accelerator principle, money market, theory of demand for and supply of money, the joint equilibrium model of product and money markets (IS-LM model), balance of payments, and fiscal and monetary policies as means to stabilize an economy, as well as applications of macroeconomic theory to analyze Thai economic conditions.

Course Objectives

1. Giving basic knowledge and awareness of macroeconomic issues
2. Introducing the economic approach in understanding macroeconomic phenomena
3. Introducing basic tools in macroeconomic analysis

Evaluation:

Midterm exam	30%
Final exam	50%
Essay	15%
Group Project	5%

Essay:

Student is required to write an essay (approximately 1,000-1,500 words). Its objective is to encourage student to read, think, analyse and write academic essay. *Plagiarism will not be tolerated.* More detail about topics and structure will be announced in class.

Main Texts:

Case, Karl E., Ray C. Fair and Sharon Oster (2011), *Principles of Macroeconomics* (11th ed.): Prentice Hall. [CFO]

Goodwin, Neva; Julie A. Nelson, and Jonathan Harris. (2009). *Macroeconomics in Context*. Armonk: M.E. Sharpe

Lipsey, R.G., Courant, C.T.S., and Ragan, P.A. (2008), *Economics* (13th ed.): Pearson Addison-Wesley [LCR]

And the ebook from <http://www.core-econ.org/>

Recommended Texts (alphabetical order):

Abel, Andrew, Ben Bernanke and Dean Croushore. (2011), *Macroeconomics* (7th ed.) Pearson Educations,

Froyen, Richard T. (2012), *Macroeconomics: Theories and Policies* (10th ed.): Prentice Hall. [F]

Mankiw, Gregory., *Principles of Macroeconomics* (2009): South-Western Cengage Learning

Course Outline:**9. Introduction to Macroeconomics (August, 17 and 19)****1.1 What is macroeconomics?**

1.1.1 Microeconomics VS Macroeconomics

1.1.2 Meanings, objectives, and macroeconomic policies

1.2 A brief history of macroeconomics

1.2.1 The capitalist revolution and its implications

1.2.2 History of economic ideas

1.3 Basics in macroeconomics

1.3.1 Tools in understanding macroeconomics

1.3.2 Tradeoffs between macroeconomic objectives

1.3.3 Basic concepts in macroeconomics

- 1.3.3.1 Resource maintenance: stock vs. flow variables
- 1.3.3.2 Production: real vs. nominal variables
- 1.3.3.3 Distribution
- 1.3.3.4 Consumption

Read: CFO, ch. 5, 7; LCR, ch. 21; first chapter of the ebook from <http://www.core-econ.org/>

2. National Income and National Product (August, 24, 26, and 31, September 2)

- 2.1 Circular flow of production and expenditure
- 2.2 Meaning and significance of national income accounting
- 2.3 Distinction between GNP and GDP
- 2.4 Measurement of GDP
 - 2.4.1 Expenditure approach
 - 2.4.2 Income approach
 - 2.4.3 Product approach
- 2.5 Applications of GNP in economic analysis
 - 2.5.1 Distinction between Money and Real GNP
 - 2.5.2 GNP per capita
 - 2.5.3 GDP growth
 - 2.5.4 Some remarks on the applications
- 2.6 Measurement of price level
- 2.7 Measurement of unemployment

Read: CFO, ch. 6; LCR, ch.3, 22

3. National Income and Equilibrium Determination (September, 7, 9, 14, 16 and 21)

- 3.1 Introduction
- 3.2 Composition of desired aggregate expenditure (DAE)
 - 3.2.1 Desired aggregate consumption expenditure and consumption theories
 - 3.2.2 Desired aggregate investment expenditure
 - 3.2.3 Desired aggregate government expenditure
 - 3.2.4 Desired aggregate net exports
- 3.3 Equilibrium national income
 - 3.3.1 Definition
 - 3.3.2 Determination of equilibrium national income
 - 3.3.2.1 $Y = DAE$ approach
 - 3.3.2.2 Leakage = Injection approach
 - 3.3.2.3 Adjustment to equilibrium
- 3.4 Changes in equilibrium national income and the multipliers
 - 3.4.1 Constant price level
 - 3.4.2 Price level varies
- 3.5 Paradox of Thrift
- 3.6 Inflationary and deflationary gap

Read: CFO, ch. 8; LCR, ch. 23-24

4. Fiscal Policy at work (September 23, 28 and 30)

- 4.1 Meaning, objectives and tools of fiscal policy
- 4.2 Effects of fiscal policy on equilibrium national income
 - 4.2.1 The government spending multiplier
 - 4.2.2 The tax multiplier
 - 4.2.3 The balanced-budget multiplier
- 4.3 Fiscal policy and its effectiveness in solving macroeconomics problems
- 4.4 The real world of fiscal policy
 - 4.4.1 Fiscal budget
 - 4.4.2 Quasi-fiscal tools
 - 4.4.3 Taxation
 - 4.4.4 Government debt

Read: CFO, ch. 9; LCR, ch. 26

5. The Money Market and Monetary Policy (October 12, 14, 19 and 21)

- 5.1 Demand for money
 - 5.1.1 Transaction demand for money
 - 5.1.2 Precautionary demand for money
 - 5.1.3 Speculative demand for money
- 5.2 Supply of money
 - 5.2.1 The banking system and money creation
 - 5.2.2 Money multiplier and the size of money supply
- 5.3 Equilibrium in money market
- 5.4 Monetary policy
 - 5.4.1 The role of the central bank
 - 5.4.2 Controlling the quantity of money

Read: CFO, ch. 10-11; LCR, ch. 27-29

6. The IS-LM, AD-AS Model and Its Application (October 26 and 28, November 2, 4, 9 11, and 16)

- 6.1 Introduction to the IS-LM model

- 6.1.1 The derivation of IS schedule
- 6.1.2 The derivation of LM schedule
- 6.1.3 The IS-LM combined
- 6.1.4 Understanding policy effectiveness through IS-LM model
- 6.2 The derivation of aggregate demand (AD)
- 6.3 Aggregate supply
 - 6.3.1 Short-run AS
 - 6.3.2 Long-run AS
- 6.4 Determination of equilibrium, change in equilibrium, and multipliers
- 6.5 The equilibrium price level and inflation
 - 6.5.1 Definition
 - 6.5.2 Causes of inflation
 - 6.5.2.1 Demand-pull inflation
 - 6.5.2.2 Cost-push inflation
- 6.6 Applications of the IS-LM and AD-AS models

Read: CFO, ch. 13; F. ch. 9, LCR, ch. 25-26, 30

7. International Economics (November 18, 23, and 25)

- 7.1 International Trade
- 7.2 The balance of payments
- 7.3 The market for foreign exchanges
 - 7.3.1 Demand for foreign exchanges
 - 7.3.2 Supply of foreign exchanges
 - 7.3.3 Equilibrium exchange rate
- 7.4 The effects of exchange rates on the economy

Read: CFO, ch. 21; LCR, ch. 35-37

8. Economic Inequality (November 30 and December 2)

Read: TBA

EE 311 Microeconomics Theory

Number of credits: 4 credits

Course Description:

Study the intermediate level of mainstream microeconomic theory, including consumer theory, producer theory, and market structure. The last part will be on market failure. These topics are useful for further study in junior and senior years.

Prerequisites: EE211 (or EE213) and MA216 (or MA211)

Textbooks:

1. Pindyck Robert S. and Daneil E. Rubinfeld, Microeconomics.7th ed. Pearson Education,Inc., 2009
2. Perloff J. M., Microeconomics, 4th ed., Addison-Wesley, 2007.

Teaching Plan:

Topics	Pindyck Chapter	Dates
1.Introduction	1	
2.Consumer Theory: Indifference Curve	3	
3.Consumer Theory; Applications	4	
4.Consumer Theory; Uncertainty	5	
5. Cost and Production	6-7	
6. Market: Perfect Competition	8-9	
7. Market: Monopoly	10-11	
Midterm Exam	1-11	
8. Market: Monopolistic Competition	12	
9. Market: Oligopoly	12	
No Class		
10. Game Theory	13	
11. General Equilibrium	16	
No Class		
12 Market Failure: Asymmetric Information	17	

13. Market Failure: Externalities	18	
14. Market Failure : Public Goods	18	
Final Exam	12-18	

Note: * Holiday (Make-up classes will be announced later

Course Outline

EE 312 Macroeconomics Theory

Number of credits: 4 credits

Course Description:

Analysis of joint equilibrium in product market, money market, and foreign exchange market (the IS-LM-BP model) as well as changes in equilibrium. The relationship between the product market and the labor market. The model of aggregate demand and aggregate supply in closed and open economies. Inflation, unemployment, and the Phillips curve. Real Business Cycle model and New Keynesian economics. Economic stabilization policies and Growth theory. Applications of macroeconomic theory to analyze economic situations.

Prerequisites: a) EE211 and EE212 or b) EE213 and EE214

Course Objective:

To provide students with an understanding of macroeconomics theory and the factors affecting the short-run and long-run performance of the economy as well as an analysis of stabilization policies and economic growth.

Main Textbooks:

1. Froyen, R. T., **Macroeconomics: Theories and Policies**, 9th edition, Prentice-Hall Inc., New Jersey, 2009.
2. Mankiw, N.G., **Macroeconomics**, 7th edition, Worth Publishers, 2010.

Other references for further reading:

1. Andrew B. Abel, Ben S. Bernanke, and Dean Croushore, **Macroeconomics**, 6th edition, Pearson International, 2008
2. Olivier Blanchard, **Macroeconomics**, 5th edition, Pearson International Edition, 2009.
3. Rudiger Dornbusch, Stanley Fischer, and Richard Startz, **Macroeconomics**, 10th edition, Mcgraw-Hill International, 2008.
4. Stephen Williamson, **Macroeconomics**, 3rd edition, Pearson International, 2008.

Course Schedule:

Number of Lecture Hours	Lecture Topic / Activities
2 hours	1. Introduction: Macroeconomic Analysis 1.1 Subject matter of macroeconomics 1.2 Macroeconomic variables and measurement 1.3 Analytical framework and schools of thoughts (Froyen, Chapter 1, 2)
10 hours	2. Joint equilibrium in the product and money market 2.1 Analysis of product and money market (IS-LM model) 2.2 Policy effects in the IS-LM Framework 2.3 Relative effectiveness of Fiscal and Monetary Policy (Froyen, Chapter 5, 6, 7)
12 hours	3. The Model of Aggregate Supply and Aggregate Demand 3.1 The Labor Market and Aggregate Supply (AS) 3.1.1 The Classical Model 3.1.2 The Keynesian Model 3.2 The Aggregate Demand (AD) 3.2.1 The Classical Model 3.2.2 The Keynesian Model 3.3 Keynesian vs. Classical Economics (Froyen, Chapter 3, 4, 8)
Number of Lecture Hours	Lecture Topic / Activities
8 hours	4. Inflation, Unemployment and the Phillips Curve 4.1 The Monetarist View 4.2 The Natural Rate Theory 4.3 Monetarist and Keynesian Views of the Unemployment and Inflation Trade-off (Froyen, Chapter 9, 10)
4 hours	5. New Classical Economics 5.1 Rational Expectation 5.2 Policy Implications under Rational Expectation (Froyen, Chapter 11)
4 hours	6. Real Business Cycle Model and New Keynesian Economics 6.1 Real Business Cycle Model 6.2 New Keynesian Economics (Froyen, Chapter 12, 13)
12 hours	7. Open Economy Macroeconomics 7.1 Components in Balance of Payments 7.2 Foreign exchange market and exchange rate systems 7.3 Derivation of Balance of Payments Curve (BP) 7.4 Internal-External Joint Equilibrium (IS-LM-BP model) 7.5 Monetary and Fiscal Policy in an Open Economy 7.6 AD and AS in an Open Economy (Froyen, Chapter 14, 15)
4 hrs	8. Macroeconomic goals and policies 8.1 Monetary Policy

	8.1.1 Money and interest rates 8.1.2 Competing Strategies 8.1.3 Recent strategy: inflation targeting 8.2 Fiscal Policy (Froyen, Chapter 16, 17, 18)
10 hrs	9. Economic growth 9.1 Capital Accumulation and the Golden Rule Level of Capital 9.2 Population growth 9.3 Technological Progress and Productivity 9.4 Policies to promote economic growth 9.5 Endogenous growth theory (Froyen, Chapter 19, 20; Mankiw, Chapter 7, 8)

Course Outline

EE 320 Introductory Mathematical Economics

Number of credits: 3 credits

Course Descriptions:

Study of mathematical concepts and tools such as functions, matrices and higher-order derivatives in cases of single and multiple independent variables. Emphasis is on the application of optimization, both with and without constraints, and introductory integral, for understanding relationships of various economic variables and concepts, such as the relationship of aggregate, average and marginal functions. Other topics covered analyses of elasticities, market equilibrium, impacts of taxation and input-output models.

Prerequisites: EE 211, EE 212 and MA 216

Students may take EE421 as a compulsory course in substitution of EE320 (Credit will not be awarded to students who are taking or have taken EE 421).

Main Textbooks:

Chiang, A. C. and Wainwright, K. (2005) *Fundamental Methods of Mathematical Economics*, 4th edition, McGraw-Hill, Inc., Singapore. (CW)

Lecture Notes: Lecture notes by Dr. Anin Aroonruengsawat

Other Recommended Books:

Dowling, E. T. (2001) *Schaum's Outline of Theory and Problems of Introduction to Mathematical Economics*, 3rd edition, The McGraw-Hill Companies, Inc.

Holden, K. and Pearson, A.W. (1992) *Introductory Mathematics for Economics and Business* Second edition, The Macmillan Press Ltd.

Sydsaeter K. and P. Hammond. (2006) *Essential Mathematics for Economic Analysis*,
2nd edition, Prentice Hall.

Course Schedule:

Number of lecture(s)	Topics	
1	1. Introduction - Importance and Needs to use mathematics in economics. - The Nature of theory, economic model and mathematics.	CW. Ch. 1
1	2. Mathematics and Economic Relations - Relations and functions - Types of functions	CW. Ch.2
3	3. Static and Comparative Static Equilibrium Analysis - Linear models in economics - Simultaneous system of equations - Linear equation and graph - Breakeven analysis - Individual and market demand - Individual and market supply - Partial market equilibrium - Excise tax and market equilibrium - Elasticity concept - Simple macroeconomic model - IS-LM model	CW. Ch. 3 Lecture note 1
4	4. Basic Matrix Algebra and Applications - Terminology (Type of matrix) - Matrix operations (Add, Subtract, multiply)	CW. Ch. 4, 5 Lecture note

	- Representation of system of equation by matrix notation - Matrix inversion by determinants - Determinant and singularity of matrix - Cramer's rule - Matrix applications in - Partial market equilibrium - Excise tax and market equilibrium - Simple macroeconomic model - IS-LM model	2
Number of lecture(s)	Topics	
4	5. Nonlinear Model and Differential Calculus in Economic Theory - Quadratic theory - Other nonlinear functions - Slope and derivatives of a function - Rule of differentiation - Non differentiable functions - Convexity and Concavity - Maxima, minima and inflection point - Examples in Economics - Derivative and marginality - Relations among the total, the average and the marginal functions - Elasticity, total revenue and marginal revenue	CW. Ch. 6, 7, 8, 9 Lecture note 4
5	6. Derivatives of More-Than-One Independent Variable	CW. Ch. 7, 8

	Function - First order partial derivatives - Second order partial derivatives - Differential - Total differential - Total derivatives - Implicit function and its derivative - Examples in economics - Partial market equilibrium - Multipliers in macro models - Utility function - Production function - Etc.	Lecture note 5
3	7. Optimization without Constraints : One Independent Variable Case - Maximize profits - competitive market case - Monopoly case - Effects of taxes - Lump-sum tax - Profit tax - Excise tax - Maximization of tax revenue	CW. Ch. 9 Lecture note 6
3	8. Optimization without Constraint : More-Than-One Independent Variable Cases - Conditions for maximum or minimum	CW. Ch. 11 Lecture note 7

	- Third degree price discrimination - Multiplant-firm - Multiproduct-firm	
Number of lecture(s)	Topics	
3	9. Optimization under Equality Constraint - Lagrange multiplier - Conditions for optimization - Maximize output level subject to cost constraint - Minimize cost subject to output constraint - Minimize utility subject to fixed budget	CW. Ch. 12 Lecture note 8
3	10. Integration and Its Application - Terminology in Integration - Rules of Integration - Definite Integration - Applications: - Total revenue function from marginal revenue function - Total cost function from marginal cost function - Profit function from MR-MC - Utility function from marginal utility function - Consumption and saving functions from marginal propensity functions - Capital formation and investment functions - Consumer surplus, producer surplus and total surplus - First degree price discrimination	CW. Ch. 14 Lecture note 9

	- Differential equation (if time allows)	
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Course Outline

EE 325 Introductory Econometrics

Number of credits: 3 credits

Course Description:

Application of statistical and economic theories in analyzing economic data, with emphases on parameter estimation techniques and applications of simple and multiple regression models to economic analyses. Use of computer application in practice is also covered.

Prerequisites: EE211, EE212, MA216 (or MA211), and ST216 (or ST211).
(Credits will not be awarded to students who are taking or have completed EE 425)

Course Objectives:

To provide a good start and understanding on applying econometric tools for economic analysis.

Textbooks:

***Gujarati, D.N. (2009) Basic Econometrics. 5th ed. Singapore, McGraw-Hill. (G)

Wooldridge, J.M. (2006) *Introductory Econometrics: A Modern Approach*. 3rd ed.
Thomson South-Western. (W)

*** Main Textbook

Teaching Plan:

Tentative Course Outline

1. **The Nature of Econometrics and Economic Data** (1.5 hours)
 - What is Econometrics?

- Methodology of Econometrics
- The Structure of Economic Data

Reference: G: intro & ch. 1; W: ch. 1

2. **A Review of Some Statistical Concepts** (7.5 hours)

- Summation and Product Operators
- Sample Space, Sample Points, and Events
- Probability and Random Variables
- Probability Density Function (PDF)
- Some Important Theoretical Probability Distributions
- Statistical Inference: Estimation
- Statistical Inference: Hypothesis Testing

Reference: G: Appendix A; W: Appendix A, B, and C

3. **The Simple Regression Model** (9 hours)

- Two-Variable Regression Analysis
 - Concept of Population Regression Function (PRF) & The Sample Regression Function (SRF)
 - Method of Ordinary Least Squares
 - The Classical Linear Regression Model: The Assumptions Underlying the Method of Least Squares
 - Precision or Standard Errors of Least-Squares Estimates
 - The Coefficient of Determination

Reference: G: Ch. 1-3; W: Ch.2

- Two-Variable Regression: Interval Estimation and Hypothesis Testing
 - Classical Normal Linear Regression Model (CNLRM)
 - Interval Estimation and Hypothesis Testing

Reference: G: Ch. 4&5; W: Ch.3&4

4. **Multiple Regression Analysis** (13.5 hours)

- Multiple Regression Analysis

Reference: G: Ch. 7; W: Ch.3

- Multiple Regression Analysis: The Problem of Inference

Reference: G: Ch. 8; W: Ch.4 &6

- Extensions of the Two-Variable Linear Regression Model

- Regression through the origin
- Scaling and units of measurement
- Functional Forms of Regression Models

Reference: G: Ch. 6; W: Ch. 6

5. **Dummy Variable** (1.5 hour)

Reference: G: Ch. 9; W: Ch. 7

6. **Relaxing the Assumptions of the Classical Model** (10.5 hour)

- Multicollinearity
- Heteroscedasticity
- Autocorrelation

Reference: ch 10 – 12; W: Ch 3, 4, 8 & 12

Note: The mid-term and final exams are closed books and closed notes. Midterm and final exam dates are not changed due to the official schedule from BE program. Only physical condition with approval medical document is allowed for postponing the exam.

Quizzes: There will be 6 random equally weighted quizzes. The lowest quizzes score will be dropped. There are no make-up quizzes.

Homework Assignments: There will be equally weighted homework assignments. Late homework will be graded based on 50% of full credit. More than two-day late homework will not be accepted.

Academic Honesty:

You are expected to be honest in all of your academic work. Copying is plagiarism and will be treated as an honor code violation. Potential sanctions include failure in the course and suspension from the university.

EE 404 History of Economic Thought

Course Content

Development of economic thought from the mercantilist period up to mid twentieth century, emphasis on the influences of economic problems in each period on the development of economic thought.

Prerequisites:

EE210 or EE211 and EE212 or EE213 and EE214 or by lecturer's consent

Course Objectives:

This course is designed to expose the students to the history of economic thought. Students will learn about the intellectual thought patterns and assumptions of various periods of history, and how those patterns influenced, and were influenced by, economic thought. Numerous previous theories, some forerunners of modern theories, others dead-end theories that have since been abandoned, will be studied - including Mercantilism, the Physiocrats, Marxism, Marginalists, Neoclassical, Keynesians, Chicago, Institutionalists, Welfare Economics, Public Choice, the New Institutionalists, and Austrians. By the end of the semester students will know where the theories they are learning in other classes came from, and something about the many other approaches that have been tried throughout history.

The course seeks to make sure students can:

- 1) Detect and identify the main differences between differing schools of thought.
- 2) Understand the historic debates that occurred throughout history, debates that shaped and were shaped by the theories.
- 3) Understand the historic periods that served as a background for the debates, often shaping the debates in ways outside of pure "theory".
- 4) Use the knowledge gained to better understand contemporary debates and issues.

Text:

The History of Economic Thought: Stanley L. Brue and Randy R. Grant

Notes, Note taking, and Attendance

I DO NOT use power point, I lecture and use the board. I give each lecture off of prepared notes, which will be available the day before class on my website or through moodle. I would recommend that you print out a copy of them for yourselves, many students find they help to follow the lecture. DO NOT assume that the notes are a substitute for the lecture, I use the

notes to remind myself of what points I want to cover, in what order. But parts of the notes are not understandable without the lecture to explain them.

Moodle: The moodle code for the course is xxxx. All of the lecture notes will be put on moodle, though it is usually easier to get them off of my website: www.ajarnkennedy.com

Cheating:

Don't. If you do, and I catch you, you will be reported to the program director for appropriate punishment. At a minimum, you will receive a zero on the assignment you are caught cheating on, other punishments include automatically failing the course, and being suspended for one (or more) semesters.

Evaluation:

The class evaluations will be based on two exams, a midterm and a final. The midterm will be 1½ hours in length, the final will be 3 hours in length. Students will have a choice of what questions to answer. A sample exam will be passed out before the first exam.

Each exam is worth a percentage of your grade as given below. The Midterm exam will cover material from the first half of class, the Final exam will be comprehensive, though weighted towards materials studied in the second half of the semester. The exam schedule is given below:

Midterm Exam: 40%

Final Exam: 60%

Topics and Class Schedule: (This may change as the semester progresses, I will keep it up to date on my webpage)

Teaching Plan and Class Schedule

Date	Topic	Readings
August 20, 22	Class 1: Introduction, The Greeks, Romans, the Middle Ages	Online Readings (Not Required), Chapter 1
	Class 2: The Mercantilists	Chapter 2
August 27, 29	Class 3: The Physiocrats Special Topics: Economic History vs. History of Economic Thought	Chapter 3
	Class 4: The Classical School I - Adam Smith	Chapter 4
September 3, 5	Class 5: The Classical School II	Chapter 5

	- Adam Smith Class 6: The Classical School III - Malthus, Say	Chapter 6
September 10, 12	Class 7: The Classical School IV - David Ricardo Class 8: The Classical School V - David Ricardo	Chapter 8
September 17, 19	Class 9: The Classical School VI – Bentham Class 10: The Classical School VII Senior, Mill	Chapter 7
September 24, 26	Class 11: The Socialists Class 12: The Socialists II	Chapter 9
October 1, 3	Class 13: The Marxists I Class 14: The Marxists II	Chapter 10 Supplemental Handout
October 8	Midterm: October 8 (9:30 – 11:00)	
October 15, 17	Class 15: German Historical School Class 16: The Institutionalists, the Austrians	Chapter 11 Chapter 19
October 22, 24	Class 17 -18: The Marginal Revolution I The Marginal Revolution II	Chapter 12 (optional) Chapter 13 Chapter 14
October 29, 31	Class 19 - 20: The Neoclassical School I (Marshall) The Neoclassical School II (Monetary)	Chapter 15 Chapter 16
November 5, 7	Class 21: The Neoclassical School III (Imperfect competition) Class 22: Game Theory	Chapter 17 Supplemental Readings – we may skip this depending on time
November 12, 14	Class 23-24: Welfare Economics I Welfare Economics II (Public Choice)	Chapter 20 Supplemental Readings
November 19, 21	Class 25-26: The Keynesian Revolution The Keynesian Revolution II	Chapter 21, 22
November 26, 28	Class 28-30 Chicago I Chicago II	Chapter 24

December 3, 5	TBA, Review for Final Exam	
December 16	Final Exam (9:00 – 12:00)	

Course Outline

EE 411 Microeconomic Analysis

Number of credits: 3 credits

Course Description:

Study of microeconomic theory with an emphasis on utilizing mathematical tools to analyze various economic issues, such as consumer behavior, revealed preferences, intertemporal consumption, consumption and risk, and theory of production and cost. Topics covered also include market structures and behavior, game theory, factor markets, general equilibrium and welfare economics, and impacts of externalities, public goods, and asymmetric information on level of welfare.

Prerequisites: EE311 and EE320 (or EE421)

Useful Materials:

[C] Cowell 'Microeconomics' (HB172 .C69)

[JR] Jehle, and Reny 'Advanced Microeconomic Theory' (HB172 .J45 20x1)

[L] Leelahanon 'Lecture Notes for EC411 (in Thai)' (available at
<http://econ.tu.ac.th/class/archan/Sittisak/EC411/>)

[MWG] Mas-Colell, Whinston, and Green 'Microeconomic Theory' (HB172 .M62)**Things to cover**

1. Consumers
2. Firms
3. General Equilibrium
4. Games
5. Imperfect Competition and Market Failure (if time permits)

Remarks:

- 1) The instructor retains his right to give a final grade.

- 2) Topics covered may be adjusted.
- 3) There will not be any supplementary exams.

Course Outline

EE 422 Mathematical Economics 2

Number of credits: 3 credits

Course Description:

The application of mathematical tools including integral calculus, differential equations, difference equations, phase diagram and dynamic optimization such as optimal control theory and dynamic programming for explaining dynamic economic phenomena as well as for locating time path and stability of variables in the context of both microeconomics and macroeconomics. A study of dynamic input-output models is also covered.

Prerequisites: EE421 and having completed or currently taking EE312

Course Objectives:

This course is a second sub-field course in quantitative economics and it is designed for the students who want to prepare themselves for further studying economics in the graduate level. This class will mainly focus on the dynamic analysis which will be used as a tool to analyze dynamic economic phenomena and the stability. This course consists of two parts: the ordinary differential equations and difference equations part and the dynamic optimization part.

Required Textbooks:

1. Chiang, A. and Wainwright, K. (2005). *Fundamental Methods of Mathematical Economics*, 4th edition, McGraw Hill, Singapore.
2. Sydsaeter, K., Hammond, P., Seierstad, A. and Strom, A. (2005). *Further Mathematics for Economic Analysis*, 2nd edition, Prentice Hall, England.

Recommended Textbooks:

1. Simon, Carl P., and Blume L. (1994). *Mathematics for Economists*. W.W . Norton & Company Inc, New York.
2. Chiang, Alpha E. (1992). *Elements of Dynamic Optimization*. McGraw Hill, Singapore.

Teaching Plan:

Topics

1. Integral Calculus (14, 16, 21 Aug)
 2. Differential Equations (23, 28, Aug; 4, 6, 11, 13, 18, 20, 25 Sep)
 - 2.1 First-Ordered Differential Equations
 - 2.2 Higher-Ordered Differential Equations
 3. Difference Equations (27 Sep; 9, 11 Oct)
 - 3.1 First-Ordered Difference Equations
 - 3.2 Higher-Ordered Difference Equations
 4. System Equations (16, 18, 25, 30 Oct; 1, 6, 8 Nov)
 - 4.1 Eigenvalues and Eigenvectors
 - 4.2 System of Difference Equations
 - 4.3 System of Differential Equations
 5. Dynamic Optimization (13, 15, 20, 22, 27, 29 Nov)
 - 5.1 Optimal Control Theory
 - 5.2 Calculus Variations
 - 5.3 Dynamic Programming: The Bellman's Equations
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Course Outline

EE 425 Econometrics 1

Number of credits: 3 credits

Course Description:

The application of statistical and economic theories to analyze economic data, including parameter estimation using ordinary least squares (OLS) technique and hypothesis testing. The simple and multiple regressions. Estimations of parameters when independent variables consists of dummy variable. An examination of problems in regression model, including autocorrelation, heteroskedasticity, multicollinearity, specification error, and stochastic regressor. Other estimation techniques such as generalized least squares (GLS), maximum likelihood, and comparison between various techniques; The use of computer application in practice to analyze econometric models.

Note: Since the analysis of the multiple regression model (or general linear model) will involve matrix algebra, students should have taken MA217 or have some basic knowledge about matrix manipulation.

Prerequisites: MA216 (or MA211) and ST217 (or ST212)

Course Objectives:

To provide students with statistical tools and econometric knowledge to quantitatively analyze economic phenomena. Economic theory makes statements and hypotheses that are mostly quantitative in nature and econometric analysis uses mathematics and statistical tools to give empirical content to economic theory.

Main Textbooks:

Gujarati, D.N., and D.C. Porter, *Basic Econometrics*, 5th ed., N.Y., McGraw-Hill, 2009.

Other references for further reading:

Dougherty, C. *Introduction to Econometrics*. 3rd ed. Oxford University Press: Oxford, 2007.

Wooldridge, J. M. *Introductory Econometrics: A Modern Approach*. 3rd ed. Thompson: South-Western, 2006.

Course Schedule:

Number of Lecture Hours	Lecture Topic / Activities
3 hours	10. Introduction and Review of Statistical Concepts 1.1 What is econometrics 1.2 Methodology of econometrics 1.3 Types of economic data 1.4 Random variables and distributions 1.5 Sampling and estimators 1.6 Estimators and desirable properties of estimators (Gujarati and Porter, ch. 1: Appendix A, pp.869-912; Wooldridge, ch. 1)
8 hours	2 Simple Regression Models 2.1 Principle, assumptions and derivation of ordinary least squares (OLS) estimators 2.2 Properties of OLS estimators 2.3 Statistical inference 2.4 Coefficient of determination and Best linear unbiased predictor 2.5 Normality assumption and the maximum likelihood estimator (MLE) (Gujarati and Porter, chs. 2 – 5)
Number of Lecture Hours	Lecture Topic / Activities
3 hours	3 Extensions of the Simple Regression Model 3.1 Regression through the origin 3.2 Scaling and units of measurement 3.3 Functional forms of regression models (Gujarati and Porter, ch. 6)
8 hours	4 Multiple Regression Analysis (General Linear Model) 4.1 Model and assumptions 4.2 Estimation of parameters and properties of estimators 4.3 Meaning of partial regression coefficients 4.4 The matrix approach to the general linear model 4.5 Measuring goodness of fit: R^2 and adjusted R^2 (Gujarati and Porter, ch. 7; Appendix B, C)
5 hour	5 Statistical Inference in the General Linear Model 5.1 Sampling distribution of OLS estimators 5.2 Test on individual regression coefficients

	5.3 Testing the overall significance of the sample regression 5.4 Testing the equality of two regression coefficients 5.5 Testing linear restriction 5.6 Testing for equality or stability of parameters (Chow test) 5.7 Prediction with the general linear model (Gujarati and Porter, ch. 8)
4 hours	6 Dummy Variable Regression Models 6.1 Qualitative information and Nature of dummy variables 6.2 Use of dummy variables in cross-sectional data 6.3 Use of dummy variables in time series data 6.4 Dummy variable alternative to the Chow test 6.5 Interaction effects using dummy variables 6.6 Use of dummy variables in seasonal analysis 6.7 Piecewise linear regression (Gujarati and Porter, ch.9)
3 hours	7 Multicollinearity Problem 7.1 Nature of problem 7.2 Consequences of multicollinearity 7.3 Detection of multicollinearity 7.4 Remedial measures (Gujarati and Porter, ch. 10)
3 hrs	8 Heteroscedasticity problem 8.1 Nature of problem 8.2 Consequences of heteroscedasticity 8.3 Detection of heteroscedasticity 8.4 Remedial measures (Gujarati and Porter, ch. 11)
Number of Lecture Hours	Lecture Topic / Activities
3 hrs	9 Autocorrelation problem 9.1 Nature of problem 9.2 Consequences of autocorrelation 9.3 Detection of autocorrelation 9.4 Remedial measures (Gujarati and Porter, ch. 12)
2 hrs	10 The Method of Generalized Least Squares (GLS)
3 hrs	11 Specification Errors 11.1 Type of specific errors 11.2 Consequences of specification error 11.3 Tests of specification error 11.4 Errors of measurement 11.5 Incorrect specification of the stochastic error term (Gujarati and Porter, ch. 13)
3 hrs	12 Stochastic Regressors 12.2 Nature and Consequence of stochastic regressors 12.3 Asymptotic properties of estimators

	12.4Instrumental variables (IV) method (Dougherty, ch.8.1-8.3, Wooldridge, ch.5)
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Course Evaluation:

	Evaluation Method	Activities	Evaluation Date
1.	Homework and Exercise (20%)	Answers to problem sets	Every month
2.	Midterm Examination (30%)	Written Examination	Wednesday, October 3, 2012 (11.00 – 12.30 hrs)
3.	Final Examination (50%)	Written Examination	Thursday, December 20, 2012 (9.00 – 12.00 hrs)

Course Outline

EE 431 Economics of Financial Markets and Institutions

Number of credits: 3 credits

Course Description:

Money and capital markets at the micro level; Financial assets; financial risks and financial risks bearing; Theory of equilibrium pricing of financial assets; the CAPM and APT models; Interest rate structure; bond and equity instruments; Financial derivatives; Asymmetric information in financial market; The study of financial institutions with the emphases on theories regarding the roles and functions of commercial banks; Risk management of financial institutions; Monitoring and controlling of financial institutions; The deposit insurance system and financial institution business from the perspective of industrial economics.

Prerequisites: EE311

Course Objectives:

The objective of this course is to provide the students a better understanding of financial assets and the role of financial institutions in the financial markets with asymmetric information.

Required Text:

1. Frederic Mishkin, The Economics of Money, Banking and Financial Markets 9th Edition (Pearson, 2009).
2. Peter D Spencer, The Structure and Regulation of Financial Market (Oxford University Press, 2000)

3. Copeland, Thomas E. and J. Fred Weston, Financial Theory and Corporate Policy, 4th edition,
(Addison-Wesley, 2005).

Handouts or other related materials: (if any) will be uploaded on BE moodle at least two days before each lecture. It is the responsibility of the student to print the handouts or other related materials themselves.

Topics:

Part I : Economic Analysis of Asset Prices	
Topics	Textbook
Topic 1. Financial assets and the overview of financial market (1 time)	FM2009, Ch. 1-3
Topic 2. Debt Market and Structure of interest rates (9 times)	FM2009, Ch.4-6
Topic 3. Mean-Variance Analysis (3 times)	Copeland2005,Ch.5
Topic 4: Capital asset pricing model (CAPM) and Arbitrage Pricing Theory (APT) (4 times)	Copeland2005, Ch.6
Part II : Financial Institution, Financial Market and Asymmetric Information	
Topics	Textbook
Topic 5. Financial institutions (2 times)	FM2009, Ch.9 -11
Topic 6. Theory of financial intermediation (4 times)	PS2000, Ch.8
Topic 7. Convexity, excessive risk, and bank regulation (3 times)	PS2000, Ch.9
Topic 8. Bank runs, systemic risk and deposit insurance (5 times)	PS2000, Ch.10

The above criteria can be considered as an approximate guideline. However, there is no permanent letter grade for any exam. The criteria may be adjusted depending on overall performance of the students. The lecturer reserves the right to modify the grading criteria.

A student cannot ask a special letter grade other than the grade assigned. Otherwise, the rights of other students are violated and a student has no right to ask for such a violation.

Other Policies:

Any changes to the course outline (if any) **will be announced in the class or uploaded on BE moodle.**

It is the responsibility of the students to obtain any information announced in the class or the BE moodle. Ignorance of such information due to absence of class/absence of visiting the BE moodle is not a valid defense.

If a student has any question about the lecture, please do not hesitate to consult the lecturer during office hours. The lecturer would be pleased to assist. All students are welcome during the office hours. If you are not convenient to meet at the lecturer's office hours, please make an appointment in advance via email. Please allow enough time (at least 2 working days) for the lecturer to confirm the appointment. The student also should confirm such an appointment by emailing back. Please kindly use your official student's email account to contact with the lecturer.

Course Outline

EE432 Monetary Theory and Policy

Number of credits: 3 credits

Course Description:

This course aims to explore both the theoretical and practical aspects of monetary economics to provide an insight into real-life monetary policy-making. The first and second parts of the course review theoretical frameworks pertaining money, monetary policy and exchange rate to serve as a solid background for subsequent parts. The part on monetary theory then ties together related theoretical background on the formulation of monetary policy, which has evolved through several decades of development in macroeconomic theories. What then follows is a theoretical exposition of the role of credit and banking.

Having laid out a firm theoretical background, the course will then turn to actual policy-making of monetary policy. Monetary policy implementation in Thailand along with exchange rate policy will be thoroughly discussed. The course will also look into financial crises to draw some lessons from policy-making aspects, which will include a review of unconventional monetary policy as crisis response measures and a practical example of the fiscal and monetary interaction.

Prerequisite: EE312

Course Outline:

Part I Money and Related Theories

The theory of money demand

Money supply and money creation process

Money and inflation (IS/LM framework)

Part II Basics on Monetary Policy and Exchange Rate

The conduct of monetary policy

Transmission mechanism of monetary policy

Exchange rate and international financial system

Models of exchange rate crises

Part III Monetary Theory

The history of monetary theory

Rule vs discretion and the problem of inflationary bias

Theoretical solutions to inflationary bias problem

Understanding the New Keynesian framework

Why rule is still superior to discretion under the New Keynesian Framework

Part IV Credit and Banking

Credit, money and aggregate demand

Banks, allocation and risk-sharing

Part V Practical Aspects of Monetary Policy

Monetary Policy in Thailand

Evidence of Transmission Mechanism: the case of Thailand

Understanding monetary operations

Exchange rate policy under inflation targeting and the inconsistent trinity

Part VI Understanding Financial Crises and Unconventional Monetary Policy

The Asian financial crises of 1997-99

Credit crunch and financial disintermediation

The subprime crisis and unconventional monetary policy

The euro sovereign debt crisis: fiscal and monetary interaction

Recommend Readings:

Mishkin, F.S. 2012. **The Economics of Money, Banking, and Financial Markets.** PEARSON Addison Wesley.

Walsh, C.E. 2010. **Monetary Theory and Policy** MIT Press.

Course Outline

EE 435 Introductory Financial Econometrics

Number of credits: 3 credits

Course Description:

The estimation methods of financial econometrics models, such as least square method and maximum likelihood, with the emphasis on time-series model including univariate time-series model, high frequency time-series model, multivariate time-series model; financial forecasting; The regression estimation of variables with long run relationship and short run dynamics; The application of model to analyze financial economics issues.

Prerequisites: EE325 (or EE425)

Course Objectives:

This course aims to apply econometric methodology with the economic and financial theory in explaining empirical data, and introduce a more advanced econometrics methodology beyond basic econometrics, especially time series econometrics. The objective is to train students for empirical research. The course focuses mainly on model formulation, parametric estimation method, and applications of the model. Emphasize of the course will be on empirical examples rather than theoretical proof. However, students are all expected to have a good understanding of basic statistics, calculus, and matrix algebra. Thus, students are all responsible for all pre-requisites of the course. This course also aims to have students learn how to use computer software in estimating the econometric models by letting students work on empirical assignments concerning on each topic.

Required Text:

Brooks, C. (2008). *Introductory Econometrics for Finance*. 2nd ed. New York, NY: Cambridge University Press.

Heij, C., de Boer, P., Franses, H.P., Kloek, T., & van Dijk, K.H. (2004). *Econometric Methods with Applications in Business and Economics*. New York, NY: Oxford University Press. (Chapter 4)

Supported Text:

Baltagi, B.H. (2008). *Econometric Analysis of Panel Data*. 4th ed. West Sussex, UK: John Wiley & Sons.

Berndt, E.R. (1991). *The Practice of Econometrics: Classic and Contemporary*. New York: Addison-Wesley Publishing. (Chapter 2)

Enders, W. (2003). *Applied Econometric Time Series*. 2nd ed. New York: John Wiley & Sons.

Greene, W.H. (2008). *Econometric Analysis*. 6th ed. Upper Saddle River, NJ: Prentice Hall.

Hamilton, J.D. (1994). *Time Series Analysis*. Princeton, NJ: Princeton University Press.

Johnston, J., & DiNardo, J. (1997). *Econometric Methods*. 4th ed. Singapore: McGraw-Hill.

Ruud, P.A. (2000). *An Introduction to Classical Econometric Theory*. New York: Oxford University Press.

Teaching Plan:

Class Schedule

Week	Date	Content	Reading
1	14 Aug 12	<u>Review Least Squares Estimation Method</u> - Ordinary Least Squares Estimation Method	Ch 1-2
	16 Aug 12	<u>Review Least Squares Estimation Method</u> - Generalized Least Squares Estimation Method - Least Squares Estimation – Matrix Approach	Ch 3-4
2	21 Aug 12	<u>Application of Simple Regression Model</u> Capital Asset Pricing Model Spot & Future Market <u>Application of Multiple Regression Model</u> Fama-French Three Factor Model	Handout
	23 Aug 12	<u>Application of Dummy Variable Technique</u> Calendar Effect in Stock Market	Handout

3	28 Aug 12	<u>Simultaneous Equation Model</u> Simultaneous Biased	Ch 6
	TBA	<u>Simultaneous Equation Model</u> Indirect Least Squares (ILS) Two Stage Least Squares (2SLS) Three Stage Least Squares (3SLS)	Ch 6
4	4 Sep 12	<u>Maximum Likelihood Estimation (MLE) Method</u> Concept	Heij 4
Week	Date	Content	Reading
	6 Sep 12	<u>Maximum Likelihood Estimation (MLE) Method</u> Computation Inferential Statistics	Heij 4
5	11 Sep 12	<u>Limited Dependent Variable Models</u> Logit & Probit Model – Concept	Ch 11
	13 Sep 12	<u>Limited Dependent Variable Models</u> Logit & Probit Model – Inferential Statistics	Ch 11
6	18 Sep 12	<u>Limited Dependent Variable Models</u> Multinomial Logit & Probit Model Order Probit Model	Ch 11
	20 Sep 12	<u>Limited Dependent Variable Models</u> Censored Regression Model Truncated Regression Model	Ch 11
7	25 Sep 12	Univariate Time Series Models Stationary vs Nonstationary	Ch 5
	27 Sep 12	Univariate Time Series Models (cont.) Integrated Series	Ch 5
8	4 Oct 12	Midterm	

	(9.30–11.00hrs)		
9	9 Oct 12	<u>Univariate Time Series Models</u> (cont.) Unit Root Test	Ch 5
	11 Oct 12	<u>Time Series Models</u> (cont.) Cointegration & Error Correction Models	Ch 5
10	16 Oct 12	<u>Univariate Time Series Models</u> (cont.) ARIMA Model – Estimation	Ch 5
	18 Oct 12	<u>Univariate Time Series Models</u> (cont.) ARIMA Model – Forecast	Ch 5
11	TBA	<u>Multivariate Time Series Models</u> Vector Autoregressive (VARs) Model – Concept	Ch 6
	25 Oct 12	<u>Multivariate Time Series Models</u> (cont.) Vector Autoregressive (VARs) Model – Procedure	Ch 6
11	30 Oct 12	<u>Multivariate Time Series Models</u> (cont.) Impulse Response Analysis	Ch 6
	1 Nov 12	<u>Multivariate Time Series Models</u> (cont.) Orthogonal Impulse Response Analysis	Ch 6
12	6 Nov 12	<u>Multivariate Time Series Models</u> (cont.) Forecast Error Variance Decomposition	Ch 6
	8 Nov 12	<u>Modelling Long-run Relationships in Finance</u> Engle Granger Cointegration Test	Ch 7
13	13 Nov 12	<u>Modelling Long-run Relationships in Finance</u> (cont.) Johansen Cointegration Test	Ch 7
	15 Nov 12	<u>Modelling Long-run Relationships in Finance</u> (cont.) Vector Error Correction Models (VECM)	Ch 7
14	20 Nov 12	<u>Modelling Volatility and Correlation</u> Autoregressive Conditional Heteroscedasticity	Ch 8

		(ARCH) ARCH-M	
	22 Nov 12	<u>Modelling Volatility and Correlation</u> (cont.) Generalized Autoregressive Conditional Heteroscedasticity (GARCH) EGARCH	Ch 8
15	27 Nov 12	<u>Panel Data Models</u> Characteristic of Data and Problems. Model with Heteroscedasticity, Autocorrelation and Cross-sectional Correlation.	Ch 10
	29 Nov 12	<u>Panel Data Models</u> Fixed Effect Models. Random Effect Models.	Ch 10
16	13 Dec 12 9.00-12.00hrs	Final Exam	

Course Outline

EE 441 Economics of Public Expenditure

Number of credits: 3 credits

Course Description:

The role of government in economic activities; Government Outlay; Welfare Economics; Theory of Public Goods, Theory of Externalities, Public Choice, Public Pricing and Policies, fiscal decentralization; The analysis of the effects of government spending on the macroeconomic goals, such as price stability, economic growth, distribution of income, and employment conditions, as well as the effects of government spending on important economic sectors.

Prerequisites: EE212 (or EE214) and EE311

Main Textbook:

Public Choice II: Dennis Mueller (Available for Copy in the Library)

A quick note on the text. A later version of this text, Public Choice III, is available. However, it is almost twice the length of Public Choice II, with the additional length being primarily devoted to more complex mathematical models of the main topics, additional topics of marginal value, or more recent empirical studies. The more complex math models are not appropriate for an undergraduate level course, and the more recent empirical studies are of little value, since almost all empirical work in Public Choice Economics are of the U.S., and mean little to foreign students without extensive background. Therefore, I am electing to use the older version of the text.

Course Reader I: Readings for Before the Midterm

Course Reader II: Readings for After the Midterm

Articles: I will post links to discussion articles to Moodle throughout the Semester.

The Course Moodle Code is 3059

Other Recommended Books:

1. Rober Cooter, The Strategic Constitution, Available at <http://www.law.berkeley.edu/faculty/cooterr/PDFpapers/stratcon.PDF>
2. Mancur Olson, The Logic of Collective Action
3. Joe Stevens, The Economics of Collective Choice, Boulder, Colorado; Westview Press, 1993

Teaching Plan:

Class Schedule

Class	Date	Topics
Section I: Voters		
Week 1: Introduction to Public Choice		Private and social benefits and costs Positive and negative externalities Coase and Property Rights Application: Regulation vs. trade-able permits
Week 2: The Logic of Collective Action		Public vs. private costs Public goods, the Tragedy of the Commons, Free Riders
Week 3: The median voter model		Model Assumptions, model methods Cycling, peaks, Condorcet voting
Class	Date	Topics
Week 4: The Median voter Model II		Extended numeric analysis of the model The U.S. – First past the post Thailand – Party list voting The Thai Constitution of 1997, 2007, 2009
Week 5: Bargaining and Agenda Setting		The one and two dimension agenda setter Indifference curve analyses
Week 6: The rational and irrational voter		Expressive voters Rational Ignorance Rational Irrationality Other models of voter behavior
Week 7: Normative Implications		Other Voting systems The case for limited government Federalism and Tiebout Voting
Section II: Politicians and Politics		
Week 8: Rent Seeking I		The traditional economic model of monopolies Wealth transfers and deadweight losses The utility maximizing politician New York Taxi Medallions
Week 9: Rent Seeking II		Gordon Tullok and the chinese beggars The policy entrepreneur Dissipating rents Harbinger triangles and the Rent-Seeking Society Mancur Olsen "The decline and fall of empires"

Week 10: Empirical Model: The Political Business Cycle		The Phillips Curve Macro-economic policy and the Phillips Curve The "Misery Index" -- Political science and elections The long run and short run Philips Curve The political buisness cycle
Week 11: Empirical Model: The E.U.		
Section III: Bureaucrats, Governments, and Normative Questions		
Week 12: Principal-Agent models		
Week 13: The Niskanen Revenue maximization model		What do Buerocrats and Government Workers maximize Government Agencies as Monopolistic Providers of Goods Marginal vs. Total Revenue The Revenue Maximizing Minister Efficiency vs. Equity, social evaluations of value vs. expert evaluations of value
Class	Date	Topics
Week 14: The Coase Theorem		The Coase Theorem: Demonstration Example (Trains) Statement of the model Transaction Costs and Model Limitation
Week 15: Applications: the U.S. Elections		Using the Models to Explain U.S. Government Elections, Policies, and Programs
Week 16: Applications: Thai Government Policies		Using the Models to Explain Thai Government Elections, Policies, and Programs

Course Outline

EE 451: International Trade Theory and Policy

Number of credits: 3 credits

Course Description:

International trade theories; Basic factors for international trade; Outcomes from trade, such as production outcome, commodities price, resource allocation, and factors of production price; The analysis of the policies and regulations in international trade; The economic integration; Foreign investments.

Prerequisite: EE311

Main textbook:

Appleyard, D.R.; A.J. Field, Jr.; and S.L. Cobb (2010) *International Economics*, 7th ed., McGraw-Hill: Singapore. (AFC)

Topics

1. Introduction (1.5 hr.)
 - 1.1 Scope of International Economics
 - 1.2 Merchandise Trade and Trade in ServicesRead: AFC ch.1
2. Early Trade Theories and the Classical Trade Theory (6 hr.)
 - 2.1 Mercantilism
 - 2.2 Classical Trade Theory
 - 2.3 Principle of Absolute Advantage --- Adam Smith
 - 2.4 Principle of Comparative --- David Ricardo
 - 2.5 Extensions and Tests of the Classical Trade Model
 - 2.6 Explanation of Classical Trade model by Neoclassic ToolsRead: AFC ch.2-4
3. Neoclassical Trade Theory (4.5 hr.)
 - 3.1 Basic Tools
 - 3.1.1 The Theory of Consumer Behavior
 - 3.1.2 The Production Theory
 - 3.1.3 The Edgeworth Box Diagram and The Production Possibility Frontier
 - 3.2 Gains from Trade in Neoclassical Theory

- 3.2.1 Autarky Equilibrium
- 3.2.2 Production and Consumption Gains from Trade
- 3.2.3 Offer Curves and Terms of Trade

Read: AFC ch.5-7

4. Factor Endowments and the Heckscher-Olin Model (9 hr.)

- 4.1 Assumptions
- 4.2 Factor Abundance Concept
- 4.3 Factor Intensity Concept
- 4.4 Relationship between Relative Factor Price and Factor Proportion
- 4.5 Relationship between Relative Product Price and Relative Factor Price
- 4.6 Relationship between Relative Product Price, Relative Factor Price and Factor Proportion
- 4.7 The Heckscher-Olin Theorem
- 4.8 The Factor Price Equalization Theorem
- 4.9 Heckscher-Olin Theorem under Factor Intensity Reversal Case
- 4.10 The Stolper-Samuelson Theorem
- 4.11 Empirical Tests of the Heckscher-Olin Theorem
 - 4.11.1 The Leontief Paradox
 - 4.11.2 Suggested Explanations for The Leontief Paradox

Read: AFC ch.8-9

5. Alternative Theories and Intra-Industry Trade (6 hr.)

- 5.1 Specific-Factors Model
- 5.2 Economies of Scale
- 5.3 Dumping
- 5.4 The Imitation Lag Hypothesis and The Product Cycle Theory
- 5.5 The Linder Theory
- 5.6 Gravity Model
- 5.7 Intra-Industry Trade

Read: AFC ch.10

6. Trade Policy (9 hr.)

- 6.1 Trade Policy Introduction and Types of Policy Instruments
- 6.2 Protection
- 6.3 Analysis of the Impact of Trade Policies
 - 6.3.1 Import Tariffs
 - 6.3.2 Import Quotas
 - 6.3.3 Voluntary Export Restraints (VER)
 - 6.3.4 Subsidy to Import Competing Industry
 - 6.3.5 Export Tax
 - 6.3.6 Export Subsidy
- 6.4 Other Effects of Protection
- 6.5 Import Tariffs and Import Quotas

Read: AFC ch.13-16

7. International Trade Institution and Economic Integration (4.5 hr.)
7.1 Types of Economic Integration
7.2 The Static Effects
7.2.1 Trade Creation and Trade Diversion
7.2.2 The Second Best Theory
7.3 The Dynamic Effects
Read: AFC ch.17
8. International Factor Movement (3 hr.)
8.1 Capital Movement
8.2 Labor Movement
Read: AFC ch.12
9. Economic Growth and International Trade (3 hr.)
9.1 Classifying the Trade Effects of Economic Growth
9.2 Sources of Growth and the Production-Possibilities Frontier
9.3 Factor Growth, Trade and Welfare
9.3.1 The Small-Country Case and the Rybczynski Theorem
9.3.2 The Large-Country Case
Read: AFC ch.11
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Course Outline

EE 452 International Monetary Economics

Number of credits: 3 credits

Course Description:

The course aims to lay down basic concepts of international monetary economics with expectation that students can understand events in international financial economics happening worldwide. It begins with the analysis of balance of payment and its components (current account, transfer payment, capital accounts). The interconnection between balance of payments and other parts of economy is also included. It is followed by foreign exchange market, capital markets, and exchange rate system. Application of each topic is usually discussed. This would make students be able to apply the concepts learned in the classroom.

Prerequisites: EE312

References:

1. Montiel, P.J. (2009), *International Macroeconomics*, Wiley-Blackwell, Sussex (Main).
2. Södersten, B. and G. Reed (1994) *International Economics* (3rd Edition), MacMillan Press, London. (Supplement)
3. Feenstra, R.C. and A.M. Taylor (2008), *International Economics*, Worth Publishers, New York. (Supplement)
4. Caves, R.E., J.A. Frankel, and R.W. Jones (2007) *World Trade and Payments: An Introduction*, (10eds.) Pearson International Edition, Massachusetts. (Supplement)
5. ASEAN Economic Bulletin (2010), *The Global Financial Crisis and Asian Economies: Impacts and Trade Policy Responses*, Volume 27 (1) edited by P. Athukorala and A Chongvilaivan.
6. Athukorala, P. (2001), *Crisis and Recovery in Malaysia: The Role of Capital Controls*, Edward Elgar, Cheltenham.
7. Athukorala, P. and P. Warr (2002), 'Vulnerability to a Currency Crisis: Lessons from the Asian Experience', *World Economy*, 25(1), p.33-57.
8. Bhagwati, J. (1995) 'The Capital Myth: The Difference between Trade in Widgets and Dollars', *Foreign Affairs*, 77 (3), 7-12.
9. Calvo, G. and C. Reinhart (2002), 'Fears of Floating', *Quarterly Journal of Economics*, May, 379-408.
10. Corden, W.M. (2011), 'Global Imbalances and the Paradox of Thrift', CEPR Policy Insight, Centre for Economic Policy Research No. 54: April.
11. Fischer, S. (2001), 'Exchange Rate Regimes: Is the Bipolar View Correct?', *Journal of Economic Perspectives*, 15 (2), 3-24.

12. Ghosh, A.R., A. Gulde, and H. Wolf (2002), *Exchange Rate Regimes: Choices and Consequences*, Massachusetts, MIT Press.
13. James, W., D. Park, S. Jha, J. Jongwanich, A. Terada-Hagiwara and L. Sumulong (2008), 'The US Financial Crisis, Global Financial Turmoil, and Developing Asia: Is the Era of High Growth at an End?', *ADB Economics Working Paper Series*, No. 139, December, Asian Development Bank (ADB), Manila.
14. Jongwanich, J. (2007), *Capital Mobility, Exchange Rate Regimes, and Currency Crisis: Theory and Evidence from Thailand*, Nova Science, New York.
15. Jongwanich, J. (2008), 'Real Exchange Rate Overvaluation and Currency Crisis: Evidence from Thailand', *Applied Economics*, 40(1): 373-82.
16. Kohpaiboon, A. (2012), 'Hedging Behaviors of Thai Firms', Ongoing Research for M. Viwatchai Scholarship funded by 50 Years Bank of Thailand Foundation.
17. Kose, M.A., E. Prasad, K. Rogoff, and S. Wei (2006), 'Financial Globalization: A Reappraisal', *IMF Working Paper WP06/189*, Washington.
18. Warr, P. (1999), 'What Happened to Thailand', *World Economy*, 22 (5), 631-50.
19. Warr, P. (2005) 'Boom, Bust and Beyond' in P. Warr (ed.), *Thailand Beyond the Crisis*, RoutledgeCurzon, London: 3-65.

Teaching Plan:

Course Details

1. Balance of Payment

Discuss the basic concept of balance of payment and its key components including balance of trade, current account and capital accounts. The link between balance of payment and international reserves is discussed. Discussion in this section is associated with actual balance of payment data of several countries.

2.1 Balance of Payment and its Components

2.2 Implication of Balance of Payment Imbalances

2.3 Trade and Current Account Balance

2.4 Capital Account

2.5 National Income and Product Accounts (NIPA)

2.6 Contemporary issues on BOP

References: Montiel (2009)- Chp 2; Sodestén and Reed (1994)- Chps 23 25 and 26; Warr (1999) Athukorala and Warr (2002); Jongwanich (2007)- Chp 3; and Corden. (2011)

2. Foreign Exchange Market

Discussion in this section begins basic features of demand for and supply of foreign exchange (derived demand). Marshall-Lerner Condition and the degree of market stability are then discussed. This section ends with the motivation of capital movement across countries

2.1 Nominal Exchange Rate and Nominal Effective Exchange Rate Index

2.2 Demand and Supply in the Foreign Exchange Market

2.2.1 Goods and Services

- Real exchange rate and real effective exchange rate index
- Purchasing Power Parity (PPP) and its economic implication
- Factors influencing the demand and supply

- Marshall-Leaner Condition

2.2.2 Financial Assets

- Uncovered Interest Parity (UIP)
- Stock theory of international capital mobility

2.2.3 Central Banks

- Foreign Exchange Regime

References: Montiel (2009)- Chp 3; Sodesten and Reed (1994)- Chp 24; Jongwanich (2007)- Chp 2 & Appendix 8; Calvo and Reinhart. (2002)

3. Currency Forward Market, Hedging Behavior and Speculation

This section aims to shift the interest to another transactions in the foreign exchange market, forward transaction where agents decide to buy/sell currency today for future transaction. Since transactions in forward market is largely dominated by currency hedging against unexpected changes in exchange rate, decision to hedge is discussed. Instruments against the unexpected changes like forward contract, call/put options are discussed. The last subsection in this topic touches on speculation.

3.1 Forward market and determinants of forward rate

3.2 Structure of forward market

3.3 Hedging Behavior of firms

3.4 Evidence of firms in currency hedging

3.5 Currency Speculation and Exchange Rate Misalignment

References: Kohpaiboon. (2012)

4. Macroeconomic Model

General equilibrium macroeconomic model is discussed in this section in order to provide comprehensive picture how macroeconomic variables (output, inflation, interest rate, prices, exchange rate) are interrelated.

19.1 Macroeconomic Model Setting (Montiel, 2009: Chp 4)

19.1.1 Need for Macroeconomic Model

19.1.2 Mundell-Flemming vs. Montiel (2009) Models

19.1.3 Role of Central Bank

19.2 Fixed Exchange Rate and Perfect Capital Mobility (Montiel, 2009: Chp 6 and 9)

19.2.1 Equilibrium in goods and money markets

19.2.2 Uncovered Interest Parity

19.2.3 General Equilibrium

19.2.4 Shocks

- Monetary Expansion
- Positive Aggregate Demand Shocks

19.2.5 Impossible Trinity Theorem

19.3 Fixed but Adjustable Exchange Rate and Imperfect Capital Mobility (Montiel, 2009: Chp 7-8)

19.3.1 Net Wealth of Central Bank and Bond Market Equilibrium

19.3.2 General Equilibrium (Equilibrium in goods, money and bond markets)

19.3.3 Shocks

- Monetary Expansion
- Positive Aggregate Demand Shocks
- Unexpected Currency Devaluation
- An Increase in World Interest Rate

19.4 Floating Exchange Rate and Perfect Capital Mobility (Montiel 2009: Chp 10)

19.4.1 Uncovered Interest Parity and Relationship between Exchange Rate and Interest Rate

19.4.2 General Equilibrium in exchange rate-output nexus

19.4.3 Shocks

- Monetary Expansion
- Positive Aggregate Demand Shocks
- External Financial Shocks

19.5 Exchange Rate Dynamics (Overshooting Model) (Montiel, 2009: Chp 12)

19.5.1 Sources of Exchange Rate Dynamics

19.5.2 Permanent and Transitory Shocks

19.5.3 Shocks

- Monetary Expansion
- Positive Aggregate Demand Shocks
- External Financial Shocks

Course Outline

EE460 THAI ECONOMY

Number of credits: 3 credits

Course Description:

Thailand's economic structure and its changes since the 1960s with the economic performance in terms of economic development and growth, the intricate relationship between poverty, income distribution, and globalization. The process of economic policies formulation in Thailand; Implementation of monetary, exchange rate, and fiscal policies; The strategic policies reinforcing economic and social development for the whole economy or for each economic sector, especially the development of industrial and agricultural sectors, the complex relationship between the Thai economy and the World economy and International Organizations.

Prerequisites: EE 311 and EE 312

Course Objectives

The objective of this course is to provide students deep understanding of the Thai economy through utilizing economic theories. Market mechanism and government intervention will be examined to highlight policy issues relating to efficiency and socio-economic impacts. It is expected that students would be able to analyze controversial issues relating to the Thai economy. Based on lessons learned from the past, the class focuses on current issues.

Chapter 1 (Lecture 1)

Early Economic Development--The first three decades: 1961-1990

What can we learn from the historical path of Thailand's economic development? What were factors contributing to the rapid growth in the first three decades of Thailand's development planning?

J.C. Ingram (1971) Economic Change in Thailand, 1850-1970, Stanford University Press

P.G. Warr (1993) The Thai Economy in Transition, Cambridge University Press

Yasuba, Yasukichi and Likhit Dhiravekin (1985) "Initial conditions, institutional changes, Policy, and their consequences: Siam and Japan, 1850-1914." Chapter 2, Japan and the Developing Countries, Kzushi Ohkawa and Gustav Ranis, Oxford: Basil Blackwell

Rodrik, Dani (2004) “What do we learn from countries narratives?” In search of Prosperity
www.pupress.princeton.edu/chapters/s7518.pdf

Chapter 2 (Lecture 2)

Resilience of the Thai economy

Adjustment through various shocks: 1991-2005

There appears to be some structural mechanisms in the Thai economy that would lessen the impact of economic crisis, whether the shock is internal or external. It is impossible to rule out various future shocks such as oil price hikes, realignments of major currency values, or crisis contagion. Is the Thai economy resilient enough to regain its pre-shock growth path?

P. G. Warr (2005) “Boom, bust and beyond” in *Thailand Beyond the Crisis*, Chapter 1, London: RoutledgeCurzon

Nidhiprabha, B. (2000) “Macroeconomic Perspectives on Thailand’s post-crisis recovery” *Thammasat Review*, Vol. 5, December, 51-77

Nidhiprabha, B. (2006) “Resilience of the Thai economy” in Thailand’s Economic Recovery Cavan Hogue (ed.), Institute of South East Asian Studies, Singapore, 2006.

Chapter 3 (Lecture 3-4)

The Thai economy after the coup: 2006-2009

In 2007, Thai economy grew at the lowest pace among countries in the region. How has the 2006 coup changed the Thai economy?

Nidhiprabha, B. (2009) “The Thai economy after the coup”, in John Funston (ed.) *Divided over Thaksin*, Institute of Southeast Asian Studies.

Nidhiprabha, B. (2009) “The hard road ahead for Thailand’s economic recovery,” *Asian Economic Papers* 8(3), 113-137.

Chapter 4 (Lecture 5-6)

Dynamism of Thai Agriculture

What are factors contributing to Thailand’s agricultural productivity over the past four decades? Can dynamism of the Thai agriculture enable Thailand to cope with new challenges? How did the agricultural sector cope with external shocks and fluctuations in the terms of trade?

Siamwalla, Ammar (1996) "Thai Agriculture: From engine of growth to sunset status" *TDRI Quarterly Review*, Vol. 11, no. 4, December, 3-10.

Coxhead, Ian and Jiraporn Plangprapha (1999) "Economic boom, financial burst, and the decline of Thai agriculture: Was growth in the 1990s too fast?" *Chulalongkorn Journal of Economics*, Vol. 11, January.

Nidhiprabha, B. (2005) "Dynamism of the Thai Agriculture" *East Asian Economic Perspectives*, Vol. 12, No. 2, August.

P.G. Warr (2007) "Trade policy and the structure of incentives in Thai agriculture" *ASEAN Economic Bulletin*, 25(3), 249-70.

Chapter 5 (Lecture 7-10)

Challenges of the manufacturing sector

We explore four major industries: processed food, information technology, textile, and automobile. While facing non-tariff barriers imposed by developed countries, these industries are still leading exporters of Thailand. Does the success of these industries bode well for the resilience and dynamism of the Thai manufacturing sector?

Nidhiprabha, B. and Chalernpol Chamchan (2005) "SPS and Thailand's Exports of Processed Food" in *Food Safety Regulation Concerns: The Developing Country Perspective*, in Rajesh Mehtha and J George (eds.) Delhi: Macmillan India.

ArchanunKohpaiboon (2006) "A cross-industry analysis of Thai manufactures" *World Development*, Vol. 34, no.3, 541-556.

Chapter 6 (Lecture 11-12)

Export growth engine and new regionalism

How important is the export sector as an engine of growth? What are factors contributing to high degree of trade openness? The globalization process in Thailand has been ongoing for the last three decades. What are prospects and problems of Thailand's attempt to comply with the globalization trend via regional and cross-regional free trade agreements?

Nidhiprabha, B. (2007) "Thailand and New Regionalism" in *Regional Integration in East Asia*, Masahisa Fujita (ed.) New York: Palgrave Macmillan,

Chapter 7 (Lecture 13)

Tourism industry: vulnerable but resilient

A background of tourism industry in Thailand is presented. We investigate how the industry was adversely affected by shocks such as the tsunami and political unrest. The tourism industry, which accounts for 6 percent of GDP, is quite vulnerable to all types of shocks. The tourism industry is resilient, as it has undergone various external shocks in the past. What factors were responsible for the fast recovery after the airport shutdown in 2007 and the riots in May 2010?

Nidhiprabha, B. (2010) "Thailand" in *The Asian Tsunami: Aid and Reconstruction after a disaster*, Jayasuriya, Sisira and Peter McCawley (eds.) Cheltenham: Edward Elgar, 2010.

Available on the web at www.adbi.org/discussionpaper/2007/08/02/2344.thailand.tsunami.adjustment.recovery

Chapter 8 (Lecture 14-15)

Adjustments of external imbalances

We discuss the determinants of current account, which is intricately related to internal imbalances. There are various channels of disequilibrium adjustment. Adjustments in output, prices, interest rates, and exchange rates would restore the equilibrium in the long run. The speed of the adjustment depends on how quickly those equilibrating variables are allowed to freely adjust. If some variables are not permitted to perform its equilibrating role, the burden of the adjustment would fall on other uncontrolled variables. What would happen if fundamental adjustments are prolonged?

Nidhiprabha, B. (1998) "Adverse consequences of capital flows and Thailand's optimum policy mix" in *Capital Flows in Asian Countries*, Kwan, C.H., Donna Vandenbrink, and Chia SiowYue (eds.), Nomura Research Institute and Institute of Southeast Asian Studies.

Nidhiprabha, B. (2010) "Effectiveness of Thailand's macroeconomic policy response to the global financial crisis," *ASEAN Economic Bulletin*, 27(1) 121-135.

Chapter 9 (Lecture 16-18)

Exchange rate policy, capital controls, and the stock market

To what extent that growth of exports depends on weak currency? Intervention in the foreign exchange markets is ineffective, because the baht/dollar exchange rate is dictated by the weakening dollar and short-term capital flows into asset markets. What were consequences of the capital control imposed in 2006?

Nidhiprabha, B. (2005) "Implication of a flexible exchange rate" in Peter G. Warr, *Thailand boom, bust, and beyond*. London: Routledge.

Nidhiprabha, B. (2008) "Contractionary devaluation revisited" Can appreciation be expansionary?" in Chapter 10, *East Asian Economies and New Regionalism*, Abe Shigeyuki and Bhanupong Nidhiprabha (eds.) Kyoto University, Press.

Chapter 10 (Lecture 19-20)

Resilience of the banking sector

Performance of financial institutions is examined. Thai financial sector has emerged from the 1998 crisis become stronger and resilient, thanks to foreign capital injection, good governance, and strengthened financial regulations. What are consequences of banking consolidation and penetration of foreign banks? What factors are responsible for the resilience of Thai banks during the subprime mortgage crisis and the subsequent global recession?

Nidhiprabha, B. (2003) "Premature liberalization and economic crisis in Thailand" in *Financial liberalization and the economic crisis in Asia* edited by Chung Lee, London: RoutledgeCurzon.

Nidhiprabha, B. (2002) "Risks of financial liberalization and reform for financial stability" Chapter 9 in Kyung Tae Lee, *Globalization and the Asian Pacific Economy*, London: Routledge

Okuda, Hidenobu and Fumiharu Mieno (1999) "What happened to Thai commercial banks in the pre-Asian Crisis period: Microeconomic analysis of Thai banking industry" *Hitosubashi Journal of Economics*, 40, 97-121.

Nidhiprabha, B. (2006) "Good Governance in the Thai banking System" in *Corporate Governance in Thailand*, Sukulrat Montreevat (ed.) Institute of Southeast Asian Studies, Singapore, 2006.

Nidhiprabha, B. (2006) "The Thai financial sector in transition: Can the bond market prevent a future currency crisis?" in *A New Financial Market Structure for East Asia*, Yung Chul Park, Takatoshi Ito, and Yunjong Wang (eds.) Cheltenham: Edward Elgar, 2006.

Nidhiprabha, B. (2007) "Asian Bond Markets: Development and Implications in Emerging Developments" in *East Asia FTA/EPAs*, Shigeyuki, Abe and Bhanupong Nidhiprabha (eds.) Kyoto University, Center for South East Asian Studies

Chapter 11 (Lecture 21-23)

Fiscal policy and fiscal sustainability

The role of fiscal policy as a tool for stabilization is discussed. Can fiscal expansion leads to sustainable growth? How sustainable is Thailand's fiscal deficit? What is the role of institutions in shaping the country's financial stability? What would be the consequences of fiscal populism policy in 2011? What is the appropriate level of public debt? How is the long-term growth path affected by fiscal structure and fiscal space?

P.G. Warr and B. Nidhiprabha (1996) "The role of fiscal policy" in *Thailand's Macroeconomics Miracle: Stable and Sustained Growth* Washington D.C: The World Bank and Oxford University Press.

Nidhiprabha, B. (2003) "Thailand's macroeconomic policy after July 1997" *Asian Economic Papers*, Vol.2, no.1

Chapter 12 (Lecture 24-26)

Monetary policy strategy

We outline the role of monetary policy in stabilizing growth and price stability. The trade-off between inflation and output is discussed. Monetary policy response of the Bank of Thailand is analyzed in relation to inflation target, changes in the federal funds rate, and asset price bubbles. Should the Bank of Thailand tighten its credit policy to cool down inflation? Did monetary expansion stimulate growth in Thailand during the global recession 2007-2009? How should monetary policy be conducted during the debt crisis in Europe and USA? How does monetary policy affect productive employment?

Nidhiprabha, B. (2006) "The buffeting of Thailand by the unholy trinity of Avian Influenza, tsunami, and the oil price shock" *Asian Economic Papers*, Vol. 5, no.2,

Nidhiprabha, B. (1998) "Economic crises and debt-deflation episode in Thailand, *Asian Economic Bulletin*, December.

Nidhiprabha, B. (1999) "Cyclical excess and financial instability in Thailand" *Thammasat Review*, Vol. 4, December, 89-113

Chapter 13 (lecture 27-28)

Income distribution and poverty

The nexus between income distribution, growth, and poverty are discussed. How was income distribution and external liberalization connected? What is the impact of social policy on poverty and distribution? How do productivity differentials among sectors lead to wage differentials and income inequality? What is the trend of income disparity between urban and rural areas? How did agricultural pricing and income policies affect poverty? What are likely consequences of raising the minimum wage to 300 baht per day?

P.G. Warr, (2004) "Globalization, growth, and poverty reduction in Thailand," *ASEAN Economic Bulletin* Vol. 21(1) April, 1-18.

Nidhiprabha, B. (2006) "The Distributive and Macroeconomic Impact of Liberalization in Thailand" in Taylor, Lance (ed.) *External Liberalization In Asia, Post-Socialist Europe, and Brazil*, New York: Oxford University Press

Chapter 14 (Lecture 29-30)

Urbanization and environment

What is the relationship between urbanization and output growth in Thailand? We discuss the declining primacy of Bangkok and the importance of its satellite cities. Negative consequences of urbanization are explored. Is Thailand a good example of sustainable urbanization? Does rapid economic growth imply unsustainable urbanization?

C.J. Dixon (1999) *The Thai economy: Uneven development and internationalization*
Routledge.

Webster, Douglas (2005) “Urbanization: new drivers, new outcomes” in *Thailand Beyond the Crisis*,

Chapter 10 Mingsarn Kaosa-ard (2005) “Natural resources and the environment” in *Thailand Beyond the crisis*,

Course Outline

EE462 Development Macroeconomics

Number of credits: 3 credits

Course Description

The analysis of development economics issues that are important and related to the macro economy of developing countries, such as concepts explaining economic growth, development policies of various countries, the analysis of monetary policies, exchange rates, balance of payments, flow of capital, financial crisis, international aids affecting economic growth, the effects of international trade and foreign direct investments on economic development, the relationship between economic growth and the level of poverty and income distribution, etc.

Prerequisites: EE312

Text and Readings:

The recommended texts for this class are Debraj Ray's *Development Economics* and Charles Jones's *Introduction to Economic Growth*. However, we will rely mostly on articles. Required readings are marked with a star (*). Recommended readings are not starred. Some recommended readings **are available on line. Copies of reading package will be offered in due times. Other books listed below are not required for class but will be really helpful to know the subject.**

Books:

Acemoglu, Daron. *Introduction to Modern Economic Growth*, Princeton University Press, 2008.

*Agenor, Pierre-Richard and Peter J.Montiel. *Development Macroeconomics, Second edition*. Princeton University Press, 1999.

Aghion Phillippe and Peter Howitt. *The Economics of Growth*. The MIT Press, 2009.

Barro, Robert J. and Xavier Sala-i-Martin, *Economic Growth*, second edition. The MIT Press, 2004.

*Jones, Charles I. *Introduction to Economic Growth*, second edition, W.W. Norton & Company, 2002.

Mankiw, N.G. *Intermediate Macroeconomics: Abridged*. Worth Palgrave Macmillan, 2010.

*Ray, Debraj. *Development Economics*. Princeton University Press, 1998.

Stiglitz, Joseph, eds., *Frontiers of Development Economics: The Future in Perspective*, New York, Oxford University Press, 2001,

Course Structure

This first-half of the course provides a comprehensive analysis of the process of economic growth and the source of differences in economic performance across nations. The main goal is to allow students to understand current topics in the subject and to analyze policy debates surrounding those topics.

Week 1: Overview and Questions of Economic Growth and Development

Week 2: Solow Growth and Neoclassical Growth Model

Week 3: Endogenous Growth Models

Week 4: Growth empiricism

Week 5: Growth Strategies: Industrialization Policy

Week 6: Roles of Health and Education in development

Week 7: Growth and Income inequality

Second half

The second-half of the course focuses on development economics issues that are important and related to the macro economy of developing countries, the analysis of short-run macroeconomic policies such as stabilization policy, fiscal deficit, monetary policy, exchange rates, flow of capital, financial crisis, the effects of international trade and foreign direct investments on economic development, alternative models of growth and structural reform.

Week 8: Macroeconomic Relationships and Market Structure

Week 9: Macroeconomic Fluctuations

Week 10: Fiscal Deficits, Government Debt, and Public Solvency

Week 11: Stabilization, the Formal-Informal Sectors, Populism

Week 12: Financial Markets, Capital Mobility, Monetary Policy

Week 13: Exchange-Rate Regimes and Management, Currency Crises and International Monetary Cooperation

Week 14: Macroeconomic Policy Debates: Stabilization Policy and Structural Reforms

Week 15: Alternative Growth Models

First-Half Course Outline and Readings

1. Economic Growth and Development: Overview and Questions

We begin with a quick review of historical development of developing countries over the past decades. We pay attention to per capita income and income distribution, and some indicators of development. Then, we end with an overview of the structural characteristics of developing countries.

Reading

* Ray, D. Chapter 2.

* Acemoglu, Daron. Chapter 1.

* Jones, Charles. Introduction Chapter.

Barro and Sala-i-Martin, Chapter 1.

* Steven N. Durlauf, Paul A. Johnson and Jonathan R. W. Temple, "[Growth Econometrics](#)," *Handbook of Economic Growth* in Aghion P. and Durlauf S. (eds.) Volume 1 Chapter 8. pp555-677.

Pritchett, Lant, "[Divergence, Big Time](#)," *Journal of Economic Perspectives*, Summer 1997. p. 3-17.

Basu, Kaushik, "On the Goals of Development," in G.M. Meier and J.E. Stiglitz, eds., [Frontiers of Development Economics](#), New York, Oxford University Press, 2001, 61-86.

2. Solow Growth and Neoclassical Growth Models

Among issues facing developing countries, the question of economic growth or how to sustain economic growth is quite compelling.

2.1 Solow and Neoclassical growth Models

We start with a quick look at the stylized facts of economic growth and the most basic model of growth, the Solow growth model. The purpose is both to prepare us for the analysis of more modern models of economic growth. We extend the Solow model to the Neoclassical growth model where we model consumer behavior and endogenize savings.

Reading

Acemoglu. Ch. 2, 3, 8

* Jones, C., chapters. 2, 3.

Barro, R. And Sala-i-Martin, Chapters 1 - 2

3. Endogenous Growth Models

The modern economic growth or endogenous growth theories provide different hypotheses of the sources of growth, such as the role of innovation or endogenous technical change, ideas, human capital, and openness to trade. These models are based on forward looking behavior. We also discuss some mathematical tools to understand the mechanics of the model.

Reading

Acemoglu, Daron. Chapter 11, 12.

* Jones, C., chaps. 4, 5, and 6.

Lucas, Robert E. Jr., "On the Mechanics of Economic Development," *Journal of Monetary Economics*, 1988, 22, 3-42.

Romer, P. "Endogenous Technical Change," *Journal of Political Economy*, 1990, 98, 71-102.

4. Growth Empiricism

We look at empirical evidences which provide some validations of various models we discussed earlier. We also try to criticize empirical findings about fundamental causes of economic growth and economic development

4.1 Growth Accounting and Source of Productivity Growth

Bosworth, Barry and Susan M. Collins (2003). The Empirics of Growth: An Update, Brookings papers on economic activity vol. 34.

Barro, R. And Sala-i-Martin, Chapters 10

4.2 Evidences on from cross-countries regression

Reading

* Ray, D. Chapter 3-4.

*Jones, C. chapter 3

Ricardo Hausmann, Dani Rodrik, and Andres Velasco, "[Growth Diagnostics](#)," March 2005

*Mankiw, N. Gregory, David Romer, David N. Weil, "[A Contribution to the Empirics of Economic Growth](#)," *The Quarterly Journal of Economics*, vol. 107, no. 2. (May, 1992), pp. 407-437. (Also NBER paper: <http://www.nber.org/papers/w3541.pdf>)

Barro, R. And Sala-i-Martin, Chapters 12

5. Growth Strategies (I): Industrialization Policy

Models of big push, development traps; externalities, linkages

Reading

* Ray, D. Chapter 5.

* Hoff, Karla and Joseph Stiglitz, "[Modern Economic Theory and Development](#)," in G.M. Meier and J.E. Stiglitz, eds., *Frontiers of Development Economics*, New York, Oxford University Press, 2001, 389-459.

* Rodrik, Dani, "[Getting Interventions Right: How South Korea and Taiwan Grew Rich](#)," *Economic Policy* 20, 1995, 53-107. (draft at <http://www.nber.org/papers/w4964.pdf>)

*Murphy, Kevin M, Andrei Shleifer, and Robert W. Vishny, "[Industrialization and the Big Push](#)," *Journal of Political Economy*, October 1989, 1003-1026.

Lucas, R.E . "The Industrial Revolution: Past and Future," in *Lectures on Economic Growth*, Harvard University Press, 2002.

* Dani Rodrik, "[Growth Strategies](#)" October 2004.

6. Human Capital: Health and Education

Improving educational outcomes and health is at the heart of many developing strategies. We discuss what we know about policies to improve school outcomes and reduce health problems.

Reading

*Hanushek, Eric and Ludger Woessman. "The Role of Education Quality for Economic Growth," NBER working paper no. 4122, 2007. (download at http://papers.ssrn.com/sol3/papers.cfm?abstract_id=960379)

* Psacharopoulos, George, "Economic Impact of Education," in G. M. Meier and J. E. Rauch, Leading Issues in Economic Development. New York: Oxford University Press, pp.223-227.

* Rosenzweig, Mark, "[Why Are There Returns to Schooling?](#)" American Economic Review, Vol. 85, May 1995, 153-158.

Foster, Andrew and Mark Rosenzweig, "[Technical Change and Human Capital Returns and Investments: Evidence from the Green Revolution](#)," American Economic Review, Vol. 86, September 1996, 931-953.

Hanushek, Eric "Interpreting Recent Research on Schooling in Developing Countries," in G. M. Meier and J. E. Rauch, Leading Issues in Economic Development. New York: Oxford University Press, pp. 229-233.

Strauss, John and Duncan Thomas, "[Health, Nutrition and Economic Development](#)," Journal of Economic Literature, Vol. 36, June 1998, 766-817.

Edward Miguel and Michael Kremer, "[Worms: Identifying Impacts on Education and Health in the Presence of Treatment Externalities](#)," Econometrica 72(1), January 2004, pp. 159-217.

Rosenzweig, Mark, "[Population Growth and Human Capital Investments: Theory and Evidence](#)," Journal of Political Economy, Vol. 98, 1990, pp. S38-S70.

7. Growth and Income Inequality

Concepts and Measurement of inequality; Impact of growths on inequality; population and growth

Reading

* Ray, D. Chapter 6-7, 9.

Quibria, M.G., Growth and Poverty: Lessons from the East Asian Miracle Revisited, ADB Institute Research Paper No. 33, February, 2002.

Mid-term short Essay

Read one of listed articles or bring the one of your interest (with my permission), and write a critique of it in light of what you have learned in this course and your knowledge. The essay should not exceed 10 double-spaced pages, with Times New Roman Font 12. Write a brief summary of the article and provide a great length of an analytical critique in light of theory and evidence. Essay submitted behind the dateline is subject to a penalty, 10 scores a day from total of 50.

Second-Half Course Outline and Readings

(Articles for reading will be suggested in class)

8. Macroeconomic Relationships and Market Structure

This chapter explores the structural features that distinguish most developing countries from the industrial-country model, emphasizing the need to take structural factors into account in macroeconomic analysis.

Reading

* Agenor and Montiel, Ch 1-3

9. Macroeconomic Fluctuations

This chapter explores a wide range of regularities in macroeconomic fluctuations in developing countries; relationship between economic fluctuations in developing countries and output of industrial countries and the world real interest rate; the role of supply-side shocks in driving business cycles in developing countries.

Reading

* Agenor and Montiel. Ch.4

Mankiw Ch.9-11

10. Fiscal Deficits, Government Debt and Public Solvency

The chapter examines the nature and implications of fiscal rigidities, inadequate tax base and administrative difficulties in tax collection and effect of fiscal deficits on a variety of macroeconomic variables, excessive debt both external and domestic.

Reading

* Agenor and Montiel. Ch.5

* Mankiw Ch.16

11: Stabilization, the Formal-Informal Sectors, Populism

The chapter discusses the role of labor markets in the context of short-run macroeconomic adjustment in developing countries by examining the role of labor market segmentation and sectoral wage rigidity.

Reading

* Agenor and Montiel, Ch.9

12: Financial Markets, Capital Mobility, Monetary Policy

The chapter analyses the tools of monetary policy and the monetary transmission mechanism in the context of a developing economy that is semi-open financially.

Reading

* Agenor and Montiel, Ch.6

Mankiw Ch.12-14

13. Exchange-Rate Regimes and Management, Currency Crises and International Monetary Cooperation

This chapter discusses international financial architecture, financial crises, and evolution of international monetary cooperation, G8 policy coordination and regional monetary unification

Reading

* Agenor and Montiel, Ch.7-8

Mankiw Ch.12-14

* Montiel, Peter J.. *International Macroeconomics*. Wiley-Blackwell, 2009, Ch.16-18

14. Macroeconomic Policy Debates: Stabilization Policy and Structural Reforms

This chapter discusses the debates on policy making in an uncertain world, why and how structural reforms may be needed regarding trade, wage, financial, and exchange market

Reading

* Mankiw Ch.15

* Agenor and Montiel, Ch.18, 20

Dullien, Sebastian; Hansjorg Herr; Christian Kellermann. *Decent Capitalism*. Pluto Press, 2011. Ch.6-9

15. Alternative Growth Models

Issues in alternative development path will be discussed such as “middle income trap” and the ideas of “pro-poor growth” and “green growth”

Reading

Agenor and Montiel, Ch.17

Mankiw Ch.7-8

Grimm, Michael; Stephan Klasen; and Andrew McKay . Determinants of pro-poor growth. Palgrave Macmillan, 2007.

Dullien, Sebastian; Hansjorg Herr; Christian Kellermann. *Decent Capitalism*. Pluto Press, 2011.
Ch.6, 10.

EE476 Environmental Economics

Course Description:

Important environmental problems and related theories, the concepts of efficiency and cost-benefit analysis. The effectiveness of policies, measures, and tools to control and solve environmental problems. The estimation of effects of various economic development projects on environment. The concept of sustainable development, social welfare indicators that incorporate environmental impacts.

Prerequisites: EE311

Evaluation

Mid-term examination	35%
Final examination	45%
Group presentation and paper	20%

(Paper IS REQUIRED to pass this course. If students cannot submit paper within the deadline, s/he will get an F for the course regardless of the exam scores)

Reading Materials

1. **Kolstad, Charls D. (2000). Environmental Economics. New York: Oxford University Press. [K]
2. *Field, Barry C.; and Martha K. Field (2002). Environmental Economics: An Introduction. Third Edition. New York: McGraw-Hill/Irwin. [F]
3. *Tietenberg, Tom (2003). Environmental and Natural Resource Economics. Sixth Edition. Pearson International Edition. New York: Addison Wesley. [T&L]
4. Sunstein, R. Cass (2002). Risk and Reason: Safety, Law, and the Environment. Cambridge University Press.
5. Kuhn, Michael (2005). The Greening of the Markets: Product Competition, Pollution, and Policy Making in a Duopoly. New Horizons in Environmental Economics Series. Edward Elgar Publishing, Inc.
6. Other assigned reading materials

Expected Learning Outcomes:

1. Morality and Ethics

Applicability	Learning Goals
●	1.1 Students demonstrate integrity.
●	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.
●	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	Learning Goals
●	2.1 Students know and understand modern economics principles and theories, and are up to date with new developments.
●	2.2 Students know and understand Thai and global economic structure, and the importance of major international economic events.
○	2.3 Students know and understand instruments of economic analysis.
●	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.
●	2.5 Students are informed about related fields including sociology, business administration, education, law policy, and science.

3. Intellectual Development

Applicability	Learning Goals
●	3.1 Students have developed individual critical thinking.
●	3.2 Students are sufficiently trained in research skills.
●	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.

4. Interpersonal Skills and Responsibilities

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

5. Quantitative Analysis, Communication and Information Technology

Applicability	Learning Goals
○	5.1 Students select and apply appropriate statistical and mathematical methods for data processing, interpretation, conclusions, and recommendations to resolve problems.
○	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.

Lecture Schedule

Date	Topics	Read
14 Aug	Course Overview	
16 Aug	Part 1 The Economy and the Environment - The Human-Environment Relationship - Pollutions: Emissions, Ambient Quality, and Damages - The Fundamental Balance and Carrying Capacity - Anthropocentrism, Biocentrism, Gaia, and Anthropocene - Sustainability	F Ch.2 K Ch.2 D&D Ch.2
21 Aug	Part 2 Economic Concepts as Analytical Tools - Public Bads - Externalities	F Ch.4, 5, 10 K Ch.4, 5, 6 T&L Ch.14
23 Aug	- Pollution Control: A General Model - Liability and Polluter-Pay-Principle (PPP) - Property Rights and the Coase Theorem	D&D Ch.1, 6, 7, 8, 12
28 Aug	Part 3 Analysis of Environmental Policies - Types of Policy Instruments - Criteria for Evaluating Environmental Policies	F Ch.9, 10 K Ch.2, 4, 8 D&D Ch.4
30 Aug	3.1 Command-and-Control Strategies Environmental Standards	F Ch.11 K Ch.8 D&D Ch.9

Date	Topics	Read
4 Sept	3.2 Incentive-Based Strategies - Emission Taxes (Pigovian Fees) - Subsidies - Case of Imperfect Competition	F Ch.12 K Ch.7
6 Sept		
11 Sept		
13 Sept	3.3 Policy Combination - Regulation with Unknown Control Costs - Permits or Fees? - Stationary vs. Mobile Source Pollution	K Ch.10 T&L Ch.15, 17 D&D Ch.14
18 Sept		
20 Sept	Part 4 Institutions of Environmental Policies - Political Economy Model of Regulation - Economic Analysis of Environmental Laws - Audits, Enforcement, and Moral Hazard - State and Local Environmental Issues	F Ch.17 K Ch.8, 11
25 Sept		
27 Sept		
Mid-Term Exam: Tuesday, October 2, 2018, 09.00-11.00 hrs.		
9 Oct	Part 5 Environmental Risks, Liability, and Insurance - Thinking about Risks - Environmental Insurance - Environmental Liability Bond	K Ch.12 T&L Ch.18 Sunstein (2002)
11 Oct		
16 Oct	Part 6 Economics of Green Product Development - Environmental Product Standards - Environmental Labelling - Subsidizing Innovation in Green Product Design	Kuhn (2005)
18 Oct		
25 Oct	Part 7 Environmental Evaluation - Benefit-Cost Analysis - Contingent Value Methods (CVM) - Hedonic Price Method - Defensive Expenditure - Travel Cost Method - Application on Payment for Ecosystem Service (PES)	K Ch.15-18 F Ch.7-8 T&L Ch.3, 4
30 Oct		
1 Nov		
6 Nov		
8 Nov	Part 8 International Environmental Issues - International Trade and Environment - Pollution Haven Hypothesis - Multilateral Environmental Agreements (MEAs)	K Ch.13 F Ch.19-21 T&L Ch.15, 20
13 Nov		
15 Nov		
20 Nov		
22 Nov	Economics of Climate Change	Guest lecturer
27 Nov	Project Presentation	
29 Nov		
Final Exam: Tuesday, December 11, 2018, 13.30-16.30 hrs.		

Course Outline

EE481 Industrial Economics

Number of credits: 3 credits

Course Description:

Behavior of production unit and relationship among the units under different market structures by analyzing producer behavior market structure, conduct and performance, the analysis of price theory using Game Theory as an analysis tool.

Prerequisites: EE 311

Course Objectives:

In this course, we will study behaviors of firms in imperfectly competitive markets. First, to provide a simple benchmark, characteristics and decisions made by a monopoly will be discussed. Then, the more complex oligopoly market will be examined. We will use game-theoretic approaches to analyze firms' decisions. Such decisions would be on pricing strategies, non-pricing strategies, product-differentiation, product quality, advertising, R&D, etc. In addition, some regulatory tools to prevent abuse of market power and promote market efficiency will be covered.

In terms of learning goals, students are expected to develop critical thinking, quantitative reasoning, communication and lifelong learning skills. There will be 3 forms of assignments - homework, essays and group presentation. For the homework (mostly are problem sets), students are expected to practice their critical thinking and quantitative reasoning skills. For the essays and group presentation, students are expected to develop and improve critical thinking, communication and lifelong learning skills. Students are expected to be able to apply economics tools in solving and explaining firms and business behaviors.

Textbooks:

1. ** Carlton, D.W. and J.M. Perloff, *Modern Industrial Organization*, 4th Edition, Addison-Wesley, 2005. (abbreviation = CP)
** used as the main text.
2. *Church, J. and R. Ware, *Industrial Organization: A Strategic Approach*, International Edition, McGraw-Hill, 2000. (abbreviation = CW)
*used as the main text for some lessons. This book is available free online for non-commercial purposes.
3. Rasmusen, E., *Games & Information*, 3rd. Edition, Backwell, 2001.
*used as the main text for some lessons. This book is available free online for non-commercial purposes.
4. Tirole, J., *Industrial Organization*, The MIT Press, 1989.
* more advanced but very fun to read.

Other teaching materials:

5. PowerPoint presentations will be uploaded on Moodle at least 1 days prior to class.
6. My complete teaching notes will be uploaded before midterm and before final exams.

Other readings:

7. Harvard Business Review (<http://hbr.org/>)
8. The Economist (<http://www.economist.com/>)
9. Prachachat Online (<http://www.prachachat.net/>) หนังสือพิมพ์ประชาชนธุรกิจ
10. Bangkokbiznews (<http://www.bangkokbiznews.com/home/>) หนังสือพิมพ์กรุงเทพธุรกิจ

Teaching Plan:

Topics

1. Introduction and Theory

Overview

CP 1 or CW 1

The Firm and Cost / Theory of the Firm

CP 2 or CW 3

**There is a quiz on cost concepts (which you already learned in EE311) in the third class.*

2. Dominant Firm

Dominant Firm

CP 4

**You should have learned about monopoly already from EE311.*

3. Game Theory

Static Games

R 1, 2, 3

Dynamic Games

R 4, 5, 6

4. Oligopoly

Cartel

CP 5

Cournot model

CP 6 or CW 8.2

Bertrand model

CP 6 or CW 8.3

Multi-period Models of Oligopoly

CP 6 or CW 10

Industry Structure and Performance

CP 8

5. Business Practices Strategies and Conduct

Price Discrimination

CP 9, CP 10

Strategic Behavior

CP 11

Vertical Integration and Vertical Restrictions

CP 12

6. Government Policies

Antitrust

CP 19 or CW 19

Regulation

CP 20 or CW 24

7. Other Issues

Production Differentiation (if time allows)	CP 7 or CW 11
Auction	R 13
Advertising	CP 14 or CW 17
R&D and Patent	CP 16 or CW 18

*If there is any handout or additional reading, it will be posted on Moodle prior to class.
Students are responsible to review the topic ahead of the class for more effective learning.

Course Outline

EE 482 Public Policy and Industrialization

Number of credits: 3 credits

Prerequisites : EE312

Course description

Industrial development strategy theories, the importance of industrial sector and industrial development on Thailand economic system, the evolution of industrial policy in Thailand, the role of government in industrial sector, laws related to industrial sector.

Supplementary Texts

1. Akira Suehiro (2008), Catching-up Industrialization: The Trajectory and Prospects East-Asian . (Translation by Tom Gill), University of Hawaii Press.
2. John Weiss (2011), The Economics of Industrial Development
3. Laurids S. Lauridsen (2003). State, institutions and industrial development: industrial deepening and upgrading policies in Taiwan and Thailand compared /

Evaluation

- | | |
|------------------------------------|---|
| 1. Seminar presentation and papers | |
| 50% | |
| 2. Class Participation | |
| 10% | |
| 3. Midterm Examination | 20%(March 5 th , 2014 14.00-15.30.) |
| 4. Final Examination | 20% (May 20 th , 2014 ; 9.00 – 12.00.) |

Industry seminar presentation and papers

Seminar and group project on comparative industrial policies: Thai and International Experiences (USA; China; India; Malaysia; NIEs)

➔ Show how these countries promote their industrial development? From, Thai Industrial Policies: (300 Baht minimum wage; AEC; corporate tax revision etc.)

Seminar and group project on Thai Industrial Development and Policies: (Automotive; Electronics; Food processing; Energy etc.)

➔ Show the nature of each industry and how public policies affect their development

➔ Show how Thai government's current policies affect industrial sector?

Class Discussion

To encourage discussions in the class, 3-4 students will be called upon to ask questions or to discuss any course material in every class.

Date	Topics
17 Jan.	Introduction: John Weiss (Ch1) <i>Industry and Development</i>
22 Jan.	Ha-joon Chang: (Ch4) <i>The Political Economy of Industrial Policy</i>
24 Jan.	(G1) Laurids S. Lauridsen <i>Strategic Industrial Policy and Latecomer Development</i>
29 Jan.	(G2) Akira Suehiro: (Ch2) <i>Latecomer, Flying Geese, and Competitive Advantages</i>
31 Jan.	(G3) Akira Suehiro: (Ch6) <i>Import Substitution, Export Promotion, and Industrial Policy</i>
5 Feb.	(G4) Sanjaya Lall: <i>Understanding Technology Development</i>
7 Feb.	(G5) Stiglitz Joseph: <i>Some Lesson from the East Asian Miracle</i>
12 Feb.	(G6) Sanjaya Lall: <i>Market-Stimulating" Technology Policies in Developing Countries: A Framework with Examples from East Asia</i>
14 Feb.	Seminar on Comparative Industrial Policies: International Experiences I (group 1 & 2)
19 Feb.	Seminar on Comparative Industrial Policies: International Experiences II (group 3 & 4)
21 Feb.	Seminar on Comparative Industrial Policies: International Experiences III (group 5 & 6)
26 Feb.	Seminar on Thai Industrial Development and Policies: Sector I (group 1 & 2)
28 Feb.	Seminar on Thai Industrial Development and Policies: Sector II (group 3 & 4)
Mid-term Week (Mar 3 rd .-Mar 8 th , 2014)	
12 Mar.	Seminar on Thai Industrial Development and Policies: Sector III (group 5 & 6)
14 Mar.	(G1) Hajoon Chang: <i>Industrial Policy: Can We Go Beyond an Unproductive Confrontation?</i>
19 Mar.	(G2) Justin Lin: <i>New Structural Economics: A Framework for Rethinking Development</i>
21 Mar.	(G3) Dani Rodrik: <i>Industrial Policy for the 21st Century</i>
26 Mar.	(G4) Sanjaya Lall: <i>The Technological Structure and Performance of Developing Country Manufactured Exports, 1985-98</i>
28 Mar.	(G5) Prema Chandra: <i>Product Fragmentation and Trade Patterns in East Asia</i>
2 Apr.	(G6) McKinsey: <i>Trading myths: Addressing misconceptions about trade, jobs, and competitiveness</i>
4 Apr.	(G1) Somboon Siriprachai: <i>Industrialisation and Inequality in Thailand</i>
9 Apr.	(G2) Nipon Puapongsakorn: <i>Industrial Restructuring in Thailand</i>
11 Apr.	(G3) Laurids S. Lauridsen: <i>The Policies and Politics of Industrial Upgrading in</i>

Date	Topics
	<i>Thailand during the Thaksin Era</i>
16 Apr.	(G4) Patarapong Intarakumnerd: <i>National innovation system in less successful developing countries: the case of Thailand</i>
18 Apr.	(G5) Akira Suehiro: <i>“Industrial Restructuring Policies in Thailand: Japanese or American Approach”</i>
23 Apr.	(G6) Richard Doner: <i>Political Challenges of Innovation in the Developing World</i>
25 Apr.	Seminar on Thai Industrial Development and Policies II : Sector I (group 1 & 2)
30 Apr.	Seminar on Thai Industrial Development and Policies II: Sector II (group 3 & 4)
2 May.	Seminar on Thai Industrial Development and Policies II: Sector III (group 5 & 6)
7 May.	(Class) McKinsey: <i>Manufacturing the future: The next era of global growth and innovation</i>



(Tentative) Course Syllabus

for

Non-Economics Courses

Semester 1/2020

Course Syllabus

AC 201 FUNDAMENTAL ACCOUNTING

Number of credits: 3 credits (3-0-6)

Course Description:

The basic principles, concepts, and procedures for collecting and recording accounting information; preparation and analysis of financial reports; accounting cycle; accounting and disclosure for assets, liabilities, and owners' equity.

Course objectives:

The purpose of this course is to introduce students the role of accounting as a window through which to see how economic events affect business. The students will learn conceptual framework as well as accounting procedures. The emphasis will be on preparing and using accounting information for financial analysis.

Week	Course Content	Reading References
1	Course Overview Chapter 1: Financial Statements and Business Decisions ■ The Four Basic Financial Statements: Statement of Financial Position, Statement of Comprehensive Income, Statement of Changes in Stockholders' Equity, and Statement of Cash Flows	Course package
2	Chapter 2: Investing and Financial Decisions and the Statement of Financial Position ■ Accounting Concepts ■ Nature of Business Transactions ■ The Accounts ■ Transaction Analysis ■ Debit/Credit, Journal Entry, T-Account ■ Classified Statement of Financial Position	Course package
3	Chapter 3: Operating Decisions and the Statement of Comprehensive Income ■ The Operating Cycle ■ Elements of Statement of Comprehensive Income ■ Cash Basis/Accrual Basis Accounting ■ Classified Statement of Comprehensive Income	Course package

4	Chapter 4: Adjustments, Financial Statements, the Quality of Earnings ■ Adjusting Revenues and Expenses ■ Preparing Financial Statements ■ Closing the Books	Course package
5	Chapter 4: Adjustments, Financial Statements, the Quality of Earnings (continued)	Course package
6	Chapter 6: Reporting and Interpreting Sales Revenue, Receivables, and Cash ■ Accounting for Net Sales Revenue ■ Measuring and Reporting Receivables ■ Reporting and Safeguarding Cash ■ Reconciliation of the Cash Accounts	Course package
7	Chapter 7: Reporting and Interpreting Cost of Goods Sold and Inventory ■ Nature of Inventory and Cost of Goods Sold ■ Inventory Costing Methods ■ Valuation at Lower of Cost of Net Realizable Value	Course package
8	Midterm Exam Date: Friday, March 6, 2015	Venue: Faculty of Economics, Thammasat University, Tha Prachan Campus
9	Chapter 8: Reporting and Interpreting Property, Plant, and Equipment; Natural Resources; and Intangibles ■ Understanding the Business ■ Acquisition and Maintenance of Plant and Equipment – Classifying Long-Lived Assets, Measuring and Recording Acquisition Cost ■ Use, Impairment, and Disposal of Plant and Equipment – Depreciation Concepts, Alternative Depreciation Methods (Straight-line, Units-of-Production, Declining-Balance) ■ Natural Resources and Intangible Assets – Acquisition and Depletion of Natural Resources, Acquisition and Amortization of Intangible Assets	Course package
10	Chapter 9: Reporting and Interpreting Liabilities ■ Understanding the Business ■ Liabilities Defined and Classified ■ Current Liabilities – Accounts Payable, Accrued Liabilities, Notes Payable, Current Portion of Long-term Debt, Deferred Revenues ■ Long-term Liabilities – Long-term Notes Payable and Bonds ■ Present Value Concepts – Present Value of a Single Amount, Present Value of an Annuity, Applications of Present Values ■ Financial Analysis -- Quick Ratio, Accounts Payable Turnover	Course package

11	Chapter 10: Reporting and Interpreting Bonds ■ Understanding the Business ■ Characteristics of Bonds Payable ■ Reporting Bonds Transactions – Bonds Issued at Par, Bonds Issued at Discount, Bonds Issued at Premium ■ Early Retirement of Debt	Course package
12	Chapter 11: Reporting and Interpreting Shareholders' Equity ■ Understanding the Business ■ Ownership of a Corporation – Benefits of Share Ownership, Authorized, Issued, and Outstanding Shares ■ Ordinary Share Transactions – Share Issuance, Share Repurchase ■ Dividends on Ordinary Shares ■ Share Dividends and Share Splits ■ Preference Shares – Dividends on Preference Shares	Course package
13	Chapter 12: Reporting and Interpreting Investments in Other Corporations ■ Understanding the Business ■ Types of Investments and Accounting Methods – Passive Investments in Debt and Equity Securities, Investments in Equity Securities for Significant Influence, Investments in Equity Securities for Control ■ Debt Held to Maturity: Amortized Cost Method – Bond Purchases, Interest Earned, Principal at Maturity ■ Passive Investments: The Fair Value Method – Classifying Passive Investments at Fair Value, Securities Available for Sale, Comparing Trading and Available-for-Sale Securities ■ Investments in Significant Influence: Equity Method – Recording and Reporting Investments under the Equity Method ■ Controlling Interests: Mergers and Acquisitions	Course package
14	Chapter 13: Statement of Cash Flows ■ Understanding the Business ■ Classifications of the Statement of Cash Flows – Cash Flows from Operating Activities, Investing Activities, and Financing Activities, Net Increase (Decrease) in Cash, Relationships to the Statement of Financial Position, Statement of Comprehensive Income ■ Reporting and Interpreting Cash Flows from Operating Activities – Direct VS. Indirect Method ■ Reporting and Interpreting Cash Flows from Investing Activities ■ Reporting and Interpreting Cash Flows from Financing Activities ■ Completing the Statement and Additional Disclosures – Statement Structure, Noncash Investing and Financing Activities	Course package

15	Chapter 5: Communicating and Interpreting Accounting Information ■ Understanding the Business ■ Players in the Accounting Communication Process ■ The Disclosure Process ■ A Closer Look at Financial Statement Formats and Notes ■ Return on Assets Analysis: A Framework for Evaluating Company Performance Chapter 14: Analyzing Financial Statements ■ Understanding the Business ■ The Investment Decision ■ Understanding a Company's Strategy ■ Financial Statement Analysis ■ Ratio and Percentage Analysis – Component Percentages, Tests of Profitability, Tests of Solvency, Market Tests ■ Interpreting Ratios and Other Analytical considerations	Course package
16	Wrap-up	Course package
17	Final Exam Date: Wednesday, May 20, 2015	Venue: Faculty of Economics, Thammasat University, Tha Prachan Campus

Assignments Given via Network System

- 1 Regulations for Giving and Submitting Assignments
- 2 Learning Management System Used (LMS)

Evaluation

Midterm Exam	40%
Final Exam	40%
Assignment	-
Quizzes	15%
Financial Statement Analysis Project and Presentation	5%

Course Administration:

1. Practices (0%)

The students are required to read the chapter before class. The students are recommended to work on review problems at the end of each chapter (no credits taken).

2. Exams (80%)

There are 2 exams throughout the course. The weight assigned to each exam (Midterm and Final exam) is 40%, and 40%, respectively. Thus, the total weight for all exams is 80%. The exams are closed-note, closed-book. Only basic calculators are allowed in the exams. Statistical and financial calculators are NOT allowed.

3. Quizzes (15%)

The unannounced quizzes may be and will be given in class. The students must prepare for the quizzes at all time. No make-up quiz is allowed for any reasons. The lowest quiz score will be dropped. Quizzes must be taken ONLY in the section that the students are registering for. Quizzes taken in the wrong section or taken in both sections will NOT be graded.

4. Project (5%)

At the end of the course, the students are required to do project on financial statement analysis. The students must be able to integrate the knowledge acquired during the semester to analyze entity's financial performance, financial position, and other aspects based on financial reports of the entity. The instructors will assign a company listed on The Stock Exchange of Thailand for this project. The students will be working on this project in groups of 6 to 8. Detailed requirements of this project are stated in the following section.

Financial Statement Analysis Project:

Project Requirements:

1. Form a group of 6-8 students to perform financial analysis on the assigned company.
 2. Acquire key financial information and financial ratios of assigned company during the past 3-5 years from www.set.or.th or other information sources. Additional information (more detailed information), is also available at company's website, www.sec.or.th, www.settrade.com, and other public sources.
 3. The set of information acquired must include at least the followings:
 - Financial Data: Assets (especially, Accounts Receivable and Inventory), Liabilities (Accounts Payable), Equity, Paid-up Capital, Dividend, Revenue, Expense (especially cost of goods sold, and other key expense items), Net Profit, and Market Capitalization (in million Baht).
 - Financial Ratio: Return on Assets (ROA), Return on Equity (ROE), Net Profit Margin, Price-Earnings Ratio (P/E), Book Value per Share, Dividend Yield.
 4. Perform basic financial statement analysis on the acquired information. The project should be organized in the following ways:
 - a. Describe nature of business/industry and products/services of the assigned company.
 - b. Present key financial data and financial ratios (in tabular format and/or in graphical format).
 - c. Analyze the trend of key financial data and financial ratios whether the company is in good shape. From the acquired financial data or financial ratios, if you spot problems that the company is facing or will be facing, please specify. Additional ratios (such as accounts receivable turnover, inventory turnover, total assets turnover ratio, debt-to-equity ratio, current ratio, quick ratio, interest coverage ratio, and etc.) may be calculated based on financial statement items acquired to be able to perform a more detailed financial analysis.
- For each of the financial ratios, describe the meaning and calculation formula before analyzing the ratio. You are required to do your own research on the interpretation of each of the financial ratio.
- Based on the financial ratios, you should at least address the following aspects:
- Profitability eg. Return on Equity, Earnings per Share, Gross Profit Margin, Net Profit Margin, and etc.
 - Liquidity eg. Current Ratio, Quick Ratio, Accounts Receivable Turnover, Inventory Turnover, and etc.
 - Solvency eg. Debt-to-Equity Ratio, Interest Coverage ratio, and etc.
 - Efficiency eg. Return on Assets, Asset Turnover, and etc.
- d. Conclude whether the investors should invest in company's debt or equity securities based on your analysis.
 5. Length of the project (analysis part) should not exceed 10 pages.

6. The project is due onat the BE Office. Early submission of the report is welcome.

Reading List and References

Main Documents and Text Books

Libby, Libby, and Short. Financial Accounting: 8th Edition (Global Edition).

McGraw-Hill Education. 2014. ISBN-13 9780077158958



Key Documents and Information

Instructor's handouts:

The handouts can be downloaded from the BE Moodle System at <http://be-moodle.econ.tu.ac.th>.

Recommended Documents and Informations

Text:

- (1) Kimmel, Weygandt, and Kieso. Financial Accounting: Tools for Business Decision Making, 7th Edition (International Student Version). John Wiley & Sons, Inc. 2013.
- (2) Harrison, Horngren, Thomas, and Suwardy. Financial Accounting: International Financial Reporting Standards, 9th Edition (Global Edition). Pearson Education Limited. 2014.
- (3) William, Haka, Bettner, Carcello, Lam, and Lau. Financial Accounting: International Financial Reporting Standards, 2nd Edition (Asia Global Edition). McGraw-Hill Education. 2015.

Thai Financial Reporting Standards and Related International Financial Reporting Standards:

Selected Thai Financial Reporting Standards will be discussed in class.

Framework for the Preparation and Presentation of Financial Statements

- TAS1 Presentation of Financial Statements
- TAS2 Inventories
- TAS7 Statement of Cash Flows
- TAS16 Property, Plant and Equipment
- TAS18 Revenues
- TAS37 Provisions, Contingent Liabilities and Contingent Assets
- TAS38 Intangible Assets
- TAS101 Doubtful Accounts and Bad Debts
- TAS105 Accounting for Investment in Debt and Equity Securities

Links:

The useful links are provided below:

- www.bot.or.th Bank of Thailand
- www.ifrs.org International Accounting Standard Board
- www.fap.or.th Federation of Accounting Professions of Thailand
- www.moc.go.th Ministry of Commerce of Thailand
- www.sec.or.th Securities and Exchange Commission of Thailand
- www.set.or.th The Stock Exchange of Thailand
- www.settrade.com The Stock Exchange of Thailand Group

Course Outline

BA 291 Introduction to Business

Number of credits: 3 credits

Course Description:

This course will introduce students to a complete overview of different aspects in business management and organization. Students will learn the important business functions, such as marketing, human resources, operational and quality management, accounting and financial management and how these functions are related to each other. Additionally, students will get to know the business environment and learn how to adapt their business strategies and organization to stay competitive in a turbulent business environment.

Prerequisites: -

Course Objectives:

After this course, students should be able to:

- understand the management process and business functions
- see the big picture of business organization and the relationship between business functions and able to plan the business systematically
- analyze the business environment and identify threats and opportunities from the changing environment and able to create sustainable competitive business models and strategies
- use knowledge in business management for the future specialized courses and career
- discuss and analyze the business cases and able to work in team

Course Format:

The courses will comprise of lectures, class discussions, presentations and case studies. Students should prepare for the class by reading the given textbooks and learning materials and regularly follow the news.

Main Textbook:

Pride, Hughes, Kapoor. "Introduction to Business." Cengage, 2012.

Suggested Literatures:

- Ferrell, Hirt, Ferrell (2009): Business – A changing world, 7th edition, Mc Graw-Hill.
- Robbins & Coulter (2010): Management, 10th edition Prentice Hall.

Class materials can be downloaded at <http://be-moodle.econ.tu.ac.th/>

Teaching Plan:

Class Schedule

Class	Date	Topics
1	14 Aug 2012	Course introduction
2	21 Aug 2012	Writing an effective business plan
3	28 Aug 2012	Business model The environment of business
4	4 Sep 2012	Business ethics and social responsibility
5	11 Sep 2012	Starting up a business – choosing the right options for organizing business SMEs and entrepreneurship
6 - 7	18, 25 Sep 2012	Introduction to business management process – “the POLC”
	2 Oct 2012 (14.00 – 15.30 hrs)	Midterm Examination
8	9 Oct 2012	Managerial decision and strategic planning
10	16 Oct 2012	Managing human resource
11	30 Oct 2012	Operational management

12 - 13	6, 13 Nov 2012	Developing marketing strategy
14	20 Nov 2012	Introduction to accounting and financial statement Analyzing financial statements
15	27 Nov 2012	Business plan presentation and review
	18 Dec 2012 (9.00 – 12.00 hrs)	Final Examination

**Please note, the class schedule can be rearranged as seen appropriated.*

Course Syllabus

EL 221 Communicative Business English 1

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

Prerequisite: TU 105

Course Description:

This course aims to develop students' business-related communication skills in order to prepare them to use English in international business contexts. The course focuses on improving students' fluency and accuracy in four skills: listening, speaking, reading and writing. Business-related vocabulary is incorporated in the practice of the four skills. Students are required to work individually and in groups to finish their assignments.

Teaching Approach:

Project-Based Learning

Student-centered/Autonomous and Active Learning

Group and Individual work and Presentations

Learning Outcomes:

Upon successful completion of the course, students will be able to:

1. speak more fluently, accurately and authoritatively on business topics;
2. comprehend business topics and issues with improved listening proficiency;
3. read and write business English texts with wider vocabulary knowledge;
4. deliver formal oral presentations with greater confidence, clarity and persuasion.

Teaching Materials:

The course follows a Project-Based Learning curriculum for which learning materials are obtained through multi-media resources relevant to students' selection of interest and need.

Active Learning Activities:

Students are expected to actively participate in classroom activities and discussions on relevant business topics. Activities such as individual, pair, and group work are conducted in class.

Course Evaluation:

Attendance: **20 points**

Presentations:

BizNews 5

E-Learning 5

Free Voice 5

Business Lecture 20

35 points

Formative Assessments: **25 points**

(Bi-weekly [every 6 hours] assessment of students' progress towards achieving learning outcomes and benefit of learning activities)

Project Work:

Group 100

Individual 20

120 points

TOTAL: 200 points

Attendance Policy:

Students are expected to maintain 80% attendance. 3 absences (for 3-hour class) will result in an automatic F. 2 points will be deducted for each absence, and 1 point deducted for each incidence of lateness. Students who are more than 15 minutes late are considered absent.

Plagiarism Policy:

Students of Thammasat University are required to refrain from any kind of plagiarism, i.e. an act of copying other people's work, such as language, thoughts, or expressions, without crediting the original author(s). Copying any sentences or paragraphs from any sources such as websites, books, and articles, and pasting them into students' assignments are thus considered cheating, which will result in a mark of zero for the assignment or even an F grade.

Tentative Class Schedule:

Week	Date	Content
1	15 August	Course Introduction Project Set-up
2	22 August	Team Introductions (Presentations) Business Lecture; BizNews; E-Learning; Free Voice
3	29 August	Consultations//Project Work Business Lecture; BizNews; E-Learning; Free Voice
4	05 September	Consultations/Project Work Business Lecture; BizNews; E-Learning; Free Voice
5	12 September	Consultations/Project Work Business Lecture; BizNews; E-Learning; Free Voice
6	19 September	Consultations/Project Work Business Lecture; BizNews; E-Learning; Free Voice
7	26 September	Team Briefings (Presentations)
	03 October	No Class: Mid-Term Week
8	10 October	Consultations/Project Work Business Lecture; BizNews; E-Learning; Free Voice
9	17 October	Consultations/Project Work Business Lecture; BizNews; E-Learning; Free Voice
10	24 October	Consultations/Project Work Business Lecture; BizNews; E-Learning; Free Voice
11	31 October	Consultations/Project Work Business Lecture; BizNews; E-Learning; Free Voice
12	07 November	Consultations/Project Work Business Lecture; BizNews; E-Learning; Free Voice
13	14 November	Team Reports I (Presentations)
14	21 November	Team Reports II (Presentations)
15	28 November	Project and Course Wrap-Up; Feedback; Evaluation

FN201 Business Finance

Number of credits: 3 credits

Course Description:

This course provides an introduction to the theories of finance, which covers topics such as time value of money, net present value, business investment decision; firm's financial and cash flow analysis; financial assets valuation; fundamental analysis on risk and return; portfolio theory as well as an issue of corporate governance. The concepts developed in FN201 will form a foundation for further elective finance courses. Student will also learn how to use Excel to solve problems studied in the class.

Prerequisites: AC201 Fundamental Accounting

Recommended reading:

- Brigham, Ehrhardt, "Financial Management", 11th Edition (International Edition, Thomson 2008

Teaching Plan:

Class contents

Lecture	Chapter	Topic
1	Ch.1 - 2	Topic 1: Introduction to Finance, Time Value of Money
2	Ch.2	Topic 2: Perpetuities & Annuities - 1
3	Ch.2	Topic 2: Perpetuities & Annuities - 2
4	Ch.16	Topic 3: Debt and Equity
5	Ch.10	Topic 4: Net Present Value & Investment Decisions Rules
6	Ch.3, 13	Topic 5: Financial Statements Analysis
7	Ch.3, 13	Topic 6: Case Study: Financial Statements Analysis & Cash Flow Analysis

8	-	Midterm (Saturday, October 6, 2012, 13.00 – 14.30 hrs)
9	Ch.6	Topic 8: Bonds Valuation
10	-	Topic 9: Hedging and Intro to Risk Management
11	Ch.4,23	Topic 10: Derivatives and FX Hedging
12	-	Topic 11: Excel
13	Ch.4,5	Topic 12: CAPM, Risk, Portfolio Theory 1
14	Ch.4,5	Topic 13: CAPM, Risk, Portfolio Theory 2
15	-	Recap material for Final

Course Outline

FN 311 Financial Management

Number of credits: 3 credits

Course Description:

A study of various financial policies affecting decision making in financial management and the various techniques of financial management under uncertainty both in allocation and acquisition of funds, and also business growth by merger and acquisition to achieve business goals effectively.

Prerequisites: (1) FN 201 and (2) BA 204 or ST 211 or ST 216 or ST 218

Course Objectives:

The objective of this course is to understand the concepts, tools and techniques commonly used in making financial decisions. This includes an understanding of the financial environment facing businesses as well as a working knowledge of the various financial instruments available. Important topics of financial management concepts will be discussed including the time value of money, asset valuation and risk and return. Moreover, practice of computer software related to financial risk and return calculation, sensitivity, scenario, and Monte Carlo simulation for business decision will also be addressed.

Required Text and Materials:

1. Fundamentals of Corporate Finance, Asia Global Edition, 2012, Mc Graw Hill, Stephen A. Ross, Randolph W. Westerfield, Bradford D. Jordan, Joseph Lim, and Ruth Tan.
2. Modern Financial Management, 2008, 9th edition, Mc Graw Hill, J. Stephen A. Ross, Westerfield, Jaffe, and Jordan

Teaching Plan:

Tentative Course Schedule

Date	Topic	Reading
Wed Aug 15 th	- Introduction to the course - The Goal of Financial Management - Agency Theorem	Chp. 1

Fri Aug 17 th	- Agency Theorem (continued) - Financial Markets - Financial Institutions	Chp. 1
Wed Aug 22 nd	- Financial Statements and Cash Flow - The Balance Sheet - The Income Statement - Net Working Capital - Financial Cash Flow - The Accounting Statement of Cash Flows	Chp. 2
Fri Aug 24 th	- Financial Statement Analysis - Ratio Analysis - The Du Pont Identity	Chp. 3
Makeup Class compensated for commencement days and the rehearsal day	- Financial Planning and Forecasting (AFN) 1 - Financial Planning and Forecasting (AFN) 2	Chp. 4
Wed Sept 5 th	- Review TVM and Practice 1	Chp. 5
Fri Sept 7 th	- Review TVM and Practice 1	Chp. 6
Wed Sept 12 th	- Review Valuation Theory 1	Chp. 7
Fri Sept 14 th	- Review Valuation Theory 2	Chp. 8
Wed Sept 19 th	- Review Capital Budgeting - NPV and other Investment Rules	Chp. 9
Fri Sept 21 st	- Making Capital Investment Decisions 1	Chp. 10
Wed Sept 26 th	- Making Capital Investment Decisions 2	Chp. 10
TBA (After Midterm exam week)	- Project Analysis and Evaluation 1 - Sensitivity Analysis, Scenario Analysis, and Break Even Analysis	Chp. 11
Fri Oct 12 th	- Project Analysis and Evaluation 2 - Monte Carlo Simulation	Chp. 11
Wed Oct 17 th	- Risk and Return	Chp. 12
Fri Oct 19 th	- Return and Risk: The Individual Asset - Return and Risk for Portfolios	

		Chp. 13
Wed Oct 24 th	- Diversification: An Example - CAPM	Chp. 13
Fri Oct 26 th	- CAPM - Practice	Chp. 13
Wed Oct 31 st	- Cost of Capital	Chp. 14
Fri Nov 2 nd	- Raising Capital	Chp. 15
Wed Nov 7 th	- Financial Leverage and Capital Structure Policy 1 - Modigliani and Miller Proposition I and II	Chp. 16
Fri Nov 9 th	- Financial Leverage and Capital Structure Policy 2 - Bankruptcy	Chp. 16
Wed Nov 14 th	- Optimal Capital Structure	Chp. 16
Fri Nov 16 th	- Dividends and Payout Policy - Does dividends matter? - Stock Repurchases	Chp. 17
Wed Nov 21 st	- Short-Term Finance and Planning - The operating cycle and the cash cycle - The cash budget - Short-term borrowing	Chp. 18

Fri Nov 23 rd	- Cash and Liquidity Management	Chp. 19
Fri Nov 28 th	- Credit and Inventory Management - Analyzing credit policy - Optimal credit policy - Credit analysis	Chp 20
Wed Nov 30 th	- Collection Policy - Inventory Management - Inventory Management Techniques	Chp 20

Course Outline

FN312 Investments

Number of credits: 3 credits

Course Description:

The course is designed to help students to analyse and understand the operation of investment and portfolio management. The course covers both description and theory. The descriptive material discusses available investment instruments and considers the purpose and operation of capital markets in the United States and around the world. The theoretical portion details how students should evaluate current investments and future opportunities in order to develop a portfolio of investments that will satisfy risk-return objectives. Finally, the students will look at the more practical topics of how investment practice or theory is influenced by the globalization of investments and capital markets.

Prerequisites : (1) FN 201, (2) MA 216 and (3) BA 204 or ST 211 or ST 216 or ST 218

Course Objectives:

The objective of this course is to provide a rigorous introduction of financial investment and portfolio management. The students will learn how to manage money in order to derive the maximum benefit from what they earn. The students will also learn about the investment alternatives that are available today and be able to develop a way of analyzing and thinking about investments that will remain in the years ahead and when new and different investment opportunities become available.

Textbooks:

Reilly, Frank K., and Keith C. Brown, “**Analysis of Investments and Management of Portfolios**”, 10th Edition, South-Western Cengage Learning 2012.

Teaching Plan:

The course is organized into following topics

1. The Investment Background
 - The Investment Setting
 - The Asset Allocation Decision
 - Selecting Investment in a Global Market
 - Organisation and Functioning of Securities Markets
 - Security-Market Indexes

2. Developments in Investment Theory
 - Efficient Capital Markets
 - An Introduction to Portfolio Management
 - An Introduction to Asset Pricing Models
 3. Valuation Principles and Practices
 - Analysis of Financial Statements
 - An Introduction to Security Valuation
 4. Analysis and Management of Common Stocks
 - Macro-analysis and Micro-valuation of the Stock Market
 - Industry Analysis
 - Company Analysis and Stock Valuation
 - Technical Analysis
 5. Analysis and Management of Bonds
 - Bond Fundamentals
 - The Analysis and Valuation of Bonds
 6. Derivatives security analysis
 - Introduction to Derivatives Markets and Securities
-

Course Outline

OM 201 Principles of Operations Management /

OM 201 Operations Management

Semester 2/2019 (January 13 – May 10, 2020)

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

Course Description:

Study of concepts, techniques and tools to design, analyze, and improve core operational capabilities, and their application to a broad range of industries. Topics include operations strategy, productivity, product/service design, process design, quality management, inventory management, project management, supply chain management, operational performance measurement, and operations for sustainability.

Course Objectives:

The objective of this course is to provide students with basic concepts and techniques in managing the operations of a production unit and/or a service organization, which leads to achieve excellent and sustainable operation and supply chain.

Teaching Materials and Resources:

Main Texts:

“Operations Management: Sustainability and Supply Chain Management”

Global edition, 12th Edition, By Jay Heizer, Barry Render, Chuck Munson,
Pearson, ISBN : 9781292148632, Published: 2017

Required Readings/ Course Materials:

Teaching notes and coursework from lecturer (BE Moodle)

Evaluation Methods:

Methods/Activities	Week	Weighted score
Participation	2-15	5%
Group assignments (2 x 5%)	3,5	10%
Quiz (3 x 5%) [*select 3 best of the 4]	2,6,11,14	15%
Mid-term Examination		20%
Operations Improvement Project (Term Project)	12	20%
Final Examination		30%
Total		100%

Grading Criteria:

Grades	Percentage
A	85-100
B+	75-84
B	70-74
C+	65-69
C	60-64
D+	50-59
D	40-49
F	0-39

Teaching-Learning Methods:

- Lecture on theoretical concepts
- Case discussion and assignments
- Operations improvement project for a selected real case

Class Policy:

- Students shall read suggested textbooks or teaching notes before classes.
- Students shall contribute reasonable effort to classes and group assignments.
- Students shall check plagiarism and grammar in their reports or assignments before submission.
- Students shall prepare and submit their reports and assignments according to given instructions. Late submission may be rejected or lead to point deduction.
- Students shall not eat or use telephone during the class.

Expected Learning Outcomes:

	1. Morality and Ethics:	Expected Learning Outcomes:
●	1.1 Possess honesty, sacrifice, self-, social-, and environmental responsibility.	- Attend classes with good manners and punctuality. - Plagiarism and wrong grammar in reports or assignments shall be not apparent. - Submit assignments and reports on time. - Corporate social responsibility, social enterprise and other sustainability concepts shall be integrated when performing the term project.
N/A	1.2 Value "sufficiency" theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	
N/A	1.3 Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	
N/A	1.4 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	

	2. Knowledge:	Expected Learning Outcomes:
N/A	2.1 Acquire knowledge on and understand the important concepts in business management.	
●	2.2 Acquire knowledge on and understand the important social and science concepts related to business management.	- Major social and science concepts related to business management shall be applied in reports or assignments.
●	2.3 Acquire knowledge on and understand the important concepts related to business processes, planning, corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances.	- Major operations management concepts shall be tested in midterm and final examinations.
●	2.4 Acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on business.	- Analysis of real cases with poor operations shall be done in the term project.
	3. Intellectual Development:	Expected Learning Outcomes:
N/A	3.1 Be able to search and process information and utilize various concepts appropriately in a given circumstance in order to obtain relevant information to benefit in the rapidly changing business environment.	
●	3.2 Be able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	- Analysis of real cases with poor operations shall be done in the term project.
N/A	3.3 Be able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages.	
	4. Interpersonal Skills and Responsibilities:	Expected Learning Outcomes:
●	4.1 Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	- Accomplish group assignments and group presentations with reasonable effort. - Human relations and other social skills shall be gradually improved.
N/A	4.2 Be creative and constructively criticize to solve problem of the team.	
N/A	4.3 Be responsible in lifelong learning to develop self and professional career.	
	5. Quantitative Analysis, Communication and Information Technology:	Expected Learning Outcomes:
○	5.1 Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	- Statistical and quantitative analysis shall take part when analyzing real cases with poor operations in the term project.
N/A	5.2 Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business.	
●	5.3 Be able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.	- Well-organized structure of written reports or assignments shall be apparent in the term project. - Professional presentation shall be proven and competitive in the term project.
○	5.4 Be able to utilize the information technologies or others to support the business operations.	- Solutions and recommendations based on recent technologies shall be proposed in the term project.

Teaching Plans:

Week	Date	Topic	Business Plan Competition
1	15 January	Course Introduction - Course syllabus - Learning Expectation Introduction to Operations Management - Concepts of Operations Management	Lecture & discussion
2	22 January	Productivity - Importance of productivity - Types of productivity & calculation Operations Improvement Project - Project Instruction - Teaming up and Project Selection	Lecture & practice Quiz#1 (5%)
3	29 January	Operations Strategies for Sustainability (1/2) - Mission, Vision & Core Competencies - Generic Operations Strategies	Lecture & Group assignment#1(5%)
4	5 February	Operations Strategies for Sustainability (2/2) - Global Issues in Sustainability - Corporate Social Responsibility (CSR)	Lecture & discussion
5	12 February	Product and Service Design - Design of Product - Design of Service Process Design - Process Flowcharting & Improvement	Lecture & Group assignment#2
6	19 February	Quality Management (1/2) - Total Quality Management (TQM) - Quality Improvement (QC Tools) - Cost of Quality	Lecture & discussion Quiz#2 (5%)
7	26 February	Quality Management (2/2) International Standards for Management Systems Wrap up for midterm exam	Lecture & discussion
	Wednesday 4 March 2020; 3.00-5.00 p.m.	Mid-term examination	Closed book exam (20%)
8	11 March	Lean Operations Lean Concepts and Cases	Lecture & discussion
9	18 March	Supply Chain Management - Sourcing Strategy - Supply Chain Risk - Measuring Supply Chain Management	Lecture & discussion
10	25 March	Inventory Management (1/2) - Importance of inventory - Models of inventory management	Lecture & practice
11	1 April	Inventory Management (2/2) Economic order quantity (EOQ)	Lecture & practice Quiz#3 (5%)
12	8 April	Presentation of Operations Improvement Project <i>All group members shall show up today and significantly contribute to the group works throughout the semester.</i>	Group presentation & peer evaluation (20%)

Week	Date	Topic	Business Plan Competition
		Peer evaluation shall be done after presentations. Wrap up for final exam	
13	22 April	Project Management (1/2) - Importance of Project Management - Project Management Techniques: CPM	Lecture & practice
14	29 April	Project Management (2/2) - Project Management Techniques: PERT - Cost-Time Trade-Offs and Project Crashing	Lecture & practice Quiz#4 (5%)
15	(TBA)	Performance Measurement - Importance of Performance Measurement - Design of Objectives and Key Results	Lecture & discussion
	Wednesday 13 May 2020; 09.00-12.00	Final Examination	Closed book exam (30%)

Course Outline

HR201 Principles of Management

Number of credits: 3 credits

Course Description:

The course provides a review of business and management as an area of theoretical development as well as a field of practice. It comprises classical management theories and modern approaches to organisation and business practices. Main blocks of the course are functions of management, managerial processes and interaction between organisations and their environment. The course includes elements of organisational behaviour.

Prerequisites: -

Course Objectives:

The main objective of the course is to present modern concepts of management to the students and to help them in developing skills in analysis of business organisations both in terms of their internal functioning and interaction with the environment. Students must understand the role of business in modern society. By the end of the course, students should be able to identify the principals of managing formal organizations, recognize the various challenges involved in management and give examples of organizational management functions of planning, organizing, leading and controlling.

The Course Aims to Ensure Students:

1. have a knowledge of management disciplines and an understanding of the relationship of other disciplines and perspectives and their impact on the management domain
2. have developed an understanding of political, environmental, global, ethical and moral issues and challenges
3. are capable of solving complex problems using critical, analytical and reflective thinking
4. have high levels of practical management skills while maintaining a critical appreciation of the limitations of these skills
5. are able to develop creative solutions to current and emerging issues
6. have developed an understanding of cultural and social diversity
7. are independent, and lifelong, learners
8. are able to communicate effectively.

In particular, students will develop the following skills and values:

- apply relevant theory to business practice
- identify relevant environmental factors (i.e. political, economic, social, technological etc.) affecting business

- analyse ethical and moral issues in business
- analyse and evaluate how environmental factors impact on business
- source and obtain relevant information
- evaluate and synthesise information
- critically analyse and reflect upon issues
- identify cause and effect of problems in business
- achieve creative solutions to business problems
- leadership skills
- skills in financial analysis
- information technology skills
- marketing skills
- conflict management skills
- evaluate alternative business solutions
- recommend solutions supported by rationale
- identify resource implications and restraints
- demonstrate creative thinking
- analyse the impact of culture in business situations
- recommend appropriate business responses to cultural and social diversity
- research skills
- academic integrity
- identify personal development needs
- report writing
- write business, marketing or project plans
- case study analysis
- academic writing
- oral presentation skills
- interpersonal/teamwork skills.

Textbook:

Daft R, 2010 “A New Era of Management” South Western, 10th Edition

This textbook has been chosen primarily because it relates closely to the objectives of the course but more particularly because it has an international focus that should make it more readable and applicable to students in Thailand. The textbook has a companion website for finding management-related information on the Internet. This site contains valuable self-assessment exercises.

Recommended reference materials:

Books

- Bartol, K.M., Martin, D.C., Tein, M. & Matthews, G. 2001, Management: A Pacific Rim Focus, 3rd edn, Irwin/McGraw-Hill, Sydney.
- Calingo, L.M.R. 1997, Strategic Management in the Asian Context: A Casebook in Business Policy and Strategy, Jacaranda Wiley, Brisbane.

- Carlopio, J., Andrewartha, G., Armstrong, H. (adapted from the text by Whetten, D. & Cameron, K.) 2001, *Developing Management Skills in Australia*, 2nd edn, Prentice Hall, Sydney.
- Clegg, C., Legge, K. & Walsh, S. 1999, *The Experience of Managing: A Skills Guide*, Macmillan, London.
- Collins, R. & McLaughlin, Y. (eds) 1996, *Effective Management*, 2nd edn, CCH International, Sydney.
- Davidson, P. & Griffin, R. 2003, *Management: An Australian Perspective*, John Wiley & Sons, Brisbane.
- Du Brin, A.J. 2000, *Essentials of Management*, 5th edn, South-Western, London.
- Fulop, L. & Linstead, S. 1999, *Management, a Critical Text*, Macmillan, South Melbourne.
- McKenna, R. 1999, *New Management*, McGraw-Hill, Sydney.
- Quinn, RE, Faerman, SR, Thompson, MP, McGrath, MR & St Clair, LS 2011, *Becoming A Master Manager: A Competing Values Approach*, 5th edn, John Wiley & Sons Inc., New York.

Journals and papers:

- Academy of Management Review
- Far Eastern Economic Review
- Fortune
- Harvard Business Review
- Journal of General Management
- Journal of Management Studies
- Management Today
- Personnel Management
- Personnel Today

Websites

The Emerald Now site provides material on management trends and also reviews of management books and articles:

<http://fiordiliji.emeraldinsight.com/vl=6880821/cl=52/nw=1/rpsv/now/>

McGallen & Bolden Group, e-learning, total quality, and high-tech marketing:

<http://www.mcgallen.com/>

Asian Business Strategy and Street Intelligence, Asian business strategy news, marketing in Asia, street intelligence, consumer, political, economic and business trends direct from Asia:

<http://www.apmforum.com/>

Business Ethics, corporate social responsibility report:

<http://www.business-ethics.com/100best.htm>

Teaching Plan:

Week	Date	Topic	Chapter
		Part One: INTRODUCTION TO MANAGEMENT	
1	Make up*	Managing in Turbulent Times	1
2	Make up*	The Evolution of Management Thinking	2
		Part Two: THE ENVIRONMENT OF MANAGEMENT	
3	27 Aug 2012	Corporate Culture and the Environment	3
4	3 Sept 2012	Managing in a Global Environment	4
		Part Three: PLANNING	
5	10 Sept 2012	Planning and Goal Setting	7
6	17 Sept 2012	Strategy Formulation and Implementation	8
7	24 Sept 2012	Decision Making	9
	Oct 1-6 2012	<i>Mid Term Examination Period</i>	
		Part Four: ORGANIZING	
8	8 Oct 2012	Designing Adaptive Organizations	10
Week	Date	Topic	Chapter
9	15 Oct 2012	Change and Innovation	11
		Part Five: Leading	
10	22 Oct 2012	Dynamics of Behavior in Organizations	14
11	29 Oct 2012	Leadership	15
12	5 Nov 2012	Motivation	16
13	12 Nov 2012	Communication	17
		Part Six: Controlling	
14	19 Nov 2012	Quality and Performance	19
15	26 Nov 2012	Managing Ethics and Social Responsibility	5
	17 Dec 2012	<i>Final Exam</i>	

	09.00-12.00		
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Case studies and exercises will be used within class and students are expected to participate. Group marks will be based on both work submitted and participation.

The Format of the final examination is “essay.” Students will be required to answer 4 questions from 8. The time for the examination will be 3 hours.

Assignment 1 – Individual Work: Interpreting your management style

Due: Week 8

Length: 1,000 Words

Rationale: An essential element of management is self improvement; leading to what Quinn et al. (2011) define as Mastery. To achieve this requires recognising your own managerial strengths and weaknesses. Assessment 1 highlights your current managerial type/style, providing a benchmark as you move towards management ‘mastery’.

Your task:

Identify and describe your management style in an interpretative report, using the CVF conceptual frameworks – see below. The steps involved let you situate yourself within the parameters of management mastery and draw out aspects of your style which are evident from the following exercise.

Instructions

Complete both the Competing Values Management Practice Survey and the Competing Values Framework survey. To do this you will need to assume you are a manager – in this case you might think of a time when you have managed others or been part of a team.

Access the following URL:

<http://www.wiley.com/college/quinn/047136178X/survey/course.htm> and work through instructions a–d.

- a. complete the surveys
- b. then press ‘show result’ – where your scores are plotted on a wheel
- c. reflection: Look at the shape of your ‘spiderwebs’
- d. save copies for review, discussion and presentation with your interpretative report.

Interpret your findings, identifying strengths and weaknesses as a manager. Look for areas of prominence. Make reference to the wider literature. For example, are the four quadrants equal in your spiderwebs? Are you already in balance? What does this mean for management

mastery. Are there obvious areas of strength and opposing weakness? What are these areas? Why might this be so?

Compile these findings into an interpretative report on your management style, explaining elements you see in your CVF 'spiderweb'. Be sure to include context in this interpretation. That means you should anchor the interpretation in discussions of your actual work and potential role as a manager or reference to other managers you might know. This will help explain 'what' and 'why' the spiderweb reflects what it does about you as a manager.

Marking criteria:

- Completion of the CVF Surveys (5 marks)
- Identification of practical evidence and discussion (5 marks)
- Application of evidence to the role of a manager (5 marks)
- Application of evidence to the elements of the frameworks (5 marks)
- professionalism and creativity in presentation, structure and use of appropriate referencing (5 marks)

Assignment 2 – Group Work: Lehman Brothers

Due: Week 16

Length: 3,000 Words

Assignment task:

Your assignment task requires your group to prepare an evaluative report of the management issues leading to and relating to the 2008 global 'Credit Crisis'. In particular, investigate the environmental, ethical and social responsibility issues involved in the collapse of the U.S. based investment bank Lehman Brothers.

Your report should take into account the relevant management issues and concepts in the following areas - critically evaluate the following three key areas:

Part A: The internal and external environment

Part B: Managerial ethics

Part C: Corporate social responsibility

The focus of your report should be the collapse of the United States based investment bank, Lehman Brothers. However, you should support your analysis of Lehman Brothers by reference to other examples of corporate collapse that you have encountered during your reading/research for this task. The Internet and/or the Library (databases) should provide effective and efficient research sources. This gives you the opportunity to explore and experiment with these research resources, which will stand you in good stead for your ongoing study.

This exercise should also be of great assistance in helping you develop an appropriate professional structure and format for your assignment whilst ensuring acceptable academic rigour is maintained.

Marking criteria:

Each part of Assignment 1 will be marked against the following criteria:

- ability to identify and critically discuss management issues, with reference to the case in question and then more broadly making explicit linkages to unit concepts (13 marks)
- depth of understanding/knowledge of unit concepts; evidence of some wider reading/research to confirm understanding as related to other contexts (7 marks)
- professionalism and creativity in presentation, structure and use of appropriate referencing (5 marks)

Note: Please try to work within the word limit or presentation marks will be forfeited.

Policy on attendance and class participation:

Attendance, attitude, and preparation are important. Positive contributions to the class can provide rich reciprocal learning experiences. The right attitude means: a desire and willingness to study and learn, preparation as directed, and putting forth effort even when it may be inconvenient or difficult. It also means: being ready to answer questions when called upon, volunteering answer to questions or asking questions and actively listening to the instructor and other class members.

Course Syllabus

MK 202 FUNDAMENTALS OF MARKETING

Number of credits:	3 credits
Lecture Time:	Thursdays, 2.00 – 5.00 p.m.
Lecture Venue:	Room 206, Faculty of Economics

Course Description:

A study of concepts and theories related to marketing and value creation for customers. Principal topics include marketing strategic formulation, consumer research, core marketing strategies (segmentation, targeting and positioning), and essential marketing activities to add value to the brand. This course provides perspectives fundamental to the marketing foundation for which marketing strategies are formed.

Course Objectives:

This course is designed for students who wish to conduct marketing activities in the future for

organizations. Given full participation in the course students will:

1. gain an understanding of the marketing function in today's dynamic global business environment;
2. develop an appreciation and knowledge of how and when to implement marketing strategies;
3. show an understanding of how customers' responses to marketing affect people's lives and their culture;
4. possess a good foundation for further studies in marketing

Required Text and Materials:

- ***Marketing: An Introduction (An Asian Perspective)*** by Armstrong, Kotler and da Silva, 7th Edition, Prentice Hall
- ***Strategic Brand Management*** by Kevin Lane Keller, 3rd Edition (International), Prentice Hall

Course Outline:			
ession	Dates	Topics	Notes
1	Thurs 23 Aug	Introduction to marketing	Dr. Somboon
2	Sun 2 Sep (9 am -12 pm)	The market environment	Dr. Suthikorn
3	Sun 2 Sep (1 - 4 pm)	Value chain in marketing	Dr. Suthikorn
4	Thurs 13 Sep	Segmentation, targeting and positioning	Dr. Pattana
5	Thurs 20 Sep	Consumer behavior	Aj. Suwalya
6	Thurs 27 Sep	Qualitative market research	Dr. Somboon
-	Thurs 4 Oct	Midterm examination	3.30 – 5.00 p.m.
7	Sun 7 Oct (9 am -12 pm)	Consumer insight	Dr. Somboon
8	Sun 7 Oct (1 - 4 pm)	Presentation I	Dr. Somboon
9	Thur 11 Oct	Marketing in the digital age	Dr. Nopporn
10	Thur 18 Oct	Product & service strategy	Dr. Nopporn
11	Thur 25 Oct	Integrated marketing communication	Aj. Suwalya
12	Thur 1 Nov	Presentation II	Aj. Suwalya
13	Thur 8 Nov	Pricing strategy	Dr. Pattana
14	Thur 15 Nov	Distribution channel	Dr. Suthikorn
15	Thur 22 Nov	Presentation III	Dr. Nopporn
-	Fri 14 Dec	Final examination	9 am – 12 pm

Note: Midterm examination period: October 1 – 6, 2012 (no classes held during this period)

Assignments:

Throughout the course, three group assignments will be given as a means to reinforce the marketing theories and concepts discussed in class. Students are required to form their team to complete all assignments, each of which is worth 10 % of the total marks.

Participation and Discussion

Class participation provides students with the opportunity to share their ideas and analyses with their classmates. Students are NOT expected to have the “right” answers, yet logical views on issues being discussed. Nor are you expected to dominate the discussion in every class. Students are, however, required to be prepared and contribute **regularly** to the classroom discussion. The evaluation scheme is designed to encourage participation by judging both the **quality** and **quantity** of participation.

Course Outline

MK 312 Marketing Management

Number of credits: 3 credits

Course Description

The course is designed to provide B.E. students comprehensive understanding of marketing management concepts and theories. This course will offer students the opportunity to develop and strengthen their marketing strategies as they will be required to formulate a comprehensive marketing plan that will prepare them to become successful marketing managers in the future. Students will also be exploring marketing problems and apply marketing concepts to real life cases as this course enhances both a strategic marketing perspective combined with the actual implementation of the planning process. Student participation is one of the key learning success factors since this course will allow students to create and share ideas with one other either being in group or individual work.

Prerequisite: MK311

Course Objectives

1. To provide students an in-depth understanding of how to build, develop, and analyze the complete marketing plan, a key success in strategic planning.
2. To explain how marketing and the concept of management both in planning and strategy is fundamental in the development of a marketing plan at a strategic level on both a local & international platform.
3. To identify, explore and work on practical marketing cases and apply marketing concepts in

business and non-business enterprises to further strengthen the understanding of marketing management.

4. To prepare students to become effective marketing managers by developing, apart from in-depth understanding of the strategic marketing management and planning process, but also in the area of analytical thinking, creativity, innovation and presentation, skills needed to succeed in the corporate world.

Required Text

Svend Hollensen, Marketing Planning : A Global Perspective

Second Edition(2010), ISBN -13 978-0-07-712713-8, McGraw –Hill Education (UK) Limited

Project Term Paper & Presentation

30%

Note: The Project begins on the first day of class with the formation of the project team. The team is required incorporate theories, concepts, models, and other relevant information (ex. Facts, figures, external source data) into the analysis for the project term paper as group work progress will be gradually developed throughout the semester. The term paper will be due on the last day of class with approx. 30 minutes presentation.

Class Participation and Attendance

20%

Note: Participation includes attendance, discussions and assignments. There will be open discussions and 'brainstormings' on the context, marketing cases and various business issues.

Student Responsibility

- Student is expected to do the reading of the chapter well before time of instruction
- Every class assignment needs to be turned in on time. Late turn-in will be accepted with no score assigned to it.
- The instructor may not, sometimes, cover the whole chapter in detail; however, if those missing details are stated in the course syllabus, it is therefore students' responsibility to review the material.
- Important notice: Attendance is very important, therefore 3 lates equals 1 absent and 4 absents you are not allowed to take the final exam.

Class Schedule

Date	Topic	Chapter
August 20, 2012	Class Introduction Group Formation, class introduction & planning exercise Why prepare a marketing plan?	1
August 27, 2012	Introduction The main stages of developing a marketing plan Why prepare a marketing plan?	1

September 3, 2012	Assessing the internal marketing situation Market Orientation View(MOV) Resource Based View (RBV) Market driven vs. market driving Major sources of competitive advantage: value and cost	2
September 10, 2012	Assessing the external marketing situation PEST analysis Relations to actors in the industry value net Analyzing buying processes in the B2B market	3
September 17, 2012	SWOT Analysis Elements of the SWOT Analysis Matching and converging in the SWOT Matrix The application of the SWOT analysis Necessary Analysis Benefits and Barriers to conducting a SWOT analysis	4
September 24,2012	Strategic market planning Vision and mission statement Strategic Objectives Estimation of the planning gap, and problem diagnosis	5

	The search for strategic alternatives for closing the “planning gap” Strategy evaluation and selection Estimating financial consequences	
October 1, 2012	Midterm Exam	13:30-15:00 hrs.
October 8, 2012	The segmentation process The benefits and underlying premises of market segmentation The STP(segmentation, targeting, positioning)approach Segmenting consumer markets (B2C) Segmenting business markets (B2B)	6
October 15, 2012	Marketing mix decisions I: product Product mix decisions Different product levels Product differentiation Differentiating the augmented product Brand equity The New product development (NPD) process Brand stretching Co-branding and Ingredient Branding	7
October 22, 2012	Marketing mix decisions II: pricing Environmental factors General marketing strategy	8

	Pricing objectives Pricing strategy Pricing tactics Marketing mix decisions III: distribution The role of the intermediary Entry model strategy Designing and managing the channel structure Global distribution channel design Multiple channel strategy Logistics The Internalization of Retailing	9
October 29, 2012	Marketing mix decisions IV: communication Advertising Sales promotion Public relations and sponsorship Internet promotion Direct marketing Personal selling Push and Pull strategies Combining communications and distribution: multi-channel customer management (MCCM)	10
November 5, 2012	Developing and managing customer relationships Loyalty Satisfaction of customer and employees	11

	Value: customer perception of value Customer Relationship Management (CRM) One-to-one marketing Global Account Management (GAM) Creating long-term customer value	
November 12, 2012	Organizing and implementing the marketing plan The process of developing the international marketing plan Writing the international marketing plan document	12
November 19, 2012	Budgeting and control Marketing productivity and economic results Marketing budgeting Controlling the marketing program Ethical, social and environmental aspects of marketing planning Corporate Social Responsibility (CSR) Ethics Social Marketing Environmental/green issues RECAP	13 14
November 26, 2012	Project Presentation	Presentation
December 17, 2012	Final Exam	9:00-12:00 hrs.

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Course Outline

MK318/ MK316

Distribution Channel Management

Prerequisite: MK201

Course Description:

A study of distribution channel systems for traditional and modern trade, their roles, constraints on their management, and their integration into marketing strategy. Analysis of dynamic market factors, design and distribution of channels for effective and efficient management distribution networks, and strategic deployment of multi-channel marketing decisions to gain competitive advantages. Focus is on the roles, attitudes, and behavior of channel members, dimensions of channel power, management of channel conflict, channel incentive programs, coordination of channel relationships, and management of indirect channels. Particular attention is paid to the development, control, and evaluation of a distribution channel in both consumer and business markets.

Course Objectives:

- 1) To understand the distribution channel management as part of Marketing Mix as the big picture or integrated perspective
- 2) To understand the factors influenced to the distribution channel and the management process
- 3) To understand the developing of distribution channel
- 4) To able to analyze & identify gap with recommendation from the actual cases given of the distribution channel case study
- 5) To understand the distribution channel management process

To able to develop the recommendation of channel management process

Class Time and Venue:

Date: Saturday

Time: 13:00 a.m. – 16:00 noon.

Venue: TBA

Instructor:

Name: Asst. Prof. Dr.Kedwadee Sombultawee

E-mail: kedwadee@tbs.tu.ac.th

Name: Dr. Paweena Kolkitchaiwan

E-mail: kateploypaul@hotmail.com

Course Co-ordinator:

Name: Asst. Prof. Dr.Kedwadee Sombultawee

E-mail: kedwadee@tbs.tu.ac.th

Teaching Assistant: TBA

Main Texts:

- Bert Rosenbloom (2013) Marketing Channel A Management View, South Western Cengage Learning.

Required readings/ course materials:

- Lecture Material

Suggested readings:

1. Palmatier, R., Stern, L., El-Ansary, A., & Anderson, E. (2016). *Marketing channel strategy*. Routledge
2. Lawrence G. Friedman, Timothy R. Furey (1999) *The Channel Advantage*, Betterwarth-Heinemann
3. Michael Masterson, Maryellen, Tribby (2009) *Changing the Channel* Wiley & Sons, Inc. Hoboken, New Jersey

Grading Criteria:

1. Class Participation, Quiz, and Homework	10%
2. Individual Assignment	15%
3. Assignment 1 (Group)	20%
4. Assignment 2 (Group)	20%
5. Assignment 2 (Individual)	5%
6. Final Exam	30%
Total	100%

Course Rule:

- At the end of all assignments, students need provide reference list. This list provides the information necessary for a reader to locate and retrieve any source you cite in the body of the paper. Each source you cite in the assignment must be appeared in your reference list; similarly, each entry in the reference list must be cited in your text.
- All presentations need to be well prepared, 20% of the score for assignment 1 and assignment 2 will be given to each student based on individual presentation.
- Students can request to do peer evaluation for all group assignments.

Expected Learning Outcomes:

	1. Morality and Ethics	Expected Learning Outcomes
●	1.5 Possess honesty, sacrifice, self-, social-, and environmental responsibility.	Students understand fundamental knowledge of ethical practice in marketing and no copy and paste on their works. They also could be work in team.
N/A	1.6 Value “sufficiency” theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	
N/A	1.7 Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	
N/A	1.8 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	
	2. Knowledge	Expected Learning Outcomes

N/A	2.5	Acquire knowledge on and understand the important concepts in business management.	
N/A	2.6	Acquire knowledge on and understand the important social and science concepts related to business management.	
●	2.7	Acquire knowledge on and understand the important concepts related to business processes, planning, corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances.	Understand how to apply distribution channel management knowledge to develop business plan.
N/A	2.8	Acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on business.	
	3. Intellectual Development		Expected Learning Outcomes
N/A	3.4	Be able to search and process information and utilize various concepts appropriately in a given circumstance in order to obtain relevant information to benefit in the rapidly changing business environment.	
N/A	3.5	Be able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	
●	3.6	Be able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages.	Understand the problem and find the appropriate solution and able to apply distribution channel management knowledge to a given situation.
	4. Interpersonal Skills and Responsibilities		Expected Learning Outcomes
N/A	4.4	Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	
●	4.5	Be creative and constructively criticize to solve problem of the team.	Understand the problem of the team and can find the solution with the creativity thinking.
N/A	4.6	Be responsible in lifelong learning to develop self and professional career.	
	5. Quantitative Analysis, Communication and Information Technology		Expected Learning Outcomes
N/A	5.5	Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	
N/A	5.6	Be able to efficiently communicate in Thai and foreign languages that are	

	relevant in doing business.	
●	5.7 Be able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.	Understand distribution channels well enough to clearly explain opinion to other people both in business field and other fields.
N/A	5.8 Be able to utilize the information technologies or others to support the business operations.	

Course Outline

MK319 / MK317

MK319 Integrated Marketing Communications

Prerequisite: MK311

Course Description:

A study of the integrated approach in marketing communications. This course is designed to develop concepts, principles, and methods of marketing promotion and communication. Focus is on developing an integrated marketing communications plan in terms of message and contact point management in order to answer the market challenge, based on consumer understanding (outside-in approach) and the understanding of brand, especially brand positioning. Topics discussed cover planning, media strategy, factors influencing media selection, media mix strategy, media testing and evaluation, and communication strategies that are consistent with other marketing strategies.

Course Objectives:

1. For the students to understand the concept and process of Integrated Marketing Communications (IMC).
2. For the students to determine the IMC strategy.
3. For the students to put the strategy into implementation.
4. For the students to analyze the real-world IMC strategy and implementation.

Main Texts:

1. Class handout
2. Advertising and Promotion : An Integrated Marketing Communication Perspective, Eighth edition. By George E.Belech& Michael A.Belch
3. Integrated Advertising, Promotion, and Marketing Communications, seventh edition. By Kenneth E. Clow and Donald Baack

Required readings/ course materials:

1. Class handout
2. Advertising and Promotion : An Integrated Marketing Communication Perspective, Eighth edition. By George E.Belech& Michael A.Belch
3. Integrated Advertising, Promotion, and Marketing Communications, seventh edition. By Kenneth E. Clow and Donald Baack

4. The new marketing paradigm. By Don E. Schultz, Stanley I. Tannenbaum and Robert F. Lauterborn

Suggested readings:

1. IMC : The Next Generation by Don E.Schultz, Heidi F.Schultz, McGraw-Hill.
2. Marketing Communications. By Lynne Eagle, Stephan Dahl, Barbara Czarnecka and Jenny Lloyd
3. Strategic Integrated Marketing Communications. By Larry Percy
4. Integrated Marketing Communication. By David Pickton& Amanda Brodericky, Prentice Hall.
5. Marketing Management, 13th Edition. By Phillip Kotler& Kevin L. Keller
6. www.pmalink.org.
7. www.targeting.com.
8. www.adage.com.
9. www.adweek.com..
10. www.adasiaonline.com
11. www.mediacentral.com.
12. www.adintrend.com
13. www.positioningmag.com
14. www.kosanathai.com
15. www.brandchannel.com
16. <http://directmag.com/>
17. www.creativemag.com
18. www.ragan.com

Grading:

Final Examination 40 %

Assignment and Workshop 20 %

Term Project 30 %

Attendance and Participation 10 %

Total 100%

Expected Learning Outcomes:

	1. Morality and Ethics:	Expected Learning Outcomes:
N/A	1.1 Possess honesty, sacrifice, self-, social-, and environmental responsibility.	
N/A	1.2 Value "sufficiency" theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	
N/A	1.3 Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	
○	1.4 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	

	2. Knowledge:	Expected Learning Outcomes:
N/A	2.1 Acquire knowledge on and understand the important concepts in business management.	
N/A	2.2 Acquire knowledge on and understand the important social and science concepts related to business management.	
●	2.3 Acquire knowledge on and understand the important concepts related to business processes, planning, corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances.	Understand the essence of Integrated Marketing Communications planning process
○	2.4 Acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on business.	
	3. Intellectual Development:	Expected Learning Outcomes:
●	3.1 Be able to search and process information and utilize various concepts appropriately in a given circumstance in order to obtain relevant information to benefit in the rapidly changing business environment.	Understand how to search and evaluate information from multiple sources, so that the students would earn information that is beneficial for the Integrated Marketing Communications planning
N/A	3.2 Be able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	
○	3.3 Be able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages.	

	4. Interpersonal Skills and Responsibilities:	Expected Learning Outcomes:
N/A	4.1 Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	

O	4.2 Be creative and constructively criticize to solve problem of the team.	
N/A	4.3 Be responsible in lifelong learning to develop self and professional career.	
	5. Quantitative Analysis, Communication and Information Technology:	Expected Learning Outcomes:
N/A	5.1 Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	
N/A	5.2 Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business.	
O	5.3 Be able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.	
N/A	5.4 Be able to utilize the information technologies or others to support the business operations.	

Tentative class schedule

Session/Date & Time	Topics	Activities/Text & Materials/ Media
#1: 14/01	IMC Overview IMC Concept	- Explain course overview - Schultz ch 1, Belch ch 1, Clow & Baack ch 1 - Class discussion - Class handout
#2: 21/01	Starting IMC	- Schultz ch 2, Belch ch 2, Clow & Baack ch 2 - Class discussion - Class handout
#3: 28/01	Starting IMC (Cont.) The communication process Intercultural IMC brief (DEP example)	- Belch chapter 7, 5, 6 Clow & Baack ch 1 (p.23-25 SMCR), ch 6 (p.193-200 source & spokesperson) - Class discussion and workshop - Class handout
#4: 04/02	Objective Setting	- Belch ch 7, Clow & Baack ch 5 (p.142-144 Hierarchy of effects) - Class discussion and workshop - Class handout
#5: 11/02	Message	- Belch ch 8, Clow & Baack ch 6 - Class discussion and workshop - Class handout
#6: 18/02	Term Project (1 st Group presentation)	- Group presentation - Class discussion
#7: 18/02 (16.00-19.00)	The Brief Budget setting Case discussion	

Session/Date & Time	Topics	Activities/Text & Materials/ Media
#8: 25/02	Creative	- Belch ch 9, Clow & Baack ch 6, ch 5 (p.147-149 e.g. threshold effects, diminishing returns, carryover, wear-out, and decay effects; p.161-164 creative brief) - Class discussion and workshop - Class handout
	(Midterm exam week 1-8 March 2020)	
#9: 10/03	Media terminology, strategy, and planning	- Belch ch 10, Clow & Baack ch 5, 7, 8, 9 - Class discussion and workshop - Class handout
#10: 10/03 (16.00-19.00)	IMC Platform - 1	- Belch ch 16, 17 Clow & Baack ch 12, 13 - Class discussion and workshop - Class handout
#11: 17/03	"Real World IMC"	Khun Wannee Ruttanaphon, Chairman, IPG Mediabrand
#12: 24/03	IMC Platform - 2	- Belch ch 14, Clow & Baack ch 8, 9, 11 - Class discussion and workshop - Class handout
#13: 31/03	International/intercultural perspective on IMC	- Group presentation - Class discussion
#14: 07/04	IMC Research: Exploring, Measuring, and Optimizing	- Belch ch 19, Clow & Baack ch15 - Class discussion and workshop - Class handout
#15: 21/04	Term Project Presentation	- Group presentation - Class discussion
	Final Exam: 12 May 2020 (17.00-20.00)	

Course Outline

MA 216 Calculus for Social Science 1

Number of credits: 3 credits

Course Description:

Limits and continuity of one variable; differentiation of algebraic functions and transcendental functions; implicit differentiation; higher-order differentiation; Roll's theorem; the mean-valued theorem; applications of derivative for finding the limit and extremum of functions; differentials and its applications; antiderivatives; indefinite integrals and integration; definite integrals and applications of area integral; functions of several variables; limits and continuity of functions of several variables; partial derivatives; the chain rule; total differential and its applications.

Prerequisites: -

Course Objectives:

Calculus has influenced nearly every branch of natural and social sciences, since its invention about three hundred years ago. Calculus is not only one of the most beautiful ideas in the history of human thought, but also one of the most useful and influential. This course is designed to give students the basic quantitative skill of single-variable calculus. The course covers the reviews of functions, graphs and limits, differentiation, application of derivatives, integration and introduction to multi-variable calculus. Students will not only learn to solve the problem but also learn the concepts behind to enhance understanding and minimise memorising.

Reading lists:

In addition of attending lectures and following handouts and assignments, students are recommended to consult textbooks for further examples and alternative explanations. The class discussion will follow **Hoffman and Bradley** which gives a number of examples related to economics as well as other fields. Other books given are also suitable. If you already have a similar book, it is not absolutely necessary to acquire another one.

1. **Hoffman, L.D., and Bradley, G.L.,** *Calculus for Business, Economics, and the Social and Life Sciences*, 9th edition, McGraw Hill, 2007. (Recommended)
2. **Haeussler, E.F.Jr., Paul, R.S., and Wood, R.,** *Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences*, 11th edition, Prentice Hall, 2006.
3. **Goldstein, L.J., Lay D.C., and Schneider, D.L.,** *Calculus and Its Applications*, 9th edition, Prentice-Hall International Editions.

4. **Sydsaeter, K. and Hammond, P.J.**, *Mathematics for Economic Analysis*, Prentice Hall, 2002.
5. **Klein, M.**, *Mathematical Methods for Economics*, 2nd Edition
6. **Simon, C., and Blume L.**, *Mathematics for Economists*, Norton & Company, 1994.
7. **Chiang, A.**, *Fundamental Methods of Mathematical Economics*, 3rd Edition, McGraw-Hill, 1984.

Teaching Plan:

Tentative Schedule

Week/Section	Topic
1/1-2	1. Functions, Graphs, and Limits Function of a single variable, the graph of a function, linear function, functional models, limits, One-side limits and continuity
2/3-4	
3/5-6	2. Differentiation: Basic Concepts The derivative, techniques of differentiation, Product and Quotient rules, higher-order derivatives, the chain rule, marginal analysis and approximations using increments, implicit differentiation and related rates
4/7-8	
5/9-10	
6/11-12	3. Additional Applications of the Derivatives Increasing and decreasing functions, relative, extrema, concavity and points of inflection, curve sketching, optimisation
7/13-14	
8	Midterm examination
9/15-16	3. Additional Applications of the Derivatives (continue)
10/17-18	4. Exponential and Logarithmic Functions Exponential and logarithmic function, differentiation of logarithmic and exponential functions, additional exponential models
11/19-20	
12/21-22	5. Integration Anti-differentiation: the indefinite integral, integration by substitution, the definite integral and the fundamental theorem of calculus, applied definite integration: area between curves and average value, additional applications to business and economics
13/23-24	
14/25-26	6. Additional topic in Integration Integration by parts, integral table, improper integrals,
15/27-28	
16/29-30	7. Introduction to Calculus of Several Variable Functions of several variables, partial derivatives
	Final examination

Course Outline

MA217 Calculus for Social Science 2

Number of credits: 3 credits

Course Description:

Matrices, determinants, solutions of system of linear equations, higher order partial derivatives, application of maximum and minimum of several variables functions with unconstraint and constraint, techniques of integration for one variable functions, polar coordinates and area in polar coordinates, multiple integration and its applications.

Prerequisite: MA 216

Course Objectives:

Calculus has influenced nearly every branch of natural and social sciences, since its invention about three hundred years ago. Calculus is not only one of the most beautiful ideas in the history of human thought, but also one of the most useful and influential. This course is designed to train students to understand and appreciate both theory and calculation. In each topic, students will not only learn how to solve the problem but also learn the concepts, the hypotheses behind and how to apply them correctly. The student should be able to understand and apply the topics covered in the course which are: higher order partial derivatives, application of maximum and minimum of several variables functions with unconstraint and constraint, matrices, determinants, solutions of system of linear equations, techniques of integration for one variable functions, multiple integration and its applications.

Reading lists:

In addition of attending lectures and following handouts and assignments, students are recommended to consult textbooks for further examples and alternative explanations. The class discussion will follow Hoffman and Bradley (2007) and Klein (2002) which give many economic examples and other fields. Other books are also suitable. If you already have a similar book, it is not absolutely necessary to acquire another one.

8. **Hoffman, L.D. and Bradley, G.L.,** *Calculus for Business, Economics, and the Social and Life Sciences*, 9th edition, McGraw Hill, 2007. (Recommended)
9. **Klein, M.,** *Mathematical Methods for Economics*, 2nd Edition, Pearson Education, 2002. (Recommended)
10. **Chiang, A. and Wainwright, K.,** *Fundamental Methods of Mathematical Economics*, 4th Edition, McGraw-Hill, 2005.

11. **Barnett, R., Zeigler, M. and Byleen,** *College Mathematics for Business and Economics, Life Science, and Social Science*, 10th edition, Pearson Education, 2005.
12. **Haeussler, E.F.Jr., Paul, R.S., and Wood, R.,** *Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences*, 11th edition, Prentice Hall, 2006.
13. **Sydsaeter, K. and Hammond, P.J.,** *Mathematics for Economic Analysis*, Prentice Hall, 2002.
14. **Simon, C., and Blume L.,** *Mathematics for Economists*, Norton & Company, 1994.

Calculator during Examination:

- ☐ No calculator
- ☐ A non-scientific calculator
- ☐ A basic scientific/financial calculator (with exponential and logarithmic functions) but not graphical calculator
- ☐ A scientific/financial and graphical calculator
- ☐ Other e.g.

Familiarise yourself with your calculator.

Tentative Schedule and Course Outline

Section	Date	Topic
1	18 Aug	Functions of several variables and partial differentiation (Revision)
2	25 Aug (Postpone)	Application of maximum and minimum of several variables functions with unconstraint
3	1 Sept	Application of maximum and minimum of several variables functions with equality constraints
4	8 Sept	Application of maximum and minimum of several variables functions with equality constraints (cont.)
5	15 Sept	Application of maximum and minimum of several variables functions with inequality constraints
6	22 Sept	Application of maximum and minimum of several variables functions with inequality constraints (cont.)
7	29 Sept	Application of maximum and minimum of several variables functions with mixed constraints
	Sat 6 Oct	Midterm examination, 9:30-11:00 hrs.
8	13 Oct	Techniques of integration for one variable functions

9	20 Oct	Techniques of integration for one variable functions (cont.)
10	27 Oct	Multiple integration and its applications
11	3 Nov	Multiple integration and its applications (cont.)
12	10 Nov	Matrices, Algebra of Matrices, Elementary Operations
13	17 Nov	The inverse of a matrix, Determinants, Some Properties
14	24 Nov	Solutions of system of linear equations
15	1 Dec	Revisions of Examination
	Sat 15 Dec	Final examination, 9:00-12:00 hrs.

!!!! Familiarise yourself with this. !!!!

!!!! This is what you will be given in your examination. !!!!

Formulas

Differentiation

We assume that u is a differentiable function of x .

$$\frac{d}{dx}(c) = 0$$

$$\frac{dy}{dx} = \frac{dy}{du} \cdot \frac{du}{dx}$$

$$\frac{d}{dx}(x^n) = nx^{n-1}$$

$$\frac{d}{dx}(u^n) = nu^{n-1} \frac{du}{dx}$$

$$\frac{d}{dx}[c f(x)] = c f'(x)$$

$$\frac{d}{dx}(\ln u) = \frac{1}{u} \frac{du}{dx}$$

$$\frac{d}{dx}[f(x) \pm g(x)] = f'(x) \pm g'(x)$$

$$\frac{d}{dx}(e^u) = e^u \frac{du}{dx}$$

$$\frac{d}{dx}[f(x)g(x)] = f(x)g'(x) + f'(x)g(x)$$

$$\frac{d}{dx}(\log_b u) = \frac{1}{(\ln b)u} \cdot \frac{du}{dx}$$

$$\frac{d}{dx} \left[\frac{f(x)}{g(x)} \right] = \frac{g(x)f'(x) - f(x)g'(x)}{[g(x)]^2}$$

$$\frac{d}{dx}(a^u) = a^u (\ln a) \frac{du}{dx}$$

Integration

$$\int k dx = kx + C$$

$$\int [f(x) \pm g(x)] dx = \int f(x) dx \pm \int g(x) dx$$

$$\int x^n dx = \frac{x^{n+1}}{n+1} + C, \quad n \neq -1$$

$$\int [u(x)]^n du = \frac{u^{n+1}}{n+1} + C$$

$$\int e^x dx = e^x + C$$

$$\int e^u du = e^u + C$$

$$\int k f(x) dx = k \int f(x) dx$$

$$\int \frac{1}{u} du = \ln|u| + C, \quad u \neq 0$$

Least Squares Approximation

$$\hat{y} = \hat{a} + \hat{b}x$$

$$\hat{a} = \frac{\left(\sum_n x_i^2\right)\left(\sum_n y_i\right) - \left(\sum_n x_i\right)\left(\sum_n x_i y_i\right)}{n \sum_n x_i^2 - \left(\sum_n x_i\right)^2} \text{ and}$$

$$\hat{b} = \frac{\sum_n x_i \sum_n y_i - n \sum_n x_i y_i}{\left(\sum_n x_i\right)^2 - n \sum_n x_i^2}$$

Course Outline

ST216 Statistics for Social Science 1

Number of credits: 3 credits (3-0-6)

General Information:

This course provides an introduction to the concept and applications of Statistics for Economics. As a practicing economist, you would have come across a tremendous amount of information that is contained in data. Statistics helps you extract and understand this information. It answers questions such as, How should we summarize this mountain of data? and, To what extent should you really believe these numbers and their implications? It thus helps complement your economics knowledge, experience and intuition with the knowledge that is contained in the numbers that you come across, which ultimately leads to better decision-making.

The course does not require advanced math knowledge, and your performance in this course will depend on conceptual skills that you develop through assignments, exercises, and class lectures. Some of you might have taken statistics from high school. These courses do not necessarily promise your success in this class because statistics courses vary in terms of content and approach.

Course Description:

Introduction to descriptive statistics; index numbers; unconditional and conditional probability; random variables and probability distribution; unconditional and conditional expectations; elementary sampling and sampling distribution; estimation and hypotheses testing for one population; statistical package results interpretation.

Prerequisites: -

Course Objectives:

This course covers the standard methods of descriptive statistics and some statistical inference needed for economics. The purpose of the course is to provide students in the economic sciences with enough understanding of statistical ideas and methodology to communicate knowledgeably and effectively with specialists in these technical areas. Upon successful completion of this course, students will be able to complete the following tasks:

1. Explain basic concepts of social statistics (e.g., population, sample, sampling distribution).

2. Summarize numeric data by computing descriptive statistics (e.g., mean, variance) and by creating tables and graphs. For each procedure, students will learn a hand calculation method (using calculators) and a computer method (using software called SPSS-computer outputs interpretation)
3. Compute various inferential statistics (e.g., z, t and chi-square statistics) using both hand calculation and computer method (computer outputs interpretation)
4. Parameter estimations and test hypotheses applying probability theory.
5. Explain the differences among various statistical techniques and identify an appropriate technique for a given set of variables and research questions.

The widespread availability of computer software packages is revolutionizing statistics education. Each year, more and more students enter statistics course with a good experience in computer technology and

an expectation of using computer packages to solve problems in statistics. Because of this trend, this course will also focus on reading and interpreting the computer outputs. The computer software used in the course is SPSS for windows.

Main Text:

Anderson, David R., Sweeney, Dennis J., and Williams, Thomas A. ***Statistics for Business and Economics***. Eleventh Edition. International Student Edition
South-Western, 2011.

Other Recommended Book:

1. Berenson, Mark L., Levine, David M., and Krehbielm Timothy C. ***Basic Recommended Business Statistics***. Eleventh Edition. Pearson/Prentice Hall, 2009.
2. Lind, Douglas A., Marchal, William G., and Wathen, Samuel A. ***Basic Statistics for Business and Economics***. Seventh Edition. McGraw-Hill Irwin, 2011.
3. McClave, James T., Benson, P. George, and Sincich, Terry. ***Statistics for Business and Economics***. Eleventh Edition. Student Edition. Prentice Hall, 2011.
4. Newbold, Paul, Carlson, William L., and Thorne, Betty. ***Statistics for Business and Economics***. Fifth Edition. Pearson Education, Inc., 2003.

Teaching Plan:

Class Schedule

Class	Date	Topics	Chapter	Section
1-2	Aug 15,17	1. Data and Statistics	1	
		1.1 What is Statistics?		1.4
		1.2 Types of Statistics		1.5
		1.2.1 Descriptive Statistics		
		1.2.2 Statistical Inference		
		1.3 Statistical Data		1.2
		1.3.1 Data, Element, Variable		
		1.3.2 Types of Data		
		1.4 Scales of Measurement		1.2
		1.4.1 Nominal Scale		
		1.4.2 Ordinal Scale		
		1.4.3 Interval Scale		
		1.4.4 Ratio Scale		
3-5	Aug 22, 24, 29	2. Describing Data: Frequency Tables, Frequency Distributions and Graphic Presentation		
		2.1 Summarizing Qualitative Data (Categorical Data)	2	2.1
		2.1.1 Frequency Distribution		
		2.1.2 Relative Frequency Distribution		
		2.1.3 Bar Charts and Pie Charts		
		2.2 Summarizing Quantitative Data (Numerical Data)		2.2
		2.2.1 Frequency Distribution		
		2.2.2 Relative Frequency Distribution		
		2.2.3 Histogram and Frequency Polygon		
		2.2.4 Cumulative Frequency Distributions		
		2.2.5 Stem-and-Leaf Displays		2.3
Class	Date	Topics	Chapter	Section
6-7	Aug 31, Sep 5	3. Measures of Location	3	
		3.1 Mean		3.1
		3.1.1 Sample Mean		
		3.1.2 Population Mean		
		3.2 Weighted Mean		
		3.3 Median		
		3.4 Mode		
		3.5 Percentiles, Deciles and Quartiles		
8-9	Sep 7, 12	4. 4.1 Measures of Dispersion (Measures of Variability)		3.2
		4.1.1 Range		
		4.1.2 Interquartile Range		
		4.1.3 Mean Deviation		
		4.1.4 Variance and Standard Deviation		
		4.1.5 Coefficient of Variation		

		4.2 Exploratory Data Analysis: Box- Plot	3.3
10-12	Sep 14, 19, 21	5. Introduction to Probability	4
		5.1 Random Experiment and Sample Space	4.1
		5.2 Approaches to Probability	4.1-4.4
		5.2.1 Classical Probability	
		5.2.2 Relative Frequency Probability	
		5.2.3 Subjective Probability	
		5.3 Properties of Probabilities	4.1-4.4
		5.4 Rules of Addition	4.1-4.4
		5.5 Conditional Probability	4.4
		5.6 Rules of Multiplication	4.1-4.4
		5.7 Tree Diagrams	4.4
		5.8 The Bayes' Theorem	4.5
		5.9 The Multiplication Formula	4.1
		5.10 The Permutation Formula	4.1
		5.11 The Combination Formula	4.1
13-15	Sep 26, 28, Oct 10	6. Discrete Probability Distributions	5
		6.1 Random Variables	5.1-5.2
		6.1.1 Discrete Random Variables	
		6.1.2 Continuous Random Variables	
		6.2 Expected Values and Variances of Random Variables	5.3
		6.3 The Binomial Probability Distribution	5.4
		6.4 The Poisson Probability Distribution	5.5
16-18	Oct 12, 17, 19	7. Continuous Probability Distributions	6
		7.1 General Probability Distributions for Continuous Random Variables	
		7.2 Normal Probability Distribution	6.2
		7.3 Areas under the Normal Curve	6.2
		7.4 Normal Approximation to the Binomial Probability Distribution	6.3
Class	Date	Topics	Chapter Section
18-19	Oct 19, 24	8. 8.1 Bivariate Distributions	5 5.7 (Reference No. 4)
		8.2 Conditional Probability Function	5 5.7 (Reference No. 4)
		8.3 Conditional Expectation	5 5.7 (Reference No. 4)
20	Oct 26	9. Sampling and Sampling Distributions	7
		9.1 Methods of Probability Sampling	7.2,7.8
		9.2 Sampling Distribution of the Mean	7.5
		9.3 Standard deviation of Sample Mean	7.5
		9.4 Central Limit Theorem	7.5
		9.5 Point Estimation	7.3,7.7
21-24	Oct 31, Nov 2, 7, 9	10. Interval Estimation	8
		10.1 Interval Estimation of a Population Mean: Known Population Standard Deviation	8.1,8.2

		10.2 Interval Estimation of a Population Mean: Unknown Population Standard Deviation	8.1,8.2
		10.3 Interval Estimation of a Population Proportion	8.4
		10.4 Determining the Sample Size	8.3
25-30	Nov 14, 16, 21, 23, 28	11. Hypothesis Testing	9
		11.1 Developing Null and Alternative Hypotheses	9.1
		11.2 Steps of Hypothesis Testing	9.1
		11.3 Type I and Type II Errors	9.2
		11.4 One-Tailed and Two-Tailed Tests of Significance	9.3
		11.5 Hypothesis Tests about a Population Mean	9.4,9.5
		11.5.1 Known Population Variance	
		11.5.2 Unknown Population Variance	
		11.6 Hypothesis Tests about a Population Proportion	9.6
		11.7 Hypothesis Tests about a Population Variance	11 11.1
31	Nov 30	12. Index Numbers	17 17.1-17.7
		12.1 The Meaning of Index Numbers	
		12.2 Types of Index Numbers	
		12.2.1 Price Indexes	
		12.2.2 Quantity Indexes	
		12.2.2 Quantity Indexes	

Course Syllabus

TU 100 Civic Education

Number of credits 3 credits

Course Description

The course is designed for the first-year students to learn and understand the concept of “citizenship” in a democratic context. Through problem-based and activity-oriented approach, students will be provided with opportunity to advance their self-development to become a decent citizen who lends responsibility in addressing issues and proposing resolutions in their society

Prerequisites - none

Teaching and Learning Approach

The course promotes self-development and interactive participation. Reading materials and movies are recommended, but highly encouraged.

Recommended Reading Materials

1. Dhamma Trinity for Equilibrium of Life
2. Mangalasutta: Roadmap for Human Resource Development
3. The Three Pillars of Law
4. The future of human nature

Movie

1. Animal Farm
2. Trading Women
3. Abraham Lincoln Biography
4. Dr. Babasaheb Ambedkar Life
5. Mother Teresa

Structure of the Course

	Date	What to Learn	Activity	Venue
1	17 Aug	(i) Get-to-know each others (ii) Introduction to the course objectives, the conduct of the class, and the evaluation	Group discussion	Room 101
2	24 Aug	Perceived role of individuals with respect to family, community, country, and the	9:00-10:30 Animal Farm	Room 101

	Date	What to Learn	Activity	Venue
		world (in the context of evolution of the society)	10.30-12.00 Discussion	G1: 201 G2: 202 G3: 206
3	31 Aug	Perceived role (cont.) and Arts of Listening	Discussion/ Role play	G1: 201 G2: 202 G3: 206
4	7 Sept	Holistic analysis of human problems - to address challenges and problems in society in the context of liberty, rights and responsibility - to discuss upon selected problems, eg: social disparity, environmental degradation, moral and ethical deterioration, corruption, war and conflicts etc. - to propose recommendations that fit to a given social, geographic, and cultural context.	9:00-10:30 Trading Women	Room 101
			10.30-12.00 Discussion	G1: 201 G2: 202 G3: 206
5	14 Sept	cont. (activity)	Discussion	G1: 201 G2: 202 G3: 206
6	21 Sept	Learning Social Problems	Field Trip	Three designated locations
7	28 Sept	cont. (activity)	Discussion/ Presentation	G1: 201 G2: 202 G3: 206
8	5 Oct	mid-term week	No Class	No Class
9	12 Oct	Leadership	Movie	
			Abraham Lincoln Biography	room 201
			Dr. Babasaheb Ambedkar Life	room 202

	Date	What to Learn	Activity	Venue
			Mother Teresa	room 206
10	19 Oct	Leadership (cont.)	Discussion	G1: 201 G2: 202 G3: 206
11	26 Oct	Learning about human thoughts and decision making process to achieve sustainable democracy	Guest Speaker: the Most Venerable Arayawangso	Main Auditorium, Thammasat Univ. (Ta Prachan)
12	2 Nov	Improvement of quality of life and sustainable growth in the era of globalisation and advanced innovation	Activity	G1: 201 G2: 202 G3: 206
13	9 Nov	Guest lecturer/ Panel Discussion.... “Social Responsibility as the Engine for Growth”	To be confirmed	Room 101
14	16 Nov	Students Group Meeting	Student Group meeting under supervision	G1: 201 G2: 202 G3: 206
15	23 Nov	Group presentation	Project-based presentation	Room 101
16	30 Nov	Group presentation	Project-based presentation	Room 101

Evaluation

This course is designed to provide students with scenarios and activities to learn, to understand and to develop their right views into attitudes and manner so that they can cultivate social responsibility. As a citizen of a community, they should be able to play different roles in different scenario. They lead when to lead; they follow when to follow; they can listen; they can speak; they can take an appropriate role in a right context so as to yield

The evaluation is on the following scheme

- - End-of-lecture diary
 - Presentation
- Group participation 30
30
10

- Group Project 20
- Attendance and manner based on students' own criteria 10

End-of-lecture Diary

At the end of each lecture and class activity, students are required to write the end-of-lecture diary to summarise what they have learned, acquired, and experienced. The subject content should reflect their impression and insights gained from the activity and lessons learned. Students are also welcomed to express their suggestions regarding what to be done next in order to fulfill the pre-determined objectives of the course.

The diary should not exceed 500 words. Please submit the diary at BE office no later than on Wednesday 4pm in the following week.

Please make sure to sign-up when you submit any assignments.

Group Project

Students form a group of 10 members to observe real-life problems. On their own choice, students choose one problem to undertake preliminary survey of the fact findings to analyse how and why the problem had developed. Based on holistic approach, the group will propose resolutions. It is strongly recommended that students would address problems and design the resolution in the context of general and sustainable equilibrium of life.

Presentation

Students will be provided with different opportunities to give presentation, both individual and group-based. The objectives are to learn to listen, comprehend, speak and give responses. Learning from others will be promoted over the presentation as well.

Attendance and Manner

Based on students own criteria that are agreed upon at end of the first class, no matter what, students will be evaluated accordingly.

Session/Date & Time	Topics	Activities/ Text & Materials/ Media	Lecturer/ remark
#1: Tue 16 th Aug 2016	Introduction & International Politics	- Francis Fukuyama, "The End of History?" in The National Interest, Vol. 16, No. 3 (Summer 1989), pp. 3-18	Aj. Pongkwan Sawasdipak ti
#2: Tue 23 rd Aug 2016	Thai Politics	-Federico Ferrara, 'Thailand: minimally stable, minimally democratic' in International Political Science Review (November 2011),p. 512-528	Aj. Pongkwan Sawasdipak ti
#3: Tue 30 th Aug 2016	Discussion		Team lecturers
#4: Tue 6 th Sep 2016	International Economy	- Thomas Oatley, Pearson Longman International Political Economy, Interests and institutions in the global economy, 2003, Chapter 1, page 1 -8.	Dr. Jesper Kulvmann
#5: Tue 13 th Sep 2016	Thai Economy	-IMF (2000), "Recovery from the Asian Crisis and the Role of the IMF" https://www.imf.org/external/np/exr/ib/2000/062300.htm	Dr. Suwannarat Meesomboonpoonsuk
#6: Tue 20 th Sep 2016	Development and welfare	- Decha Sungkawan, "Community and culture-based welfare provisions: The emergence of a Thai welfare state", Thammasat Review, http://digi.library.tu.ac.th/journal/0040/2002/7_1/08PAGE215_PAGE243.pdf .	Dr. Jesper Kulvmann
#7: Tue 27 th Sep 2016	Discussion		Team lecturers
#8: Sun 16 th Oct 2016	Midterm exam (50%) Sun 16th Oct 2016 (9.00 – 12.00 am.)		

#9: Tue 18 th Oct 2016	ASEAN culture and society	Akkharaphong Khamkhun. Border of Mind: Nationalism, Tourism, and Competing Meanings of the Thai-Cambodian. Paper presented at The 3 rd Singapore Graduate Forum on Southeast Asian Studies.28-29 July 2008, National University of Singapore.	Aj.Akkarapong Khamkhun
#10: Tue 25 th Oct 2016	Thai History	Thongchai Winichakul. "The Presence of Nationhood," Siam Mapped: A History of the Geo-body of a Nation.Bangkok: Silkworm Books, 2004. (pp.1-19)	Aj.Akkarapong Khamkhun
#11: Tue 1 st Nov 2016	Discussion		Team lecturers
#12: Tue 8 th Nov 2016	Globalization	International Labour Organisation 2004, "Globalisation: Its Nature & Impact" in A Fair Globalisation: Creating Opportunities For All. Pp 24 -49. http://www.ilo.org/public/english/wcsdg/docs/rep2.pdf	Dr. James Gomez
#13: Tue 15 th Nov 2016	Media and Pop-culture	Acharya,A. 2008,Culture, Regionalism and Southeast Asian Identity. Paper Presented in the International Workshop on Popular Culture, Cultural Policy and Cultural Industry in East and Southeast Asia, The Hebrew University of Jerusalem, June 1,	Dr. James Gomez

		2008	
#14: Tue 22 nd Nov. 2016	Self-Study Visit Museum	1. Museum Siam 2. Bangkok Arts and Cultural center 3. Bank of Thailand Museum 4. Nitasrattanakosin 5. Bangkok Folk's Museum	
#15: Tue 29 th Nov. 2016	Discussion		Team lecturers
#16: Tue 20 th Dec. 2016	Final exam (50%) Tue 20th Dec. 2016 (13.00– 16.00 pm.)		

Course Syllabus

TU101 Thailand ASEAN and the World

Number of credits: 3 credits (3-0-6)

Course Description:

Study of significant phenomena around the world, in the ASEAN region and in Thailand in terms of their political, economic and sociocultural dimensions. This is done through approaches, theories and principles of social science research via discussion and raising examples of situations or people of interest. The purpose of this is to create a perspective of diversity, to understand the complexity of global interrelationships, to build a global mindset and to be able to challenge old paradigms and open up a new, broader worldview.

Prerequisites: -

Course Objectives:

The purpose of this is to create a perspective of diversity, to understand the complexity of global interrelationships, to build a global mindset and to be able to challenge old paradigms and open up a new, broader worldview.

Study Plan

Evaluation Methods:

Midterm Examination	50%
Final Examination	50%
Attendance, Quizzes, Assignment	0%
Total	100%

Course Outline

TU102 Social Life Skills

Course Description

Holistic health care, addressing the physical ,emotional ,social ,and spiritual needs ,which is considered. Important skills for success in leading a happy life in society. Students learn to develop their ability in physical health care to manage stress, build emotional security, understand themselves and adapt to psychological, emotional and social problems. Students also learn to understand the meaning of aesthetics, experiencing and appreciating the relationship between art and humanity in different fields, namely visual arts, music, performing arts and architecture.

Background and course overview

“Good” has been defined from many perspectives and changed throughout the history of human’s thought. To understand the life and find a guideline in living life have never been a readymade. Elements of life are explored in each topic relating to the students’ lives aiming at opening up the sides of life and challenging the learners’ critical and creative thinkings in the meaning of life.

Objective

1. Students are able to explain their understanding of issues with well-rounded thought.
2. Students are able to widen their perspectives in information curating.
3. Students are able to cover the curiosity from considering aspects.
4. Students are able to properly manage themselves with concern of the relationship between themselves and the social context.

Class methods

Lecture and activities-based learning

The content is given in the classroom by lecturing and other media. Some topics require preparation including reading or watching clips. Activities-based learning are mostly run in the classroom to emphasize the learners’ experience in the content.

Project

Students are required to take a deep study in an issue which relates to their life. The aim is to project their understanding of the issue with considerable information. Students are required to present their progress weekly and discuss with the instructors. The weekly supervision includes the information gathering, the topic defining, the information analysing and synthesizing, and the presentation. The students need to present their project in form of poster presentation.

Learning reflection and presentation

Reflection is a tool to retrospect oneself concerning the experience in a place, on a duration of time, and on the activities. The purpose is to find out the key factor(s) that form(s) the learning which students can take away the key(s) to their life outside the classroom. Students are required to attend the workshop and present the findings.

Expected learning outcomes

Morals and Ethics						Knowledge				Cognitive Skills				Interpersonal skills & responsibilities					Numerical, Communication and IT skills			
1	2	3	4	5	6	1	2	3	4	1	2	3	4	1	2	3	4	5	1	2	3	4
		□	□				□		□	□		□	□	□		□	□			□		□

Learning materials

Learning materials including text books, articles, and other media are provided by instructors to each topic. Online classroom facilitates the material distribution.

Reading suggestion Introduced later by the instructor in each topic

Course assessment

The score is separated into 4 categories as follows.

1. Formative test (20%)

Formative test is weekly carried during the 3rd topic and the 7th topic which reflects the understanding of each topic.

2. Mid-term examination (30%)

Mid-term examination is to summarise the understanding and applicability of the concepts which are taught in the classroom.

3. Project (40%)

Project-based learning encourages the learners to have a deep relationship with the topic they choose their own. The project is employed step-by-step under the supervision of the lecturers which allow them to evaluate the students in terms of the ability of information curating, the quality of defining the topic, and the capability to issue the detail and to present. 1-day field trip might be organized depending on the project's requirement.

4. Learning reflection and presentation (10%)

This category is to evaluate the quality of learning regarding to the attitude towards themselves and the quality of understanding the relation between themselves and the social context. Grades are allocated in alphabet system with the below criteria.

Course Syllabus

TU 105: Communication Skills in English

Number of credits: 3 credits

Instructor: Language Institute, Thammasat University

Class Room: English Language Center Building

Prerequisite: -

Course Description:

Development of English listening, speaking, reading, and writing skills, focusing on the ability to hold a conversation in exchanging opinions, as well as reading comprehension of academic texts from various disciplines related to students' field(s) of study.

Course Objectives:

By the end of this course, students will be able to:

- have a broad understanding of general academic English usage
- be familiar with a broad range of academic disciplines
- develop skills which enable them to deal with unknown vocabulary
- discuss and give opinions on academic and controversial topics
- improve their understanding of key standard English Language functions
- understand how learning English empowers them to become more autonomous in their learning
- use a number of English academic skills beneficial to subsequent TU classes
- be a little wiser about the world in general through English language learning
- foster positive relationships towards English language learning

Teaching Methods & Materials:

Teaching Methods: Student-Centered Learning, Autonomous/Self-Directed Learning, Discussions, Pair Work, Group Work, Oral Presentations, Media Application

Coursebook: *Academic Connections 4*

Scoring Criteria:

Attendance	10
Class/Homework Assignments	20
Quiz (Before Midterm)	20
Final Project	20
Final Examination	30
TOTAL	100

14-Week Tentative Schedule

	Unit
1	Course Introduction + Unit 1 Reading
2	Unit 1 Listening + Writing + Integrated Task
3	Unit 2 Reading + Listening
4	Unit 2 Speaking + Integrated Task + Unit 3 Listening
5	Unit 3 Reading + Writing
6	Unit 3 Integrated Task + Unit 4 Reading
7	Unit 4 Listing + Speaking + QUIZ
	<i>Midterm Examination</i>
8	Unit 5 Reading + Listening
9	Unit 5 Writing + Integrated Task
10	Unit 6 Listening + Reading
11	Unit 6 Speaking + Integrated Task + Unit 7 Listening
12	Unit 7 Reading + Speaking + Integrated Task
13	Unit 8 Reading + Listening
14	Unit 8 Writing + Integrated Task
	<i>Final Examination</i>

Important Notes:

- Two points are deducted for each absence.
- More than 3 absences are subjected to an automatic “F” grade from the course.
- Class and homework assignments should be submitted on time.
- Cooperation with your teacher and classmates is a course requirement. Class disruption (i.e. chatting, social networking) may adversely affect the attendance score.
- Thammasat University disapproves of plagiarism, i.e. copying someone’s ideas or work and presenting them as if that were yours, without referring to the original sources of authors. Any (Speaking & Writing) assignment that is considered (partially or entirely) plagiarized will be given a score of **ZERO**.

Course Outline

TU 106: Creativity and Communication

Prerequisite: None

Course Description:

Creative thought processes, with critical thinking as an important part, as well as communication of these thoughts that lead to suitable results in social, cultural and environmental contexts, at personal, organisational and social levels.

Course Objectives:

The purpose of this course is for students to develop a coherent understanding in creativity and critical thinking. Students will also be able to communicate and interchange their ideas creatively.

Instructors, Times and Venue:

Section	Day	Time	Room	Instructor
046401	Tuesday	14.00 – 17.00	101	Asst. Prof. Dr. Supranee Lisawadi
046402	Tuesday	14.00 – 17.00	206	Dr. Napapatch Piyachaiyakul
046403	Wednesday	14.00 – 17.00	206	Ajarn. Sarupong Sutprasert

Course Coordinator: Asst. Prof. Dr. Supranee Lisawadi

Instructors:

Group 1: Asst.Prof.Dr.Supranee Lisawadi

Email: supranee@mathstat.sci.tu.ac.th

Group 2: Dr.Napapatch Piyachaikul

Email: napapatch14@gmail.com

Group 3: Ajarn.Sarupong Sutprasert

Email: z.sarupong@gmail.com

Recommended Text and Materials:

1. Bono, E.D., *Creativity Workout: 62 Exercises to Unlock Your Most Creative Ideas*.
2. Pope, R., (2005), *Creativity: Theory, History, Practice*, Oxon: Routledge

Course Evaluation:

<i>Attendance</i>	<i>10%</i>
<i>Class Activities</i>	<i>20%</i>
<i>Project Proposal</i>	<i>10%</i>
<i>Project Progress Report</i>	<i>20%</i>
<i>Project Final Presentation</i>	<i>30%</i>
<i>Final Examination</i>	<i>10%</i>

Class Attendance:

- *Students who miss more than 13 hours of class but less than 22 hours must seek instructor's approval for eligibility to take the final exams and approval by the dean. The dean's decision is considered final.*
- *Students who miss more than 22 hours of class are NOT eligible to take the final exams and results in course failure.*
- *Feigning other student signatures or failure to attend class after signing in results different level of penalty imposed.*
 - *Level 1 penalty: First time rule breakers will be considered as "Absent" for that actual class time. And a warning letter issued to first-time rule breakers.*
 - *Level 2 penalty: Second time rule breakers receive an "F" for the course and will not be considered for BBA scholarships, exchange student programs and other awards.*
 - *Level 3 penalty: Third-time rule breakers are given one semester of class suspension.*

Course Schedule:

Session/ Date & Time	Topics	Activities/ Text & Materials/ Media	Lecturer	Remark
<i>1. 14/01/20 14.00-17.00 hrs. (Group 1-2)</i>	<i>Individual Creativity: Introduction</i>	<i>Game/ Case Study/ Discussion</i>	<i>Dr.Supranee Dr.Napapatch</i>	
<i>1. 15/01/20 14.00-17.00 hrs. (Group 3)</i>	<i>Individual Creativity: Introduction</i>	<i>Game/ Case Study/ Discussion</i>	<i>Ajarn.Sarupong</i>	

2. 21/01/20 14.00-17.00 hrs. (Group 1-2)	<i>Individual Creativity: Motivation (I)</i>	<i>Game/ Case Study/ Discussion</i>	<i>Dr.Supranee Dr.Napapatch</i>	
2. 22/01/20 14.00-17.00 hrs. (Group 3)	<i>Individual Creativity: Motivation (I)</i>	<i>Game/ Case Study/ Discussion</i>	<i>Ajarn.Sarupong</i>	
3. 28/01/20 14.00-17.00 hrs. (Group 1-2)	<i>Individual Creativity: Motivation (II)</i>	<i>Game/ Case Study/ Discussion</i>	<i>Dr.Supranee Dr.Napapatch</i>	

3. 29/01/20 14.00-17.00 hrs. (Group 3)	Individual Creativity: Motivation (II)	Game/ Case Study/ Discussion	Ajarn.Sarupong	
4. 04/02/20 14.00-17.00 hrs. (Group 1-2)	Individual Creativity: Inspiration	Game/ Case Study/ Discussion	Dr.Supranee Dr.Napapatch	
4. 05/02/20 14.00-17.00 hrs. (Group 3)	Individual Creativity: Inspiration	Game/ Case Study/ Discussion	Ajarn.Sarupong	
5. 11/02/20 14.00-17.00 hrs. (Group 1-2)	Group Creativity: Introduction	Game/ Case Study/ Discussion	Dr.Supranee Dr.Napapatch	
5. 12/02/20 14.00-17.00 hrs. (Group 3)	Group Creativity: Introduction	Game/ Case Study/ Discussion	Ajarn.Sarupong	
6. 18/02/20 14.00-17.00 hrs. (Group 1-2)	Group Creativity: Group Creativity Process/Communication of Idea	Game/Case Study/Discussion	Dr.Supranee Dr.Napapatch	
6. 19/02/20 14.00-17.00 hrs. (Group 3)	Group Creativity: Group Creativity Process/Communication of Idea	Game/Case Study/Discussion	Ajarn.Sarupong	
7. 25/02/20 14.00-17.00 hrs. (Group 1-2)	Group Creativity: Group Creativity Process/Communication of Idea	Game/ Case Study/ Discussion	Dr.Supranee Dr.Napapatch	
7. 26/02/20 14.00-17.00 hrs. (Group 3)	Group Creativity: Group Creativity Process/Communication of Idea	Game/ Case Study/ Discussion	Ajarn.Sarupong	
8. 10/03/20 14.00-17.00 hrs. (Group 1-2)	Presentation Tools	Workshop	Dr.Supranee Dr.Napapatch	
8. 11/03/20 14.00-17.00 hrs. (Group 3)	Presentation Tools	Workshop	Ajarn.Sarupong	

9. 17/03/20 14.00-17.00 hrs. (Group 1-2)	<i>Project Development</i>	<i>Game/ Case Study/ Discussion</i>	<i>Dr.Supranee Dr.Napapatch</i>	
9. 18/03/20 14.00-17.00 hrs. (Group 3)	<i>Project Development</i>	<i>Game/ Case Study/ Discussion</i>	<i>Ajarn.Sarupong</i>	
10. 24/03/20 14.00-17.00 hrs. (Group 1-2)	Project Proposal Presentation	<i>Game/ Case Study/ Discussion</i>	<i>Dr.Supranee Dr.Napapatch</i>	
10. 25/03/20 14.00-17.00 hrs. (Group 3)	Project Proposal Presentation	<i>Game/ Case Study/ Discussion</i>	<i>Ajarn.Sarupong</i>	
11. 31/03/20 14.00-17.00 hrs. (Group 1-2)	<i>Social Creativity: Introduction Project Development</i>	<i>Presentation</i>	<i>Dr.Supranee Dr.Napapatch</i>	
11. 1/04/20 14.00-17.00 hrs. (Group 3)	<i>Social Creativity: Introduction Project Development</i>	<i>Presentation</i>	<i>Ajarn.Sarupong</i>	
12. 7/04/20 14.00-17.00 hrs. (Group 1-2)	<i>Project Development</i>	<i>Game/ Case Study/ Discussion</i>	<i>Dr.Supranee Dr.Napapatch</i>	
12. 8/04/20 14.00-17.00 hrs. (Group 3)	<i>Project Development</i>	<i>Game/ Case Study/ Discussion</i>	<i>Ajarn.Sarupong</i>	
13. 21/04/20 14.00-17.00 hrs. (Group 1-2)	<i>Project Development</i>	<i>Game/ Case Study/ Discussion</i>	<i>Dr.Supranee Dr.Napapatch</i>	
13. 22/04/20 14.00-17.00 hrs. (Group 3)	<i>Project Development</i>	<i>Game/ Case Study/ Discussion</i>	<i>Ajarn.Sarupong</i>	
14. 28/04/20 14.00-17.00 hrs. (Group 1-2)	TU106 Final Project Presentation	<i>Presentation</i>	<i>Dr.Supranee Dr.Napapatch</i>	
14. 29/04/20 14.00-17.00 hrs.	TU106 Final Project Presentation	<i>Presentation</i>	<i>Ajarn.Sarupong</i>	

(Group 3)				
15. 5/05/20 14.00-17.00 hrs. (Group 1-2)	<i>Reflection</i>	<i>Discussion</i>	<i>Dr.Supranee Dr.Napapatch</i>	
15. 6/05/20(TBA) 14.00-17.00 hrs. (Group 3)	<i>Reflection</i>	<i>Discussion</i>	<i>Ajarn.Sarupong</i>	
16/05/20 13.00-14.00 hrs.	<i>Final Examination</i>			

TU122 122 Law in Everyday Life

Course Outlin

Number of credits: 3 credits (3-0-6)

Prerequisite: None

Course Description:

To study general aspects of law as correct patterns of human conduct in society. To equip learners with basic principles of public law (rules of law), and its values which are associated with citizens' moral core. To provide basic knowledge in public law and private law, involving the issues of rights and duties, dispute settlement, Thai Justice procedures, the usage and interpretation of law principles, with an emphasis on case studies in our daily lives.

Course Objectives:

This course is aimed at providing students with basic knowledge of various areas of law, mainly private law, public law and criminal law, which are involved in everyday life. The students are expected to be able to identify legal issues and understand legal arguments.

Main Texts:

Raymond Wacks, *Law: A Very Short Introduction* (OUP 2008)

Michael Doyle, *Doyle's Practical Guide to Thailand's Business Law* (Seri, Manop & Dolye Ltd 2009)

Required readings/ course materials:

Required reading will be uploaded to the BE website or distributed in class on a weekly basis.

Suggested readings:

Twekiat Menakanit, *General Principles of Criminal Law* (Faculty of Law Thammasat University 2014)

Andrew Harding and Peter Leyland, *Constitutional System of Thailand: A Contextual Analysis* (Hart Publishing 2011)

Grading:

Midterm Examination	30%
Final Examination	40%
Presentation	20%
Attendance, Quizzes, Assignment	10%
Total	100%

Tentative class schedule

Session/Date & Time	Topics	Activities/ Text & Materials/ Media
#1:	Introduction to Thai law	Lecture / discussion
#2:	Distinction between private law, criminal law and public law	Lecture / discussion
#3:	Classification of private law rights	Lecture / discussion
#4, 5:	Overview of contract law	Lecture / discussion
#6, 7, 8:	Breach of contract and remedies for breach of contract	Lecture / discussion
#9:	Overview of tort law	Lecture / discussion
#10, 11, 12:	Overview of criminal law and some selected criminal offences	Lecture / discussion
#13:	Overview of public law and court systems	Lecture / discussion
#14, 15:	Selected legal issues	Presentation

