



**(Tentative) Course Syllabus
for
Economics Courses
Semester 2/2012**



B.E. International Program

Faculty of Economics, Thammasat University



Course Outline

EE363 Gender Economics

This course discusses the role of women and men in the changing world economy. Significant gender differences in the economic outcomes in the labour market are analyzed by considering the influence of economic, social and cultural factors. The course will utilize economic models that take account of both men and women, as well as sex-disaggregated statistics, and take a critical look at a number of government policies and programs that have implications on gender equality.

Topic 1: Sex, Gender and Development (1 session)

- Sex VS Gender:
 - Does sex determines a person's role?
- How does gender role changes?
 - Evolution of gender role in the economy
- Why are economists interested in gender issues?

Readings:

- Blau, Ferber and Winkler, *The Economics of Men, Women and Work*, Chapters 1 and 2
- Mayra Buvinic and Elizabeth King, Smart Economics, in *Finance and Development*, June 2007, Volume 44, No.2
- "Promoting Gender Equality and Women's Empowerment," Chapter 3 of *Global Monitoring Report 2007*. The World Bank, Washington, D.C.

Topic 2: Economics of the Family (2 sessions)

- Why do people form a family?
- Neoclassical Model of specialization and exchange
 - Factors determining household division of labour
- Benefits and costs of household formation

Readings:

- Blau, Ferber and Winkler, Chapters 3 and 9

Topic 3: The allocation of time between the household and the labour market (2 sessions)

- Individual labour supply decision
 - Wages and non-labour income
- Evaluation of women's non-market work
- Government's policies affecting work and family

Readings:

- Blau, Ferber and Winkler, Chapters 4 and 10
- Lourdes Beneria, "The Enduring Debate over Unpaid Labour," in Martha Fetherolf Loutfi,(editor), *Women, Gender and Work: What is equality and how do we get there?* International Labour Office, Geneva, 2001 pp. 85-110
- International Labour Organization and Asian Development Bank, *Women and Labour Markets in Asia: Rebalancing for gender equality*, 2011

Topic 4: Gender differences in occupation and earnings: supply side explanation (2 sessions)

- Human capital investment
 - Education
 - On-the-job training

Readings:

- Blau, Ferber and Winkler, Chapter 6

Topic 5: Gender differences in occupation and earnings: demand side explanation (2 sessions)

- Discrimination in the labour market
 - Economic theories of discrimination
 - Prejudice
 - Imperfect information
 - Occupational crowding
 - Institutional discrimination
- Anti-discrimination Policies and Measures

Readings:

- Blau, Ferber and Winkler, Chapter 7
- Richard Anker, "Theories of occupational segregation by sex: An overview" in *Women, Gender and Work*, pp 129-155

Topic 6: Gender and Macroeconomics (2 sessions)

- Economic Case for Gender Equality
- Globalization and trade liberalization
- Economic Crisis and Impact on Gender Equality

Readings:

- UNDP, *Power, Voices and Rights: A Turning Point for Gender Equality in Asia and the Pacific*, Chapters 1 and 2
- UN Women, “Gender Equality and Trade Policy” <www.unwomen.org>
- United Nations Research Institute for Social Development (UNRISD), *Gender Equality: Striving for Justice in an Unequal World*, 2005, especially chapters 2-8
- Diane Elson, Gender and the Global Economic Crisis in Developing Countries: a framework for analysis, in *Gender and Development*, Vol. 18, No. 2, July 2010, pp. 201-212

Topic 7: Mainstreaming Gender Issues into National Policy and Planning (1 session)

- Implementing Gender-Responsive Economic Policies
- Gender Budgeting
- Cardona, Duhagon, and Hamed, (eds.) *Putting Gender Economics at the Forefront: 15 years after the IV World Conference on Women*, Occasional Paper, Social Watch, March 2010

Readings:

- UNDP, *Power, Voices and Rights*, Chapter 5
- Rhonda Sharp, “An Overview of Gender Responsive Budgets,” in *Budgeting for Equity: Gender Budget initiatives within a framework of performance oriented budgeting*

Topic 8: Gender Issues in Developing Countries (2 sessions)

- Economic Status of the World’s Women
 - Women’s Labour Market Activity and Influencing Factors
- Special Concerns

Readings:

- Blau, Ferber and Winkler, Chapter 11
- United Nations, *2009 World Survey on the Role of Women in Development, Women’s Control over Economic Resources and Access to Financial Resources, including Microfinance*
- The Female Factor – series of articles published in the global edition of the New York Times Global Edition from 2009 to present <www.global.nytimes.com>

Topic 9: International efforts to promote gender equality (2 sessions)

- The United Nations and international standards for gender equality
 - Convention on the Elimination of All Forms of Discrimination against Women (CEDAW)
 - The Beijing Platform for Action (BPfA)
 - The Millennium Development Goals (MDGs)
- From Commitment to Action

- Role of the Government Machinery and Women's Network
- Measuring Gender Equality

Readings:

- *Pursuing Gender Equality through the Millennium Development Goals in Asia and the Pacific*, Asian Development Bank, 2006
- A key source of information on United Nations' work on gender equality is in website www.unwomen.org

Evaluation Criteria:

- | | |
|--------------------------------|-----|
| ▪ Group presentation | 15% |
| ▪ Mid-term exam | 25% |
| ▪ Final exam | 50% |
| ▪ Attendance and Participation | 10% |

Class schedule:

Class begins:	Thursday 2 June 2011
Mid-term exam:	Thursday 23 June 2011, 09:00 – 10:30 hrs.
Class ends:	Thursday July 26 2011
Final exam:	Thursday 28 July 2011, 09:00 – 12:00 hrs.

Main text:

Francine D. Blau, Marianne A. Ferber and Anne E. Winkler, *The Economics of Women, Men and Work*, Fifth Edition, Pearson Prentice Hall, 2006 (or Fourth Edition, 2002)

Syllabus

EE 476 Environmental Economics

Course Description

Study of concepts of efficiency and cost-benefit analysis, environmental problems, policy effectiveness, tools and measures to correct environmental problems, and assessment of impacts of development projects on environment. Concepts of sustainable development and issues related to global climate change are also covered.

Course Evaluation

Midterm Exam	40 %	(Thursday 4 March 2010, 12.30 – 14.00)
Final Exam	50 %	(Friday 14 May 2010, 09.00 – 12.00)
Paper and Homeworks	10 %	

Textbooks

1. K = Kolstad, Charls D. (2000). Environmental Economics. New York: Oxford University Press.
2. CT = Callan, Scott J. and Janet M. Thomas (2000). Environmental Economics and Management: Theory, Policy and Application. Second Edition. Dryclen; TX : Fort Worth.
3. PMMC = Perman, Roger; Yue Ma; James McGilvray and Michael Commin (2003). Natural Resource and Environmental Economics. Third Edition. Harlow: Pearson Education.
4. HSW = Hanley, Nick; Jason F. Shogren; and Ben White (2001). Introduction to Environmental Economics. Oxford: Oxford University Press.
5. FF = Field, Barry C.; and Martha K. Field (2002). Environmental Economics: An Introduction. Third Edition. New York: McGraw-Hill/Irwin.
6. T = Tietenberg, Tom (2003). Environmental and Natural Resource Economics. Sixth Edition. Pearson International Edition. New York: Addison Wesley.

Course Outline

1. Introduction
 - What is Environmental Economics?
[K*-Ch. 1-2; PMMC-Ch.1; CT-Ch.1]
2. Efficiency and Markets
 - What is efficiency?
 - Pareto Efficiency: Goods
 - Pareto Efficiency: Bads
 - 2 Fundamental Theorems of Welfare Economics
 - Demand, WTP, Consumer and Producer Surplus
 - Benefit-Cost Analysis
[K*-Ch.4; CT-Ch.2&10; PMMC-Ch.5]

3. Market Failure
 - Market Failure
 - Public Goods and Public Bads
 - Externalities

[K*-Ch.5; CT-Ch.3; PMMC-Ch.5]

 4. Coase Theorem
 - The Polluter and The Victim: Who should have rights?
 - The Coase Theorem
 - Problems of Public Bads and Bargaining

[K*-Ch.6]

 5. Pigovian Fees
 - Single Polluter Case
 - Multiple Polluters: The Equimarginal Principle
 - Fees versus Subsidies
 - Pigovian Fees and Inperfect Competition

[K*-Ch.7; CT-Ch.5; PMMC-Ch.6&7]

 6. Emission Fees and Marketable Permits
 - Pollution Sources, Receptors, and Transfer Coefficient
 - How much pollution do we want?
 - Emission Fees
 - Marketable Ambient Permit
 - Implementing Marketable Permits

[K*-Ch.9; PMMC-Ch.6&7]

 7. Regulation with Unknown Control Costs: Asymmetric Information
 - A Simple Model of Incentives in Environmental Regulation
 - Fees or Permits?
 - Hybrid Price/Quantity Regulations

[K*-Ch.10; PMMC-Ch.8 – Optional]

 8. Environmental Valuation
 - Indirect Market Valuation
 - Hedonic Price Method
 - Travel Cost Method
 - Contingent Valuation Method

[K*-Ch.16-18; CT-Ch.8-9; PMMC-Ch.12]

 9. Concepts of Sustainability
 - The Origin of Sustainability Problem
 - Concepts and Constraints
 - Economists on Sustainability
 - Ecologist on Sustainability

[PMMC*-Ch.2&4 – Optional]

 10. Greenhouse Effect and Global Climate Change

[related articles*; CT-Ch.13; PMMC-Ch.10]
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Course Outline

EE 482 Public Policy and Industrialization

Course description

EE 482 Public Policy and Industrialization (2004 curriculum)

Prerequisite: EE312

Study of importance of industrial sector and industrial development on Thai economic development, evolution of industrial policy, role of government and related laws and strategies of industrial development in Thailand

EE 482: Public Policy and Industrialization (2009 curriculum)

Prerequisites: EE312

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.

Texts

1. Tom Hewitt, Hazel Johnson and Dave Wield, Industrialization and Development, Oxford University Press (1995)
2. Somsak Tambunlertchai, Tracking Manufacturing Performance: A Review of the Industrial Scorer in Thailand, UNIDO (2002).
3. Akira Suehiro, Catching-up Industrialization: The Trajectory and Prospects East-Asian Economics. (Translation by Tom Gill), University of Hawaii Press (2008)

Evaluation

- | | |
|---------------------------------------|-----|
| 1. Term paper | 20% |
| 2. Class Participation and discussion | 20% |
| 3. Final Examination | 60% |
- (Tuesday May 8, 2012, 13.30 – 16.30.)

Remarks:

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

Outline

1. Introduction (3 hours)
 - 1.1 Industrialization and economic development
 - 1.2 Classification of industrial activities
 - 1.3 Indicators of Industrial development
- * Hewitt, Johnson & Wield, Introduction and Ch.1

2. Industrial Policy and Approaches on Industrial Development (9 hours)
- 2.1 Different theories and arguments on the role of government
 - 2.2 Alternative strategies for industrial development
- * Hewitt, Johnson & Wield, Ch. 5
- * Ha-Joon Chang, The Political Economy of Industrial Policy, St. Martin's Press, 1994,
Ch.1, 2
- * Suehiro, Introduction, Ch. 1 and Ch.2
- Rajesh Chandra, Industrialization and Development in the Third World, Routledge, 1992,
Ch.1, 6
- H. Shapiro and L. Taylor, "The State and Industrial Strategy" in World Development, Vol. 18, 1990, pp. 861 – 878 or in Patrick O'Brien (ed.), Industrialization: Critical Perspectives on the World Economy, Routledge, 1998, Vol. 2, ch. 21, pp.286-320
- Ipppei Yamazawa (et.al.), "Transmission of Industrial Development and Industrial Adjustment", in Dynamic Interdependence among the Asia-Pacific Economies, Japan, Economic Planning Agency, March 1993, ch.2
- Paul R. Krugman and Maurice Obstfeld, International Economics: Theory and Policy:, 7th Edition (2006) ch. 10, 11, pp 243 – 275
- Joseph E. Stiglitz, Some Lessons from the Asian Miracle "The World Bank Research Observer" Vol. 11, No. 2. August 1996, pp. 151-77
3. International Trade, Investment and Industrial Development (9 hours)
- 3.1 International trade and industrialization
 - 3.2 Multinational enterprises and foreign direct investment
 - 3.3 Regional economic integration
 - 3.4 Effects of international trade and investment on industrial development in Thailand
- * Hewitt, Johnson & Wield, Ch. 1
- * Somsak, Ch. 4, 5
- * Suehiro, Introduction, Ch. 6, 8
- Imad A. Moosa, Foreign Direct Investment: Theory, Evidence and Practice, Polgrave (2002), ch. 1, 2 pp. 1 – 62.
- Richard E. Caves, Multinational Enterprise and Economic Analysis, Cambridge University Press, 2007, Ch.2, 9
- M. Casson and R.D. Pearce, "Multinational Enterprises in LDCs" in P.K. O'Brien (ed.) Industrialization: Critical Perspectives on the World Economy, Routledge (1998), vol. II, pp. 442-489
4. Issues Relating to Industrial Development (9 hours)
- 4.1 International competitiveness
 - 4.2 Technology and the new economy
 - 4.3 Manpower development
 - 4.4 Industrial clusters
 - 4.5 Problems arising from rapid industrialization
- * Hewitt, Johnson & Wield, Ch. 7, 10
- * Somsak, Ch. 6-8
- * Porter, M (1998), "Cluster and New Economics of Competition", Harvard Business

Review (November – December)

*Suehiro, Introduction, Ch. 10

Suehiro, Introduction, Ch. 3, 7, 9, 11, 12

Middleton, John and Zafiris Tzanatos (1998), “Skills for Competitiveness” in Witte, John and Stefan Koeberle (eds.), Competitiveness and Economic Recovery in

Thailand

Vol II, NESDB and the World Bank Office in Thailand

Falkus, M. (1995), “Thai Industrialization: An Overview”, in Medhi Krongkaew (ed.)

Thailand’s industrialization and Its Consequences, Macmillan Press, Ch. 1

Pranee Tinakorn, “Industrialization and Welfare: How Poverty and Income

Distribution

Are Affected?” in Medhi Krongkaew (ed.), Ch.10

Siriluksana Khoman, “Thailand Industrialization: Implications for Health, Education, and

Science and Technology”, in Medhi Krongkaew (ed.) Ch. 14

Lall, S. (1998), “Thailand’s Manufacturing Competitiveness: An Overview”, in Witte and

Koeberle (eds.) pp. 211-234

5. Present, Past and Future Industrial Growth in Thailand (6 hours)

5.1 Evolution of Industrial Policy in Thailand

5.2 Past records and factors conducive to industrial growth

5.3 Industrial growth after the economic crisis in 1997

5.4 Future direction

* Somsak, Ch. 3, 8

Somsak Tambunlertchai (1993), “Manufacturing” in Peter Warr (ed.), The Thai

Economy

in Transition, Cambridge University Press

6. Industrial Policy in Thailand (9 hours)

6.1 Meaning and rationale of industrial policy and regulation

6.2 Evolution of industrial policy in Thailand

6.3 Role of the government in policy implementation

6.4 Laws, regulations and policy measures

* Somsak, Ch. 2

* Ha-Joon Chang, The Political Economy of Industrial Policy, St. Martin’s Press, 1994,

Ch. 3

*Suehiro, Introduction, Ch. 4, 5

Nipon Poapongsakorn (2002), “The New Competition Law in Thailand: Lessons for Institution Building”, Review of Industrial Organization, Vol.21 No.2.

Somsak Tambunlertchai and Niramom Suthammakid, (2006), “Industrialization and the Environment”, paper submitted to the UNIDO.

7. Industrial Policy in Some Developing Countries (3 hours)

7.1 Korea

7.2 Taiwan

7.3 Brazil

*Suehiro, Introduction, Ch. 4, 5

Korea : Hewitt, Johnson and Wield, Ch.4, Ha-Joon Chang, The Political Economy of Industrial Policy, Ch. 4

Taiwan: Laurids S. Lauridsen, State, Institutions and Industrial Development, shaker Verlag

Aachen, 2008, vol. 2, Ch.24

Brazil: Hewitt, Johnson & Wield, Ch. 3

Term Paper

Students are required to write a term paper. The topic of the term paper can be anything relating to industrial development-such as:

1. A literature survey of any topic relating to industrial development (see course outline)
2. The structure, conduct, and performance of an industry
3. Industrial subsectors: agro-industries, export industries, small-scale industries, etc.
4. The issues on the industrial development in Thailand: foreign direct investment, finance, linkage effects, pollution control, intellectual property rights protection, etc.
5. Industrial policies: import promotion, promotion of small enterprises, decentralization of industrial locations, promotion of industrial clusters, technology and manpower development etc.
6. Examples of industrial development in other countries.
7. Institutions for industry promotion: Board of Investment, Industry Institutes (Food, Textiles, etc.
8. Growth and evolution of an industrial enterprise: How an enterprise grows over time and what are the factors leading to the successful development of the enterprise.
9. International competitiveness of a Thai industry (compared to other countries)
10. Evolution of industrial policies in Thailand.

The instructor is willing to advise students on the term paper at any time during the semester. Any student seeking advice must submit a one-page outline specifying the proposed topic and major issues discussed in the paper.

The term paper (including graphs and tables but excluding the appendices) is to be double-spaced and should be approximately 30 pages long. The paper must also have proper references, footnotes, and data sources. **Plagiarism will not be tolerated.** All students have to produce their original reports. If any part of the paper is found to have been plagiarized, the student will receive a **Zero** for the term paper.

The term paper should be submitted before May 8, 2012. Any late submissions will be penalized (one point will be deducted each day after May 8, 2012).

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 3-5 pop-quizzes will be carried out during the semester.

Students will be asked to select and submit a typed-out summary of one of the reading assignments (3-4 pages each; but not more than 5 pages double-spaced) assigned in the course outline. This selection will be done on a first-come first-served basis and the summary is to be submitted to the instructor before the end of the semester.

EE488: Industrial Economics: Selected Topics /

EE488: Integrated Business Economics

Prerequisite: EE311, EE312 and EE325 (or EE425)

Course Description:

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

Textbooks:

There is no textbook for this class. Readings will be assigned class-by-class and are drawn from various sources such as textbooks, books, business magazine, business journals and academic journals.

Grading:

Case Presentation I	20%
Case Presentation II	20%
Business Plan	20%
Final Exam	20%
Class Participation	20%
Total	100%

Topics

Part1: Lecture

Week 1: Introduction: Business Economics and Business Plan

Week 2: Economics of Strategy

Week 3: Economics of Marketing

Week 4: Economics of Financing

Week 5: Economics of Production

Week 6: Economics of Organization and Human Resource Management

Part1: Case Studies

Week 7: Case studies on the manufacturing sector (3 group presentations)

Industry: select from Automobile, Electronics, Food, Fashion

Week 8: Case studies on the non-financial service sector (3 group presentations)

Industry: select from Tourism, Airline, Hotel

Week 9: Case studies on the financial sector (3 group presentations)

Industry: select from Banking, Security Broker, Non-Bank Financial Institutions

Week 10: Case studies on the retail sector (3 group presentations)

Industry: Any form of retail business, i.e. grocery stores, modern trade, online shopping.

Week 11: Case studies on globalization and international business (3 group presentations)

Topic: MNCs, out-sourcing, Google, IBM, etc.

Week 12: Case studies on regulated industries
Industry: Telecom, Energy, Mining, etc.

Part3: Business Plan

Week 13: Business Plan (3-5 group presentations)

Week 14: Business Plan (3-5 group presentations)

Week 15: Conclude

Week 16: Final Exam

FN221: PERSONAL FINANCE

COURSE DESCRIPTION

This course will cover two main topics: personal finance and investment. The first part will focus on the determination of optimal financial objectives in accordance with various stages of individual life cycle, personal financing and spending, personal financial planning and control, saving, appropriate credit usage, personal tax planning, and income tax payment. The second part will mainly discuss about the basic concept of personal investment, emphasis on the practical implementation of the simple asset allocation strategy. Discussions will also include the case study of real life investment decisions in various assets e.g., mutual funds, equities, and fixed-income.

MAIN TEXTBOOK

Kapoor, Jack R., Dlabay Les R., and Hughes, Robert J., Personal Finance, The McGraw-Hill/Irwin series

EVALUATION

Group presentation	40%
Final exam	20%
Class assignment	20%
Quiz and participation	20%

TENTATIVE COURSE OUTLINE

WEEK	CONTENT
Week 1: Jan 12, 2013	An introduction to personal finance 1. Personal finance basics and the time value of money 2. Financial aspects of career planning
Week 2: Jan 19, 2013	Money management strategy 1. Financial statements and budgeting 2. Tax strategy
Week 3: Jan 26, 2013	Managing your personal finances
Week 4: Feb 2, 2013	Making your purchasing decisions
Week 5: Feb 9, 2013	Investing fundamentals 1. Manage your debt 2. Investment goals 3. Investment process 4. Investment strategies during life cycles

WEEK	CONTENT
Week 6: Feb 16, 2013	Case study in personal finance and investment
Week 7: Feb 23, 2013	Equity investment part 1
Week 8: Mar 2, 2013	Equity investment part 2
Week 9: Mar 9, 2013	Fixed-income investment
Week 10: Mar 16, 2013	Real estate and alternative investment
Week 11: Mar 23, 2013	Behavioral finance
Week 12: Mar 30, 2013	Mutual funds and asset allocations
Week 13: Apr 20, 2013	Strategic asset allocation by the market practitioner
Week 14: Apr 27, 2013	Group presentation

Course Outline
FN 428: INVESTMENT BANKING

Course Objectives and Course Description

The course includes a study of investment banking business. The course will emphasize on methods for value maximization, valuation for mergers and acquisitions, and business reorganizations and other topics. The course covers a variety of investment banking activities such as debt restructuring, initial public offering, privatization, debt issuance and venture capital. This course is designed primarily to enhance your understanding of the process and responsibility of the investment banking. It introduces students to the world of investment banking and provides an idea on what the main functions of investment banking are. These include external fund raising through debt and equity capital, financial advisory service for corporate and debt restructuring, consultancy on privatization, merger and acquisition and venture capitalist valuation. The class enables students to learn from theories of capital structure through the utilization of the theory on the real company case. Through various rich examples and practice problems as well as the workshop, students are expected to learn what the investment bankers are doing.

After you complete the course, you are expected:

1. To understand the basic functions performed by the investment bankers
2. To master the use of the computer spreadsheet in financial modeling
3. To be able to create long-term financial plan, monitor and adjust the assumption and the plan to suit the rapidly changing situation
4. To be able to conduct valuation of the company and its stock
5. To understand the mechanism of venture capitalists and their valuation
6. To understand the step in fund raising through IPOs
7. To understand the step in fund raising through debentures
8. To understand the process in corporate and debt restructuring and rationale behind the corporate and debt restructuring
9. To understand the process in privatization
10. To understand the process in merger and acquisition

Please note here that the course assumes solid financial accounting and thorough understanding of financial statements. It is mandatory that you read the material before the beginning of the class and be prepared for the class discussion for every single class. All cases are prepared for you to understand and use your strategic thinking to identify problems, causes of problems and solutions to the problems. Please make sure you read the case before attending every class. You are also expected to contribute to enhance the learning of the class through active participation in case discussion and negotiation on a regular basis.

Class Time and Venue:

Date: Fridays

Time: 14:00 – 17:00 hrs.

Venue: 303, Faculty of Economics, Ta Prachan Campus

Instructors:

Course Schedule

Session	Topics
1	Overview of Investment Banking and the Role of Investment bankers
2	Understanding the financial statement and Building the financial model that works
3	Exercises on financial modeling
4	Business valuation and stock valuation

5	Exercises on valuation
6	Understanding the mechanism of venture capitalists and their valuation
7	Capital Structure Theory and its firm decision: Fund raising through debt and equity capital
8	Midterm exam
9	Capital Structure Theory and its firm decision: Fund raising through debt and equity capital
10	IPOs and mechanism of Thai stock market
11	IPOs and mechanism of Thai stock market
12	Bond issuance and underwriting
13	Merger and Acquisition
14	Debt restructuring
15	Privatization
16	Presentation

Pre-Requisite

Financial Management, Corporate Finance and Investment

Pedagogy

The course consists of a blend between lecture, cases discussion, financial modeling workshop using MS Excel and project

Grading

1. Case Study	20	Percent
2. Presentation	10	Percent
3. Midterm Exam (May 2, 2012, 15.30-17.00)	30	Percent
4. Final Exam (May 19, 2012, 13.30-16.30)	40	Percent

Required Textbook

- ◆ Damodaran Aswath, Applied Corporate Finance (ACF), John Wiley and Sons, Latest edition
- ◆ Additional handouts

Remarks:

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

References and Recommended Readings:

- ◆ Brealey, Richard A. and Myer, Steward C. "Principles of Corporate Finance", 5th Edition, McGraw-Hill, 1996
- ◆ Brigham, Eugene F. and Gapenski, Louis C. "Financial Management", 9th Edition, Harcourt College Publishers (2001)
- ◆ Brigham, Eugene F. and Houston, Joel F. "Fundamental of Financial Management", 9th Edition, Harcourt College Publishers (2001)
- ◆ Bygrave, William D. "The Portable MBA in Entrepreneurship Case Studies", John Wiley & Sons, Inc.
- ◆ Damodaran, Aswath "Investment Valuation", University Edition, John Wiley & Sons, Inc.
- ◆ "Readings in Venture Capital", Association for Investment Management and Research
- ◆ Gompers Paul A., Sahlman William A. "Entrepreneurial Finance", John Wiley & Sons, Inc.
- ◆ Keown, Arthur J., Taylor, A.H., Martin, John D. and Petty, J. William "Basic Financial Management", 7th Edition , Prentice Hall, 1996
- ◆ Lee, Cheng F., Finnerty, Joseph E. and Norton, Edgar A.. "Foundation of Financial Management", West (1997)
- ◆ M. Glasgo, Phillip W., William J. Landes and A. Frank Thompson "Bank Discount, Coupon Equivalent and Compound Yields", Financial Management, Autumn 1982, 82-84
- ◆ Philip J. Adelman and Alan M. Marks, Entrepreneurial Finance - Finance for small business 2nd Edition, Prentice Hall, 2001
- ◆ Ross, Stephen A., Westerfield, R.W. and Jordan, B.D., "Principles of Corporate Finance", Irwin, 1991
- ◆ Sherrerd, Katrina F. "Equity Markets and Valuation Methods", CFA program Edition, The Institute of Chartered Financial Analysts
- ◆ Smith, Janet Kiholm and Smith Richard L. "Entrepreneurial Finance", John Wiley & Sons, Inc.
- ◆ White, Gerald L., Sondhi, Ashwinpaul C. and Fried, Dov "The Analysis and Use of Financial Statements", CFA program Edition, John Wiley & Sons, Inc.

Course Outline

MK 361 International Marketing

Course objectives:

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

Prerequisites:

MK 201 or MK 202

Evaluation:

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

Important Dates:

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

Main Text: Marketing Management (12th ed.)

Pearson International Edition

Students do not need to each carry this book

But are highly encouraged to visit this book

In the Library

Literature: Various case studies integrated in to the course

Cases used in

This Course:

McDonaldization Individual case
Planet Ralph Group work exercise
Iran case study Mid term case study
Chrombach Final exam case study

Specific Course Outline:

By Topic:

1. Nature of International Marketing and Introduction
2. Company and Marketing Strategy Partnering to build customer relationships, intro to international economies and trade
3. The Marketing Environment
4. Managing Marketing Information and Culture

5. The Global Marketplace
6. Consumer Market and buyer behavior
7. Business Markets and Business buyer behavior
8. Segmentation, targeting and positioning
9. Products, services and branding strategies
10. New Product development and life cycle strategies
11. Pricing considerations and approaches
12. Marketing Channels and supply chain management
13. Retailing and Wholesaling
14. Integrated Marketing Communication strategy
15. Creating a competitive advantage
16. Marketing in the Digital age
17. Marketing Ethics and Social Responsibility

Course Outline

TU 116 Man and Arts: Visual Art, Music and Performing Arts

Course Syllabus

Objectives

A study of the 3-dimensional relationship of man, the arts and society through the functions of the art and its aesthetic values from the past until the present. Aesthetic theories of painting, music and theatre are analyzed through the comparison of human values of the West, the East and Thailand. The elements of artistic form are used as a tool to interpret the content and value of the work of arts.

Course Description

A study of the principal theories of art as the fundamental understanding for art appreciation and its role on human and the society. A consideration of unique relationship between creativity of man, the meaning of art and its values. A practice on being a critic of the arts.

Painting, theatre and music are individually analyzed through their forms, contents, subject matters, functions and meanings. The ideologies and aesthetic concepts of each art form are examined through the comparison of the West, the East and Thai artist's world views and their intention as expressed through their works as the concluded session.

Activity

Lecture and presentation
Individual and group reports and presentation
Field Study

Assessment

Classroom attendance	10%
Post Midterm In-class quizzes	10%
Individual assigned paper	10%
Group presentation and paper	30%
Final examination	40% (May 16, 2012, 09.00 – 12.00)

Remarks:

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

Reading List for TU 116

1. Humanities through the Arts by F. David Martin, Lee Jacobus, McGraw-Hill, 2007
2. Art and Human Values by Melvin Rader Prentice-Hall, New Jersey, 1976
3. The Aesthetics of Music by Roger Scruton Oxford University Press, Oxford, 1999
4. Poetics by Aristotle, Translated by Malcolm Heath Penguin Books, London, 1996
5. Dance, Drama and Theatre in Thailand by Mattani Rutnin Centre for East Asian Cultural Studies for UNESCO, Tokyo, 1993
6. Transformation of the Thai Concepts of Aesthetics by Mattani Rutnin, Thai Khali Institute, Bangkok, 1981