



Course Syllabus

1. **Program of Study** Bachelor of Business Administration Program
Faculty/Institute/College Mahidol University International College
2. **Course Code** ICBE 342
Course Title Intermediate Microeconomics
3. **Number of Credits** 4 **(Lecture-Lab-Study)** (4-0-8)
4. **Prerequisite(s)** ICMB 202 Microeconomics
5. **Type of Course** Required Course (Business Economics Major)
6. **Trimester / Academic Year** T3 / 2014-2015
7. **Course Conditions** -

8. Course Description

Consumption theory and indifference curve analysis with emphasis on consumption overtime, theory of information cost and market with risk, theory of production and cost, theory of the firm, different types of market structure and behavior, price determination in factor markets, general equilibrium analysis, and introductory welfare economics.

9. Course Objective(s)

1. Students will know and understand the core principles of consumer behavior, producer behavior, and market structure
2. Students will be able to solve problems based the concepts and models of microeconomics
3. Students will be able to apply microeconomic concepts and models to analyze business-related situations

10. Course Outline

| Week | Topics | Hours | | Instructor |
|------|---|---------|-----|------------|
| | | Lecture | Lab | |
| 1 | Introduction/ Principles of Microeconomics | 4 | - | DCL |
| 2 | Mathematics for Intermediate Microeconomics | 4 | - | DCL |
| 3 | Consumer Behavior | 4 | - | DCL |
| 4 | Individual and Market Demand | 4 | - | DCL |

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|----|--|-----------|----------|-----|
| 5 | Production | 4 | - | DCL |
| 6 | The Cost of Production | 4 | - | DCL |
| 7 | Midterm Review | 4 | - | DCL |
| 8 | Profit Maximization and Competitive Supply | 4 | - | DCL |
| 9 | Market Power: Monopoly and Monopsony | 4 | - | DCL |
| 10 | Monopolistic Competition and Oligopoly | 4 | - | DCL |
| 11 | Game Theory and Competitive Strategy | 4 | - | DCL |
| 12 | Final Review | 4 | - | DCL |
| | Total | 48 | 0 | |

11. Teaching Media

Presentation slides and whiteboard.

12. Teaching Methods

Explaining (lecturing), demonstrating (teaching through examples), collaborating (group discussions and assignments), and learning by teaching.

13. Measurement and Evaluation of Student Achievement

| Composition | % |
|---|-------------|
| Participation, assignments, quizzes, etc. | 20% |
| Midterm Examination | 25% |
| Final Examination | 25% |
| Application Project | 30% |
| Total | 100% |

14. Course Evaluation

| Raw Score | Grade |
|-----------|-------|
| 90-100 | A |
| 85-89 | B+ |
| 80-84 | B |
| 75-79 | C+ |
| 70-74 | C |
| 65-69 | D+ |
| 60-64 | D |
| 0-59 | F |

15. Required Textbook

Pindyck, Robert and Daniel Rubinfeld. *Microeconomics*, 8th Edition. Prentice Hall, 2012.

16. Instructor

Dolchai La-ornual, Ph.D.

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Office Hours: Thursdays, 09:00 – 13.00

17. Course Coordinator

Program Director of Business Economics Major