



## COURSE SYLLABUS

**Name of Institution:** Mahidol University International College,  
Mahidol University, Thailand

**Division:** Business Administration Division

## GENERAL INFORMATION

### 1. Course Code and Course Title

Thai	ICBE 444 องค์กรอุตสาหกรรม / ICBE 471 การตลาดและการเงิน
English	ICBE 444 Industrial Organization / ICBE 471 Market structures and Pricing strategies

**2. Number of Credits:** 4 credits

### 3. Credit Hours/Semester

Lecture or Other Online Class Activity Hours	Laboratory/ Field Trip/ Internship Hours	Self-Study Hours
48 (4/week, 12 weeks)	0	96 (8/week, 12 weeks)

**4. Degree:** Bachelor of Business Administration

### 5. Instructors:

Name: Isabel Pereira Rodrigues, Ph.D.  
Email: [isabel.mahidol@gmail.com](mailto:isabel.mahidol@gmail.com) ; [isabel.per@mahidol.edu](mailto:isabel.per@mahidol.edu)  
Telephone: 02-700-5000 ext. 4424  
Office: Aditayathorn Building, room A432  
Office Hours: Fridays: 9h30-11h30, and 14h00-16h00 (by appointment)

Name: Alisa Sony, Ph.D.  
Email: [alisa\\_sony@hotmail.com](mailto:alisa_sony@hotmail.com)

**6. Pre-requisites:** ICMB 203/205 Microeconomics

## DESCRIPTION AND OBJECTIVES

### 1. Course Description

Thai	ศึกษาพฤติกรรมของบริษัท ความแตกต่างทางโครงสร้างการตลาด การวิเคราะห์ทางเศรษฐศาสตร์ของทฤษฎีเกม การตัดสินใจของบริษัท ประเภทการแข่งขันของตลาด การตลาดแบบผูกขาดและไม่ผูกขาด ทฤษฎีการกำหนดราคา ทฤษฎีการตัดสินใจ โครงสร้างราคา กระบวนการสร้างมูลค่า กลยุทธ์และยุทธวิธีการกำหนดราคา ยุทธศาสตร์บริษัทการเข้าตลาด ความแตกต่างทางผลิตภัณฑ์ การจัดซื้อจัดจ้าง การลงทุนด้านการโฆษณา
English	Firms behavior, different market structures, economic analysis of game theory, firms' decisions, competitive market, monopolistic and imperfect competitive markets, theory of pricing decision, pricing issues, pricing framework, value creation process, price structure, strategies and tactics. Strategic firms entering mode, differentiate product, choice of vertical boundaries and procurement decisions, and advertising investment.

### 2. Course Objectives

This course provides students the opportunity to broaden their managerial perspectives on the behavior of firms, their strategic interactions in the marketplace and impacts on the organization, market structures and welfare of consumers and society. Students are expected to analyse firms' decisions in various business and industry environments and to critically evaluate alternative options that lead to effective managerial decisions, including marketing related decisions, using adequate frameworks and sound analytical economic models.

Course Learning Objective (CLO)	Program Learning Objectives (PLO)
CLO1. Analyse the economic fundamentals of businesses within different market structures and their relation to the performance of firms.	PLO6.3(BE) Students are able to appropriately employ quantitative models for business and economics analyses
CLO2. Evaluate firms' optimal managerial decisions within imperfect competitive industries	
CLO3. Explain firms' current pricing practices using adequate framework.	PLO6.1(BE) Students are able to apply stakeholders' perspective in order to make business decisions effectively.
	PLO6.1(MK) Students are able to successfully design a marketing plan for organizations and emerging companies to continuously and sustainable grow in a digital world
CLO4. Assess firms' behavior in various business practices, including: pricing decision, product differentiation, vertical integration and advertising.	PLO6.1(BE) Students are able to apply stakeholders' perspective in order to make business decisions effectively.
	PLO6.2(MK) Students are able to explain the impact of marketing decisions on organization and society.



## TEACHING AND EVALUATION PLANS

### 1. Teaching Plan

Week	Topic	Hours	CLO	Teaching Methods	Assessment	Rubric	Chapters in Book <i>Waldman &amp; Jensen (2013)</i>
1	<b>9 September:</b> Presentation and Overview of the course.	2	--	- Online Lecture - Interactive online live discussion	- Participation in class.	--	--
2	<b>14 Sept:</b> <i>Topic 1.</i> Study IO/ Markets and prices. Mkt structure & mkt perform, concentration analysis <b>16 Sept:</b> <i>Topic 2.</i> Review of Basic Microeconomics: Economic costs, Max profit.	4	CLO 1	- Online Lecture - Interactive online live discussion of problem-solving and short case analysis	- Questions in Quiz 1. - Work Assignment - Participation in class.	Work Assignment Rubrics – see Appendix.	1, 2, 4
3	<b>21 Sept:</b> <i>Topic 3A.</i> Firms’ optimal decision within highly competitive markets. <b>23 Sept:</b> <i>Topic 3B.</i> Firms’ optimal decision within monopolistic markets.	4	CLO 1	- Online Lecture - Interactive online live discussion of problem-solving and short case analysis	- Questions in Quiz 1. - Work Assignment - Participation in class.	Work Assignment Rubrics – see Appendix.	3
4	<b>28 Sept:</b> Additional exercises. <b>30 Sept:</b> Q&A. <b>Quiz 1.</b>	4	CLO 1	- Online Lecture - Interactive online live discussion of problem-solving and short case analysis	- Quiz 1. - Work assignment - Participation in class.	Work Assignment Rubrics – see Appendix.	--

Week	Topic	Hours	CLO	Teaching Methods	Assessment	Rubric	Chapters in Book <i>Waldman &amp; Jensen (2013)</i>
5	<b>5 Oct:</b> <i>Topic 4.</i> Firms' optimal decision within oligopolistic markets (Introduction, Cournot). <b>7 Oct:</b> <i>Topic 4.</i> Firms' optimal decision within oligopolistic markets (Stackelberg).	4	CLO 2	- Online Lecture - Interactive online live discussion of problem-solving and short case analysis	- Questions in Quiz 2 and Final exam. - Work assignment - Participation in class.	Work Assignment Rubrics – see Appendix.	8
6	<b>12 Oct:</b> <i>Topic 4.</i> Firms' optimal decision within oligopolistic markets (Bertrand). <b>14 Oct:</b> <i>Topic 5.</i> Strategies to deter entry	4	CLO 2,4	- Online Lecture - Interactive online live discussion of problem-solving and short case analysis	- Quiz 2. - Questions in Final exam. - Work assignment - Participation in class.	Work Assignment Rubrics – see Appendix.	8, 11, 12
7	<b>19 Oct:</b> Q&A. <b>Quiz 2.</b> <hr/> <b>21 Oct:</b> <i>Topic 6.</i> Pricing - Basic principles of pricing strategy <b>Zoom platform, meeting ID 642-100-5024</b>	4	CLO 3,4	- Interactive online lecture and live discussion of problem-solving and short case analysis	- Questions in Final exam. - Participation in class.	Work Assignment Rubrics – see Appendix.	(book: Nagle & Muller, 2017, chpt. xpt)
8	<b>26 Oct:</b> <i>Topic 6.</i> Pricing -Value creation process <b>28 Oct:</b> <i>Topic 6.</i> Pricing - Pricing framework <b>Zoom platform, meeting ID 642-100-5024</b>	4	CLO 3,4	- Interactive online lecture and live discussion of problem-solving and short case analysis	- Questions in Final exam. - Participation in class.	Work Assignment Rubrics – see Appendix.	(book: Nagle & Muller, 2017, chpt. xpt)
9	<b>2 Nov:</b> <i>Topic 6.</i> Pricing - Price structure, strategies and tactics. <b>Zoom platform, meeting ID 642-100-5024</b>	4	CLO 3,4	- Online Lecture - Interactive online live discussion of problem-solving and short case analysis	- Questions in Final exam. - Participation in class. - Work assignment.	Work Assignment Rubrics – see Appendix.	(book: Nagle & Muller, 2017, chpt. xpt)

Week	Topic	Hours	CLO	Teaching Methods	Assessment	Rubric	Chapters in Book <i>Waldman &amp; Jensen (2013)</i>
9 (cont.)	<b>4 Nov:</b> <i>Topic 7.</i> Product differentiation	4	CLO 4	- Online Lecture - Interactive online live discussion of problem-solving and short case analysis	- Questions in Quiz 3 and Final exam. - Work assignment. - Participation in class.	Work Assignment Rubrics – see Appendix.	13
10	<b>9 &amp; 11 Nov:</b> <i>Topic 7.</i> Product differentiation (cont.)	4	CLO 4	- Online Lecture - Interactive online live discussion of problem-solving and short case analysis	- Questions in Quiz 3 and Final exam. - Work assignment - Participation in class	Work Assignment Rubrics – see Appendix.	13
11	<b>16 Nov:</b> <i>Topic 8.</i> Vertical boundaries. <b>18 Nov:</b> <i>Topic 9.</i> Advertising.	4	CLO 4	- Online Lecture - Interactive online live discussion of problem-solving and short case analysis	- Questions in Quiz 3 and Final exam. - Work assignment - Participation in class	Work Assignment Rubrics – see Appendix.	17, 14
12	<b>23 Nov:</b> <i>Topic 9.</i> Advertising (cont.) <b>25 Nov:</b> Q&A. <b>Quiz 3.</b> <b>27 Nov:</b> (Take home) Final Exam.	4	CLO 2,3,4	- Online Lecture - Interactive online live discussion of problem-solving and short case analysis	- Questions in Quiz 3 and Final exam. - Quiz 3. - Final Exam.	Work Assignment Rubrics – see Appendix.	14



## 2. Evaluation Plan and Policy

Methods/ Activities	Week	Percentage
Final Exam	12	15
Quiz 1	4	15
Quiz 2	6	15
Quiz 3	12	15
Participation in Homework Assignments (topics 1-5, 7-9)	1-12	15
Participation in Pricing Work Assignment (topic 6)	7-9	10
Attendance and participation in live session class activities	1-12	10
Participation in offline activities (self-study)	1-12	5
<b>Total</b>		<b>100</b>

### Quizzes.

Each quiz will be done online, during Live sessions with the Lecturer, and requires the use of video facility with camera/image. In case of technical problem that does not allow the usage of the camera/image, the Quiz will not be considered and a make-up quiz will be re-arrange.

### Participation in Homework Assignments (topics 1-5, 7-9).

During the trimester, the Lecturer will distribute Homework Assignments that relate to the topics being studied in the class. Each assignment must be done in groups of students (all of them currently enrolled in this subject), and delivered within the deadline estipulated.

Each Homework Assignments has a score of 10. At the end of the term, each student is evaluated based on the percentage of her/his score relative to the total score of all Homework Assignments given for the course.

- *For example*, if during the term there are 4 Homework Assignments with a total score of 40 and a student gets a score of 30, the student will have  $(30/40)*100=75\%$  of Participation in Homework Assignments, and the Total points for the student's final grade is:  $0.75*15 = 11.25$  points for the final grade.

Additional information on the Evaluation of the Homework Assignments is presented in Annex A below.

### Attendance and participation in live session class activities.

Throughout this term, the classes will be conducted online. This involves interactive online live discussions of problem-solving and short case analysis (during the time set by OAA for our classes, announced in SKY system), using **Microsoft Teams software** or **Zoom platform**. The participation

of the students will be checked with the attendance in these live sessions and the participation in the discussions/pools/short questions during the sessions or immediately after the session.

### **Participation in offline activities (self-study).**

Students are also expected to study by themselves the topics of this course, using the materials and references provided for this course. As a way to support students on their learning, the Lecturer will post in the Google Classroom, or Microsoft Teams:

- Presentations - Powerpoints slides;
- Videos with the main theoretical explanations of the topics being studied;
- additional Exercises and Case studies to solve in class and at home, which the students should solve; and
- references to other interesting resources available online related to the topics being studied.

Students are expected to review and studied carefully these materials, as well as try to solve the additional Exercises and Case studies given by the Lecturer.

The study of these materials will be checked using **short questionnaires** (Google Forms) **that the students must answer after studying the materials**. These short questionnaires will only be available **during the week in which the materials are presented in class** (later replies will not be accepted).

### **1. Course Assessment**

<b>Grade</b>	<b>Score</b>	<b>Achievement</b>	<b>GPA</b>
A	90-100	Excellent	4.0
B+	85-89	Very Good	3.5
B	80-84	Good	3.0
C+	75-79	Fairly Good	2.5
C	70-74	Fair	2.0
D+	65-69	Poor	1.5
D	60-64	Very Poor	1.0
F	<60	Fail	0.0

In order to approve this Course, the student should have a Final Grade D or above (a raw score of 60 or above).

## TEACHING MATERIAL AND RESOURCE

The basic references are the presentations, videos and the lists of Exercises and Case studies made available to students in the Google Classroom webpage of the course. These materials are complemented by additional references.

### Main Reference:

- Don. E. **Waldman**, and Elizabeth J. **Jensen**, *Industrial Organization: Theory and Practice*, 4<sup>th</sup> Edition, 2013, Pearson (eds.).

### Recommended References:

- Nagle, Thomas, and Georg Muller, *The strategy and tactics of pricing: a guide to growing more profitable*, 6<sup>th</sup> edition, 2017, Routledge (eds.)
- Luis Cabral, *Introduction to Industrial Economics*, 2<sup>nd</sup> edition, 2017, MIT Press

## COURSE POLICY

*As per MUIC policy,*

### Dressing Policy

Students are required to wear proper attire while at MUIC, including exchange and visiting students, especially when in class and during examinations.

MUIC is a high profile institution and it is considered quite an honor to be wearing its uniform. Students are expected to strictly follow the university dress code norms. No cut-off jeans, shorts, mini or short skirts, tank tops or low cut blouses, flip-flops, rubber or plastic sandals, or house slippers are permitted. If the students neglected to wear the proper uniform, he/she will not be allowed to enter the classroom and will be marked as absent on that day.

**During Online live meeting discussions, students are expected to wear proper dress, no pajamas, no tank-tops or low cut blouses, no clothes showing underwear or other inappropriate clothes.**

### Examination Policy

All evaluation items presented above (final examination, quizzes, assignments, attendance and participation to class) must be done by the MUIC student enrolled in this class, without the support of any other person (no chat between friends/colleagues, no support of tutor or relative). However, all the evaluation items presented above are open-book, meaning that students can consult their notes or textbooks, as well as use their calculators.

During official evaluation examinations, if in Live online sessions (such as Quizzes) or requiring students to record a video (Work assignments may include students' presentations using videos), students should wear their MUIC Uniform.

For each evaluation item, the timings are explicitly mentioned in advance. Students should respect those timings, and late arrivals or late submissions may not be allowed.

Students must not keep mobile phones, communication devices and/ or electronic recorders of any type on their person during the Quizzes examinations.

For further rules of Examination, please consult MUIC regulation.



## **Plagiarism**

Plagiarism and the use of material published for instructors are also transgressions of academic integrity. Evidence of such conduct will automatically be reported to the department and college administration and is ground for a penalty, including the possibility of expulsion from the course and/or an automatic final grade of F.

## **Classroom environment**

Students are expected to assist in maintaining a classroom environment that is conducive to learning. Unless otherwise approved by the instructor, students are prohibited from engaging in any other form of distraction, such as using mobile phones, tablets, reading newspapers or magazines, etc.

All electronic devices not related to the class must be turned off during online live class discussions.

## **ONLINE INSTRUCTIONAL GUIDELINES**

Since this term, the course will be conducted online, there are some Technical requirements that students should prepare in advance, as well as Instructional guidelines for a better learning environment.

### **I. Technical requirement**

- a. Basic computer with video and audio equipment
- b. USB headset with microphone
- c. Computer with updated operating system i.e. Microsoft Windows, Mac
- d. Internet connection
- e. Microsoft Team software (it is included in most Microsoft package licenses, but Mahidol University also provides access to students and staff – you must have an official Mahidol email account)
- f. Zoom platform (*you must create an account in Zoom*). For the weeks 7-8-9, the meeting ID is 642-100-5024.
- g. Google classroom, which is part of the Google Suite for Education that MUIC uses, and you will automatically be able to access it with your MUIC email address [xxxxxx@mahidol.ac.th](mailto:xxxxxx@mahidol.ac.th).
- h. Turnitin (*you must create a Turnitin profile*)
- i. Official Mahidol University email account @mahidol.ac.th and @mahidol.edu (*you must register for an account*)

### **II. Instructional guideline**

- a. Joining the classroom – discussion based LIVE session will be conducted via Microsoft Teams software (*link and access will be provided by email and/or Google classroom website of the course*)
- b. Conducting the lectures – lecturer throughout the term will give you access to powerpoint presentations, videos, and other relevant materials for learning. Students can access via Google Classroom platform (*provide link and access code*)
- c. Accessing course material – other course materials such as assignment can be accessed via Google Classroom platform (*provide link and access code*) and through MUIC eLearning for “Pricing” during Weeks 7-9

- d. Submitting class assignments – The assignments for topics 1-5 and 7-9 will be submitted electronically using the channels explained by the instructors (mostly through Google Classroom platform or Turnitin website), and for topic 6-Pricing the assignment will be submitted to the co-instructor via email: [alisa\\_sony@hotmail.com](mailto:alisa_sony@hotmail.com) .
- e. Taking quiz and examination
  - i. Quizzes will be conducted during live class meetings, using Microsoft Teams software.
  - ii. Final Exam will be Take-home and questions will be posted in Google Classroom. Students will submit their answers in Turnitin website.
- f. Keep your computers charged and functioning.
  - i. Make sure you are ready for classes by carefully monitoring the charge in your computer if you are using a laptop.
  - ii. In case of technical issues with your computer, resolve them as soon as possible and inform your instructor via chat if the problems affect your ability to study.
- g. Limit the use of phones or tablets. You are advised to use a laptop or desktop computer during your classes. Phones or tablets are only necessary for academic activities as directed by your instructors .

### **III. Communication and etiquette guideline**

- a. Be on time for classes.  
The instructor will check that everyone is present at the beginning of each online lesson. If you are not there, you will be marked absent, even if you join later.
- b. Be on camera during classes.  
The instructor expects to see you all the time. You may turn off from the camera afterwards as suggested by the instructor.
- c. Stay in a quiet place.
  - Be in a quiet room, so there is no distraction or people in the background while in class session.
  - Make sure family members are aware of your schedule and do not disturb your classes.
- d. Dress appropriately. All students are expected to dress appropriately during classes.
- e. Always use your first name and last name as your sign in name/ID.
- f. Participate during classes.
  - Level of participation will be closely monitored by your instructors. Be sure to stay focused and participate actively in whole class and small group activities.
  - Questions can be asked using the chat function or by using hand raising button on (ex.) Microsoft Teams
  - Preparing for class is very important, so complete all homework exercises.
- g. Communicate appropriately.  
All communications - verbal and by text message - must show respect for classmates and instructors and follow MUIC's e-learning policies.  
No impolite or inappropriate messages. Anyone who violates this rule may be excluded from the lesson.

## ANNEX A

### Criteria and Rubrics for Evaluation of the Homework Assignments

During the course, students will be given Homework Assignments. The focus is on problem solving skills acquired throughout the session from the class lectures, and from readings and exercises done by the students themselves from the relevant References List. The Homework Assignments format will feature multiple-choice questions, short “free –format” problems, and use of research for real business data.

Through their answers in the Homework Assignments, students need to demonstrate understanding of the concepts and techniques learnt in class, and knowledge in analyzing business-related issues.

The score of each Homework Assignment will be calculated as per the following rule:

<b>Assessment Criteria</b>	<b>Excellent (A) 90% or above</b>	<b>Very Good (B) 80-89%</b>	<b>Good (C) 70-79%</b>	<b>Fair (D) 60-69%</b>	<b>Needs Improvement (F) Below 60%</b>
<b>Content</b>	Demonstrate <i>excellent</i> understanding of <i>all</i> the topics.	Demonstrate <i>very good</i> understanding of <i>more than eighty percent</i> of the topics.	Demonstrate <i>good</i> understanding of <i>most</i> of the topics.	<i>Around one-third (1/3)</i> of the Activity is <i>incomplete or not fully correct</i> , showing <i>some challenges</i> in understanding <i>one-third</i> of the topics.	<i>More than forty percent</i> of the Activity is <i>incomplete or not fully correct</i> , showing <i>significant challenges</i> in understanding <i>forty percent or more</i> of the topics.

**All students are expected to deliver all Homework Assignments within the established deadline**, even if they are absent in the class where the Homework Assignment is introduced. Students are responsible to consult the Google Classroom website of the course, and contact the Lecturer to seek information about the Homework Assignments that are due. Students who do not deliver an Homework Assignment within the deadline will be granted a score of zero (0) in that Homework Assignment.