

Course Syllabus

1. **Name of Curriculum** Bachelor of Business Administration
Mahidol University International College
2. **Course Code** ICMB 202 **Course Title** Microeconomics
3. **Number of Credits** 4 **(Lecture / Lab)** (4-0)
1. **Prerequisites** -
2. **Type of Course** Core Course
3. **Semester / Academic Year** First, Second, Third, Summer / 2004
4. **Course Description**
An introduction to microeconomics, which includes the study of pricing theory, economic scarcity, consumer behavior, production costs, market structure, utility analysis and the distribution of income.
5. **Course Objective**
The course subject covers selected Principle to Intermediate level of Microeconomics. The course consists of three parts:
 - 1) Introduction of markets and prices
 - 2) Producers, consumers, and competitive market
 - 3) Market structure and competitive strategies.

This course is specifically designed for second to fourth year BBA students. It is aimed for motivating them to appreciate and understand the concepts of microeconomic theoretical points of view as the decision analysis and decision making of business and real world context.

At the end of the course, the students should have a good knowledge and understanding some key essential microeconomic concepts and tools. They should be able to use them in observing, forming own judgment on some important economic phenomenon related to on-going development of the Thai economy, and capturing the rapidly changing global environment.

9. Course Outline

Week	Topic			Instructor
	Lecture / Seminar	Hour	Lab.	
1	Chapter 1: Preliminary Chapter 2: The Basic of Supply and Demand	4	-	Piriya Pholphirul

2	Chapter 3: Consumer Behavior	4	-	Piriya Pholphirul
3	Chapter 4: Individual and Market Demand	4	-	Piriya Pholphirul
4	Chapter 6: Production	4	-	Piriya Pholphirul
5	Chapter 7: Cost of Production	4	-	Piriya Pholphirul
6	Midterm Examination	4	-	Piriya Pholphirul
7	Chapter 8: Profit Maximizing and Competitive Supply Chapter 9: The Analysis of Competitive Markets	4	-	Piriya Pholphirul
8	Chapter 10: Market Power: Monopoly and Monopsony	4	-	Piriya Pholphirul
9	Chapter 11: Pricing with Market Power	4	-	Piriya Pholphirul
10	Chapter 12: Monopolistic Competition and Oligopoly	4	-	Piriya Pholphirul
11	Chapter 13: Game Theory and Competitive Strategy	4	-	Piriya Pholphirul
	Total	44	-	

10. Teaching Methods

Combination of powerpoint, blackboard, and discussion. Quizzes and homework are assigned as appropriated

11. Teaching Media

Microphone and LCD

12. Course Assessment

Grading will be based on both score and distribution basis. Particularly, the grading will be allied into

- A: 90-100
- B+: 80-89
- B: 70-79
- C+: 60-69

C: 50-59
D+: 40-49
D: 0-39

Remark: The format can be adjusted based on distribution and the score outcome.

13. Course Evaluation

Midterm exam: 30 percent
Term Paper: 20 percent
Quizzes and Merit: 10 percent
Final exam: 40 percent

14. Reference

Microeconomics, by Robert S. Pindyck, Daniel L. Rubinfeld

15. Instructors

Dr. Piriya Pholphirul

16. Course Coordinator

Ass Prof. Sarayut Nathaphan