



CHULALONGKORN UNIVERSITY

COURSE SYLLABUS

- 1.Course Number 2900111
2.English Abbreviation of Course Title ECONOMICS I
3.Course Title
Thai: เศรษฐศาสตร์ 1
English : ECONOMICS I
4.Credit 3 (3 – 0 – 6)
5.Responsible Section
5.1.Faculty/Equivalent FACULTY OF ECONOMICS
5.2.Department COMMON COURSE
5.3.Section
6.Method of Measurement Letter Grade (A B+ B C+ C D+ D F)
7.Type of Course Semester Course
8.Semester Intl 2nd semester
9.Academic Year 2016

10.Teaching Management

Class Section	Instructor	Evaluation Period
4	10001722 CHAIRAT AEMKULWAT	03-04-2017 to 31-05-2017

11.Condition

12.Program that uses this course

- 25420011100233 : Bachelor of Accountancy (rev.2015)
24820011100012 : Bachelor of Business Administration (rev.2015)
25420011100233 : Bachelor of Accountancy (rev.2015)
25280011100035 : Applied Chemistry (International Program) (rev.2015)
25460011101227 : Bachelor of Business Administration in International Business Management (International Program) (rev.2015)

- 13.Level Bachelor
14.Venue of Class Monday and Friday, 10:00-12:00 hours

15.Course Description

การกำหนดราคาโดยอุปสงค์และอุปทาน แนวความคิดรากฐานของทฤษฎีอัตราประโยชน์ และเส้นความพอใจเท่ากันเกี่ยวกับพฤติกรรมผู้บริโภค แนวความคิดรากฐานของทฤษฎีการผลิต ทฤษฎีการผลิต และต้นทุน รูปแบบต่างๆ ของตลาดกับดุลยภาพของหน่วยผลิตและอุตสาหกรรม ทฤษฎีที่ว่าด้วยตลาดและราคาของปัจจัยการผลิต

Economics looks at a big picture. Microeconomics involves a study of behavior of individual economic units. It is an analysis of trees in the forest. Trees are individuals and firms; we leave the forest for you to learn in macroeconomics. In particular, microeconomics is a study of demand and supply, consumer utility maximization, production function, cost minimization, profit maximization, competitive markets, imperfect markets such as monopoly, monopsony, monopolistic competition and oligopoly, and markets for factor

inputs.

16.Course Outline

16.1.Behavioral Objectives

#	Behavioral Objectives
1	<p>นิสิตจะสามารถเข้าใจและมีความรู้พื้นฐานในหลักเศรษฐศาสตร์จุลภาค ตลอดจนสามารถนำไปประยุกต์ใช้กับศาสตร์อื่นๆ ที่เกี่ยวข้องกับเศรษฐศาสตร์ได้</p> <p>Learning outcomes : • 1.Being knowledgeable • 3.Having higher order thinking skills • 4.4.Having mathematical and statistical skills • 5.Having an inquiring mind and knowing how to learn</p> <p>Teaching/Development Method : • Lecture • Discussion</p> <p>Evaluation Method : • Written examination</p>
2	<p>นิสิตจะรู้จักใช้เครื่องมือในการวิเคราะห์ปัญหาเศรษฐศาสตร์เบื้องต้นได้</p> <p>Learning outcomes : • 1.Being knowledgeable • 3.Having higher order thinking skills • 4.4.Having mathematical and statistical skills • 5.Having an inquiring mind and knowing how to learn</p> <p>Teaching/Development Method : • Lecture • Discussion</p> <p>Evaluation Method : • Written examination</p>

16.2.Content

Week	Description	Student Assignment
1	<p>Preliminaries</p> <p>Behavioral Objectives : • 1 • 2</p> <p>Instructor : • CHAIRAT</p>	Read Pindyck and Rubinfeld Chapter 1 Homework CH1
2	<p>The Basics of Supply and Demand</p> <p>Behavioral Objectives : • 1 • 2</p> <p>Instructor : • CHAIRAT</p>	Read Pindyck and Rubinfeld Chapter 2 Homework CH2
3	<p>Consumer Behavior</p> <p>Behavioral Objectives : • 1 • 2</p> <p>Instructor : • CHAIRAT</p>	Read Pindyck and Rubinfeld Chapter 3 Homework CH3
4	<p>Individual and Market Demand</p> <p>Behavioral Objectives : • 1 • 2</p> <p>Instructor : • CHAIRAT</p>	Read Pindyck and Rubinfeld Chapter 4 Homework CH4
5	<p>Production</p> <p>Behavioral Objectives : • 1 • 2</p> <p>Instructor : • CHAIRAT</p>	Read Pindyck and Rubinfeld Chapter 6 Homework CH6
6	<p>The Cost of Production</p> <p>Behavioral Objectives : • 1 • 2</p> <p>Instructor : • CHAIRAT</p>	Read Pindyck and Rubinfeld Chapter 7 Homework CH7
7,8	<p>Profit Maximization and Competitive Supply The Analysis of Competitive Market</p> <p>Behavioral Objectives : • 1 • 2</p> <p>Instructor : • CHAIRAT</p>	Read Pindyck and Rubinfeld Chapter 8, 9 Homework CH8, 9
9	<p>Market Power: Monopoly and Monopsony</p> <p>Behavioral Objectives : • 1 • 2</p> <p>Instructor : • CHAIRAT</p>	Read Pindyck and Rubinfeld Chapter 10 Homework CH10
10	<p>Pricing with Market Power</p> <p>Behavioral Objectives : • 1 • 2</p> <p>Instructor : • CHAIRAT</p>	Read Pindyck and Rubinfeld Chapter 11 Homework CH11
11,12	<p>Monopolistic Competition and Oligopoly</p> <p>Behavioral Objectives : • 1 • 2</p> <p>Instructor : • CHAIRAT</p>	Read Pindyck and Rubinfeld Chapter 12 Homework CH12
13	<p>Markets for Factor Inputs</p> <p>Behavioral Objectives : • 1 • 2</p>	Read Pindyck and Rubinfeld Chapter 14 Homework CH14

	Instructor : • CHAIRAT	
14	Investment, Time, and Capital Markets Behavioral Objectives : • 1 • 2 Instructor : • CHAIRAT	Read Pindyck and Rubinfeld Chapter 15 Homework CH15

16.3. Teaching Media

- ✓ สื่อนำเสนอในรูปแบบ Powerpoint media
- ✓ สื่ออิเล็กทรอนิกส์ เว็บไซต์

16.4. Communication with students through social networks

16.4.1. Form and Usage: ✓ อีเมลล์/Email ✓ web,

<http://pioneer.netserv.chula.ac.th/~achairat>

16.4.2. Learning Management System

16.5. Students Consultation 2.0 Hour/Week

16.6. Assessment

Activities Assessed	Percent
Midterm Examination	45.00
Final Examination	55.00

Assessment Criteria

Grade distribution is as follows: 90-100 is A; 84-90, B+; 78-84, B; 68-78, C+; 61-68, C; 56-61, D+; 50-56, D; Lower than 50, F (Note 85-90 implies that lower than 90 but higher than 85)
Students are strongly advised to attend lectures and participate in class, for attendance will be checked randomly and be used partially to adjust grade distribution.

17. Reading List

17.1. Required Texts

1. Pindyck, Robert S. and Daniel L. Rubinfeld, Microeconomics, 8th Edition (New Jersey: Pearson Prentice Hall), 2012.

17.2. Supplementary Texts

17.3. Research/Academic Articles (if any)

17.4. Related Electronic Media or Websites

18. Teaching Evaluation

18.1.18.1. Evaluation through the CUCAS – SCE system

18.2. Changes made in accordance with previous teaching evaluation

19. Remark

Instructions in the classroom 1. Do not use smartphone in the classroom at all time. 2. Do not talk with your friends during class time. 3. Sit in the first four rows in the classroom. 4. If you cannot follow the instructions, you will be instructed to exit the classroom.
My office is room number 519 in Economics Building; phone number, 2218-6291 and 2218-6215; email, chairat.a@chula.ac.th; web, <http://pioneer.netserv.chula.ac.th/~achairat>.