

ASSUMPTION UNIVERSITY
MARTIN DE TOURS SCHOOL OF MANAGEMENT AND ECONOMICS
DEPARTMENT OF FINANCE AND BANKING
COURSE OUTLINE (SEMESTER 2/2011)

Course Title : **BG 2401 Microeconomics**

Lecturers : Dr. Aung Kyaw San, Dr. Charoenchai A., Dr.Dhanoos S., A. Pallapa S., A. Piyanan S, A. Poonyawat S., Dr. Yodying K.

Text Book : Colander, David C.(2010). Microeconomics (8th ed.). Burr Ridge, IL: McGraw-Hill/Irwin

Martin de Tours School of Management and Economics' Vision and Mission

Vision:

To be the leading international business school in the ASEAN region providing high quality business education to enable graduates to make invaluable contributions to organizations and society.

Mission:

To shape our students into independent-minded graduates who are well-versed in business, able to communicate effectively, tech savvy, innovative, and ethical to successfully face global challenges.

Course Description:

This course will cover pricing mechanism, demand, supply and market equilibrium, consumption behavior and utility maximization, understanding basic economic theory through the perfectly competitive model, including discussion of output and input markets, and the connection between them. In the study of market structures, the focus is on the theory of price determination and profit-maximization and wage determination.

Course Objectives:

- To help students establish the foundation in microeconomic analysis.
- To help students to understand the economic behavior of individuals and firms.
- To help students know the different types of market organizations.
- Understand how individuals and firms are influenced and affected by government policies and interventions.
- To help students understand the economists' way of thinking through the fundamentals of demand and supply, economic cost and economic profit, the relation among marginal, average and total concepts.

Marks Allocation*: (*see also classroom policies)

Quiz I (Before Mid-term: Ch. 1, 2, 4 and 5)	10%
Quiz II (Before Final: Ch 12-14)	10%
Participation	5%
Midterm Examination (Ch.1, 2, 4, 5, 7, 10, 12)	35%
Final Examination (Ch.12-16 and 19)	40%
Total	<u>100%</u>

NOTES:

- **Calculators with no-text files are allowed in all quizzes and exams.**

Schedule for Quizzes and Examinations:

	Day Program			Make up Quizzes		
	Date	Time	Place	Date	Time	Place
Quiz I	Jan 7, 2012 (Sat)	10.30 – 11.30	S	Jan 7, 2012 (Sat)	17.30 – 18.30	H
Quiz II	Mar 10, 2012 (Sat)	10.30 – 11.30	S	Mar 10, 2012 (Sat)	17.30 – 18.30	H
Midterm	Jan 18, 2012 (Wed)	15.00 –17.00	H, S			
Final	Mar 23, 2012 (Fri)	9.00 –12.00	H, S			

Note:

- **Quiz I and II:** All sections are conducted at Suvarnabhumi (S) Campus.
- **Exams:** Exams are conducted at the campus of your class: Huamak (H) or Suvarnabhumi (S) Campus.
- **The students will not be admitted to all quiz and exam rooms later than 10 minutes after the quizzes and exams start. ***

Make up Quizzes:

Students requesting for make-up quizzes need to submit their names with valid evidence (eg. registration record and payment slip, permission letter from an authorized person for **ABAC-related issues**) before the following **datelines**. **Failure to do so, the students will NOT be allowed to take the make up quizzes.**

- **Quiz I: December 19, 2011 (Mon)**
- **Quiz II: February 20, 2012 (Mon)**

Classroom Policies:

- **Students need to comply with AU Dress Code, Time Conflict Examination Regulations, Laws on Smoking Cigarette, and Restrictions on Foods and Drinks V10.1, June 2010.**
- **Attendance policies:**
 - 2 times of ten-minute late for class is considered as 1 absence.
 - Make-up classes are not allowed.
 - 80% attendance is strictly required regardless of any reason.
 - No checking attendance for other classmates. Violation of the policies will result in being automatically withdrawn from the class.
 - Attendance is counted since the first day of class regardless of any reason.
- **Manner in class:**
 - Behave in a polite manner
 - Pay respect to instructors and class participants
 - Turn off all communication devices
 - Do not leave and re-enter the classroom
 - **Prohibited manner:** Eating, drinking, chatting, talking on the phone, text-messaging, sleeping, reading other materials, doing other subjects' assignments/homework, walking in-out, etc.
 - Improper behavior will result in no attendance checked.
- **Dress code:**
 - Follow AU dress code
 - Improper dress code will result in no attendance checked.
- **Class assignments (Homework, reports, project, presentation, paper, etc.):**
 - No Plagiarism.
 - The students copying works from all sources will be penalized – “Zero” marks or “F” grade.
 - Hand in all class assignment on time, both soft copy and hard copy.
 - **Late submission will not be graded.**
- **Class participation:**
 - Be participative and attentive in class
 - The students are also required to comply with all classroom policies.
 - Violation of the classroom policies will result in “zero” or “negative” participation marks and/or “no attendance” checked.
- **Request for make-up quizzes (if applicable):**
 - The students requesting for the make-up quizzes need to submit their names with valid evidence (ABAC related issues) to the respective lecturer within the specified dates.
 - Failure to do so, the students will NOT be allowed to take the make-up quizzes.
- **Grade inquiry:**
 - The students can request for a review for their marks or grades.
 - The students need to submit petition to the respective Chairperson at D6 or CL27 within 2 weeks after their marks or grades have been officially announced. Petition submitted after the specified period will NOT be considered.
 - **Reevaluation process:** The students' class assignments or exam answer scripts will be reevaluated by the internal committees assigned by the respective department. Please note that the students' marks may or may not be adjusted after the reevaluation process and it is considered as a “final consensus” between the students and the committees.

Course Schedule:

Period	Chapter and Topic*
1-2	Part I Introduction: Thinking like an Economist CH 1 Economics and Economic Reasoning
3-4	Part I Introduction: Thinking like an Economist CH 2 The Production Possibility Model, Trade, and Globalization Excluded: Trade and Comparative Advantage (p. 32-41), Appendix A: Graphish: The Language of Graphs but student must know the basic graph (p.46-53)
5-7	Part I Introduction: Thinking like an Economist CH 4 Supply and Demand
8-9	Part I Introduction: Thinking like an Economist CH 5 Using Supply and Demand Excluded: The Price of a Foreign Currency (p. 107-110)
<i>QUIZ I: Chapter 1, 2, 4 and 5</i> <i>Saturday, January 7, 2012 (10.30-11.30: Suvarnabhumi campus)</i> <i>Saturday, January 7, 2012 (17.30-18.30: Hua Mark campus: Make-up quiz)</i>	
10-12	Part II Microeconomics: The Power of Traditional Economic Model CH 7 Describing Supply and Demand Elasticities Excluded: The Power of Supply/Demand Analysis (p. 172-173)
13-14	Part II Microeconomics: Choice and Decision Making CH 10 The Logic of Individual Choice: The Foundation of Supply and Demand Excluded: Appendix A: Indifferent Curve Analysis (p. 250-254)
15-16	Part II Microeconomics: Production and Cost Analysis CH 12 Production and Cost Analysis I
<i>Midterm Examination: Chapter 1, 2, 4, 5, 7, 10 and 12</i> <i>Wednesday, January 18, 2012: 15.00-17.00</i>	
	Part II Microeconomics: Production and Cost Analysis CH 12 Production and Cost Analysis I
17-18	Part II Microeconomics: Production and Cost Analysis CH 13 Production and Cost Analysis II Excluded: Appendix A: Isocost/Isoquant Analysis (p. 312-315)
19-20	Part II Microeconomics: Market Structure CH 14 Perfect Competition
<i>Quiz II: Chapter 12-14</i> <i>Saturday, March 10, 2012 (10.30-11.30: Suvarnabhumi campus)</i> <i>Saturday, March 10, 2012 (17.30-18.30: Hua Mark campus: Make-up quiz)</i>	
21-23	Part II Microeconomics: Market Structure CH 15 Monopoly Excluded: The Welfare loss form Monopoly (p. 347-348) and Appendix A: The Algebra of Competitive and Monopolistic Firms (p. 359-360)
24-27	Part II Microeconomics: Market Structure CH 16 Monopolistic Competition and Oligopoly Excluded: Appendix A: Game Theory and Oligopoly (p. 379-382)
28-29	Part II Microeconomics: Factor Markets CH 19 Work and the Labor Market Excluded: Appendix A: Derived Demand: Factors Affecting the Demand for Labor (p. 455-458)
<i>Final Examination: Chapter 12-16, and 19</i> <i>Friday, March 23, 2012: 9.00-12.00</i>	

Remarks: This is tentative course outline and subject to change will be announced in the class

February 27, 2012 (Monday): Last day to withdraw with “W”
(Withdrawing after this date, the students need a chairperson’s approval.)