



ASSUMPTION UNIVERSITY
MARTIN de TOURS SCHOOL OF MANAGEMENT AND ECONOMICS
DEPARTMENT OF FINANCE AND BANKING
COURSE SYLLABUS
SEMESTER 1/2013
(DAY PROGRAM ONLY)

COURSE TITLE

BG2401 : **Microeconomics**
Pre-requisite(s) : -

COURSE INFORMATION

Lecturer(s)	Name:	Dr. Aung Kyaw San	Name:	Dr. Piyanan S.
	Email:	<i>aungkyawsan@au.edu</i>	Email:	<i>piyanan1968@yahoo.com</i>
	Office Hours:	By appointment only	Office Hours:	By appointment only
	Name:	Dr. Dhanoos S.	Name:	Dr. Yodying K.
	Email:	<i>d.sutthiphisal@gmail.com</i>	Email:	<i>ykongtong@gmail.com</i>
	Office Hours:	By appointment only	Office Hours:	By appointment only
	Name:	Dr. Ing-wei Huang	Name:	A. Zhuoran Zhang
	Email:	<i>ihuang@au.edu</i>	Email:	<i>jerryzr@gmail.com</i>
	Office Hours:	By appointment only	Office Hours:	By appointment only
	Name:	A. Panjarat P.		
	Email:	<i>Panjaratphumpradab@gmail.com</i>		
	Office Hours:	By appointment only		

Course : <http://www.aufinance.net>
Materials

MARTIN de TOURS SCHOOL OF MANAGEMENT AND ECONOMICS' 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.

MARTIN de TOURS SCHOOL OF MANAGEMENT AND ECONOMICS' 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

Microeconomics concepts and theories in making decision at firm level and consumer level (individual and market level), pricing mechanism, demand and supply, market equilibrium, consumption behavior, utility maximization, basic economic theory through the perfectly competitive model, input and output markets and the connection between them, market structures, theory of price determination, profit-maximization, and wage determination.

COURSE OBJECTIVES

Upon completing the course, the students are able to:

- Understand the foundation in microeconomic analysis.
- Understand the economic behavior of individuals and firms.
- Understand the different types of market organizations.
- Understand how individuals and firms are influenced and affected by government policies and interventions.
- 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

TEXT BOOKS AND RECOMMENDED READINGS

McConnell, Campbell R. and Brue Stanley L. (2011). **Microeconomics** (19th ed.). Irwin: McGraw-Hill/Irwin

MARKS ALLOCATION***

Quiz 1	:	10	% (Chapters 1 – 3)
Quiz 2	:	10	% (Chapters 10 – 12)
Participation	:	5	%
Midterm Examination	:	35	% (Chapters 1 – 4 and Chapters 9 – 10)
Final Examination	:	40	% (Chapters 10 – 16)
Total	:	100	%

*** SEE ALSO SPECIAL INSTRUCTIONS/NOTES

EXAMINATION SCHEDULES

	DATE	TIME	PLACE	MAKEUP (DATE/TIME)	PLACE
Quiz 1	Jun 29, 2013 (Sat.)	10.30-11.30	S	Jun 29, 2013 (Sat.) (17.30-18.30)	H
Quiz 2	Aug 31, 2013 (Sat.)	10.30-11.30	S	Aug 31, 2013 (Sun.) (17.30-18.30)	H
Midterm Examination	July 17, 2013 (Wed.)	15.00-17.00	S, H	N/A	
Final Examination	Sept 26, 2013 (Thu.)	13.00-16.00	S, H	N/A	

Last day to withdraw September 6, 2013 (Fri)
(Withdrawing after this date, the students need a chairperson's approval.)

SPECIAL INSTRUCTIONS/NOTES

- ***** SEE ALSO CLASSROOM POLICIES.**
- Non-programmable calculators are allowed.
- Quiz 1 and Quiz 2: All day program sections are conducted at Suvarnabhumi (S) Campus. Evening program section is conducted at Huamak (H) campus.
- Midterm and Final: All exams are conducted at the campus of your respective class.
- Students will not be eligible to enter the examination room, hence not eligible to take the examination after the first 10 minutes of the examination regardless of the students' reasons.
- **Students requesting for make-up quizzes** need to submit their names with valid evidences (eg. registration record and payment slip, permission letter from an authorized person for **ABAC-related issues only**) before the following **datelines**. **Failure to do so, the students will NOT be allowed to take the make-up quiz 1 and quiz 2.**
 - Quiz 1 : June 14, 2013 (Fri)
 - Quiz 2 : August 16, 2013 (Fri)
 - **Note: No other makeup quizzes will be allowed regardless of any reason.**

TENTATIVE CLASS SCHEDULE

Period	Chapter	Skipped Topics	Remarks
1-2	CH 1	Limits, Alternatives, and Choices	Self-study on the Appendix
3	CH 2	The Market System and the Circular Flow	
4-5	CH 3	Demand, Supply, and Market Equilibrium	Self-study on the Appendix Add using equations to solve for equilibrium
Quiz 1			
6-8	CH 4	Elasticity	
9-10	CH 9	Consumer Behavior	Exclude Appendix
11-13	CH10	Businesses and The Cost of Production	
MIDTERM EXAMINATION			
14-16	CH11	Pure Competition in The Short Run	
17	CH12	Pure Competition in The Long Run	
Quiz 2			
18-20	CH 13	Pure Monopoly	Add Consumer & Producer Surplus (page 129-135)
21-23	CH 14	Monopolistic Competition and Oligopoly	Game Theory (page 330-331) Exclude Appendix and WEB Chapter 14
24-25	CH15	The Demand for Resources	
26-28	CH16	Wage Determination	Self-study on the appendix
FINAL EXAMINATION			

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 checked since the first day of class regardless of any reason. Thus, **students' excuses for absences including adding the subject late, medical reports, being away for work and travel programs, etc. will not be considered under any circumstances.**
- 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 manners:** Eating, drinking, chatting, talking on the phone, using any kind of communication devices, 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.
 - **Cheating and/or plagiarism of any assignments and/or projects will not be tolerated. It will result in failure or "F" of the course and other disciplinary action.**
 - Submit all class assignment on time, both soft copy and hard copy, where applicable.
 - **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 Martin de Tours School of Management and Economics **Office** at D Building, 6th floor, Huamak Campus or MSM&E, 2nd floor, Suvarnabhumi Campus within **ONE-MONTH period** 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 can also be higher, lower, or unchanged. The result of the reevaluation is considered as a **"final consensus"** between the students and the committees.

ADDITIONAL INFORMATION

Any further information will be announced in the classroom.

AU Dress Code Requirements

Following are the University's dress codes students are obligated to strictly observe upon entering campus, attending classes, and using the University's facilities on weekdays, except in sport arenas, AU mall and resident halls:

- ✓ Tuck the rim of their shirts or blouses in their trousers or skirts,
- ✓ Wear only black, brown, dark blue or gray coloured trousers (for male students), and knee-length straight skirts (for female students)
- ✓ Please note that when attending the University's formal functions i.e. examinations, quizzes, ethic seminar, class presentations, field trips etc., students are required to wear full uniform with the design stipulated in the University's dress code.

Furthermore, the dress codes also proscribe the wearing of the following:

- × below-waist trousers or skirt.
- × tight trousers/blouses, or short skirt.
- × trousers or skirts made from jeans, corduroy or velvet.
- × trousers with the design resemble to jeans (for male students).
- × half-pleated skirt with design similar to straight skirt on the upper part and pleated skirt on the bottom part (for female students).

⊙ **Breaching the aforementioned dress codes will result in students being denied entry or being requested to leave the university's premises, or being dismissed from classes – in such case, students may lose their class attendance. The rule of debarment will also be applied to the students with less than 80% class attendance.**

(Lecturers and university officers have been authorized to deny university entry permission to students violating this regulation and to request them to leave university's premises, as well as to confiscate their student ID card)

⊙ **Please note that all AU students are obligated to carry the University's student ID card upon entering the University's premise, and present it to the University Officers upon being requested. Failing to present their student ID card irrespective of reasons will subject students to a fine of up to 200 baht.**

Remark: Students whose ID cards are confiscated are required to contact Students Affairs Office (13th floor, CL Building; or 3rd floor, Students Organization Building for the ID card being confiscated at Suvarnabhumi campus or Hua Mak campus respectively), within 5 working days after their ID cards are confiscated to retrieve their ID cards, pay a fine of up to 200 baht, and be informed about other punitive actions, if any. Students who do not retrieve their ID cards within the stated period will be required to apply and pay 200 baht fee for their new students ID card. The process of applying for the new ID cards requires students to obtain a letter from Office of Students Affairs to verify the termination of their ID cards, and subsequently contact the Bank officers for their new ID cards.) For future reference, it is advisable for the students to ask for names of lecturers or officers who confiscated their ID cards.

"Time Conflict Examination Application Procedure"

Period to apply for time conflict examination.

- AT1. **As stipulated in the registration regulations, only graduating students will be allowed to appear for the time conflict examinations without obtaining Dean's approval, provided that their petition is turned in to the Office of Registrar within specified period (refer to AT3), as such, the non-graduating students must ascertain during the pre-registration and adding periods that the subjects they prefer to enroll or add do not have examination time conflict.**
- AT2. **Should the non-graduating students wish to enroll or add the subjects with conflicting examination time, advices and approval for the time conflict examination must be obtained from the Dean prior to their registration of the subjects. The Dean concerned may exercise his/her discretion in declining the non-graduating students' request for time conflict examination. The decision of the Dean pertaining to the request is final.**
- AT3. **All petitions for the time conflict examination for both graduating and non-graduating students who obtain the Dean's approval must be submitted to Office of Registrar within the first three weeks (15 working days) of the semester/summer session.**
- AT4. **The students need to keep the "receipt" issued by the Office of Registrar, and present it to the Office in case that their names are not included in the "time conflict examination list".**
- AT5. **Ignorant of the Time Conflict Examination Application Procedures or personal reasons causing students to miss the Time Conflict Examination Application's dead line are not justifiable reasons for the late submission of the Time Conflict Examination Application.**

Checking the time conflict examination schedule and venue

SV1. *The students are also required to contact Office of the Registrar five working days before the first day of the examination period for the time conflict examination schedule as well as the "time conflict examination room". Usually the date of the examination with time conflict would remain unchanged, while the examination time would be rescheduled i.e. one subject would take place before the other - "back-to-back examinations", and the venue would be the examination room designated only for "Time Conflict Examination".*

Venue for Time Conflict Examination

The students must appear for the examinations, only in the assigned "Time Conflict Examination Room". *Should the students sit for the examination of any subject with time conflict examination in regular examination rooms, they will not be allowed to appear for another examination or apply for "late examination", and will hence obtain automatic withdrawal for the subject.*

Law on smoking cigarette

As the Health Ministry stipulates the University as a health protection area where smoking is prohibited, hence ***smoking cigarette is only allowed in the designated areas.*** Breaching the law will subject students to a fine of **2,000 baht.**

Restrictions on Foods and Drinks in the classroom buildings

Foods and Drinks are not allowed to be brought into classroom buildings. *Should the students violate the regulation, their students' ID card will be confiscated.*

Office of Vice President for Academic Affairs