

**ASSUMPTION UNIVERSITY  
MARTIN DE TOURS SCHOOL OF MANAGEMENT  
DEPARTMENT OF FINANCE AND BANKING  
SYLLABUS 1/2010**

<b>Course Title</b>	: BG 2401 Microeconomics
<b>Lecturers</b>	: Dr. Aung Kyaw San, Dr. Yodying R, Dr. Charoenchai A., A. Pallapa S., and A. Piyanan S.
<b>Text Book</b>	: Microeconomics: A Contemporary Introduction, International Student edition by McEachern 8 <sup>th</sup> ed, 2009

**Martin de Tours School of Management's 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:**

The course focuses on economic concepts and theories useful for decision making at firm level and consumer level. Topics include 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 understand the economic behavior of individuals and firms.
- To help students know the different types of market organizations.
- To help students 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 Midterm: Ch. 1, 2, and 4)	7.5%
Quiz II (After Midterm: Ch. 7 and 8)	7.5%
Assignments	5%
Participation	5%
Midterm Examination (Ch.1, 2, 4-6)	35%
Final Examination (Ch.7-11)	<u>40%</u>
Total	<u>100%</u>

**Note: 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
<b>Quiz 1</b>	July 3, 2010 (Sat)	11.00 – 12.00	S	July 4, 2010 (Sun)	17.00 – 18.00	H
<b>Quiz 2</b>	September 4, 2010 (Sat)	11.00 – 12.00	S	September 5, 2010 (Sun)	17.00 – 18.00	H
<b>Midterm</b>	July 19, 2010 (Mon)	15.00 – 17.00	H, S	-	-	-
<b>Final</b>	September 21, 2010 (Tue)	09.00 – 12.00	H, S	-	-	-

**Note:**

- **Quizzes:** 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 1: June 21, 2010 (Mon)**
- **Quiz 2: August 23, 2010 (Mon)**

**Course Schedule:**

Period	Chapter and Topic
1-2	<b>Part I Understanding Economics</b> CH 1 Scarce Resources, Unlimited wants, Economic Analysis
3-5	<b>Part II Economic Analysis</b> CH 2 Opportunity Cost, The Economy's Production Possibilities Economic System <i>[Exclude: Comparative Advantage, Specialization, and Exchange]</i>
6-9	<b>Part III Decision Makers: Household, Firms, and Government</b> CH 4 Market Mechanism Operation of Demand and Supply Forces in Markets Shift of the Demand and Supply Curves Market Equilibrium
<b>QUIZ I</b>	
10-12	CH 5 Elasticities of Demand and Supply, Elasticity and Total Revenue, Determinants of Demand and Supply, Income Elasticity and Cross Price Elasticity of Demand Appendix: Price Elasticity and Tax Incidence <i>[Exclude: Appendix: Price Elasticity and Tax Incidence]</i>
13-14	<b>Part IV Consumer Choice and Demand</b> CH 6 The Law of Diminishing Marginal Utility, Utility analysis, Utility Maximizing Conditions, Consumer Surplus, Indifference Curve Analysis. <i>[Exclude: Consumer Surplus and Appendix: Indifference Curves and Utility Maximization]</i>
<b>Midterm Examination</b>	
15-17	<b>Part V Production and Cost in the Firm</b> CH 7 Different types of Costs, Production in the Short-run and Long-run Economy and Diseconomies of Scale
18-20	<b>Part VI Perfect Competition Market Structure</b> CH 8 Perfect Competition Characteristics Short-run Profit Maximization, MR – MC approaches. MC and Short-run Supply Curve Long-run Profit Maximization Different Cost Industries <i>[Exclude: Increasing-Cost Industries, What' so Perfect About Perfect Competition?]</i>
<b>Quiz II</b>	
21-23	<b>Part VII Monopoly Market Structure</b> CH 9 Monopoly Characteristics Barriers to Entry Short-run and Long-run Profit-maximization Price Discrimination <i>[Exclude: Problems Estimating the Deadweight Loss of Monopoly]</i>
24-27	<b>Part VIII Monopolistic Competition and Oligopoly Market</b> CH 10 Monopolistic Competition Characteristics Short-run and Long-run Profit-maximization Comparison of Perfect Competition and Monopolistic Competition Variety of Oligopoly, Game Theory Comparison of Oligopoly and Perfect Competition
28-29	<b>Part IX Resource Markets</b> CH 11 Resource Demand and Supply Marginal Revenue Product an Marginal Resource Cost Shift of the demand for Resources <i>[Exclude: Opportunity Cost and Economic Rent]</i>
<b>Final Examination</b>	

**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 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 manners: 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 only) to the respective lecturer within the specified dates.
  - [Late submission 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 MSM2 [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.

**August 27, 2010 (Friday): Last day to withdraw with “W”**  
**(Withdrawing after this date, the students need a chairperson's approval.)**