

BBA Program
Second Semester 2006/7
Microeconomics

Instructor: Chayodom Sabhasri, Ph.D.
Room 202,
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Tel. 0-2218-6228

Class Time¹:

Monday (10:00 – 12:00) and Friday (10:00 – 12:00). We will meet at least 48 hours.

Office Hour: By appointment. Feel free to give me a call at 0-2218-6228 for an appointment.

Examination:

There will be 2 exams; midterm and final exams on the basis of 40-60. BBA office will arrange the schedule for examinations.

Textbooks:

- I. Hirshleifer, Jack and Amihai Glazer. Price Theory and Applications. Prentice-Hall International Editions. [HG]
- II. *Pindyck, Robert and Daniel L. Rubinfeld (2005) Microeconomics 6th edition. Prentice-Hall International Edition. [PR]
- III. Mankiw, N. Gregory (2002). Principle of Economics. Dryden [GM]
- IV. Truett, Lila J. and Dale B. Truett (1987). Microeconomics. Times Mirror/Mosby College Publishing. [TT] – out-off print. Some chapters will be photocopied and distributed.

* This book will be used as a main textbook.

¹ Memorandum of Understanding:

The use of communication devices during the class is prohibited in order to avoid disturbance in the classroom. You will be treated as respected undergraduate students, not high school students. I do serve my right to end the class of the day **at anytime** when non-appreciated circumstance such as an interruption from students' communication device or disturbing noise from non-academic discussion during the lecture. You will be responsible for class materials of that particular day on your own.

Tentative Topics
[textbook, chapter]

Tentative Schedules	Topics and reading assignments
Week 1-3	A. Basic Concepts of Economics 1. Economic Problems and Economic Decision [TT, 1] and Nature and Scope of Economics [HG, 1] 2. Economic Systems and Policies [TT, 2][PR, 1] 3. Introduction to Demand and Supply [TT, 3] [PR, 2] [GM, 4] 4. Elasticity and Revenue [TT, 5] [HG, 4] [GM, 5]
Week 4-5	B. Consumer Theory 1. Economics of Consumer Choices, Utility and Preference [TT, 4] [HG, 3] [PR, 3] [GM, 21] 2. Individual and Market Demand [PR, 4] 3. Choice Under Uncertainty [PR, 5]#
Week 6-9	C. Theory of Firm and Industry 1. The Business Firm [HG, 6] 2. Production and Cost of Production [TT, 6] [PR 6 and 7] [GM, 13] 3. Profit Maximisation [TT, 7] [PR, 8]
Week 8	Mid-term examination
Week 10-11	D. Markets for Product and Input 1. Competitive Market [HG, 7] [TT, 8] [PR, 9] [GM, 14] 2. Monopoly Market [HG, 8] [TT, 9] [PR, 10] [GM, 15]
Week 12-14	E. Markets for Product 1. Pricing with Market Power [PR 11] 2. Monopolistic Competition and Oligopoly and Strategic Behaviours [TT, 10] [HG, 9 and 10] [PR, 12] [GM, 16 and 17]
Week 15	F. General Equilibrium and Welfare Theorem # [HG, 15] [PR, 16]
Week 16	Final examination

These issues will be covered if time permits.