

# Undergraduate Courses

Fall Semester 2024

## 1. Economics courses

No.	Course Code	Course name	Credits	Course Description
1.	EE211	Principles of Microeconomics	3	Principles of microeconomics such as value, price, resource allocation, introduction to theories of consumption and production with an emphasis on factors determining supply and demand of goods and services, determination of price and efficiency of resource allocation in perfect and monopoly markets; competitive factor market and introductory concepts of market failures.
2.	EE212	Principles of Macroeconomics	3	Indicators, goals, and problems in Macroeconomics. Determination of national income, theories of aggregate consumption and aggregate investment, the accelerator principle, money markets, the theory of supply and demand for money, the joint equilibrium model of product and money markets (IS-LM model), the balance of payments, and fiscal and monetary policies as means to stabilize an economy. Collecting and managing Thai macroeconomic for analyzing economic conditions are introduced.
3.	EE301	History of Thai Economy	3	Studying the evolution of Thailand's economic system. The study focuses on examining the development of Thailand's economic and social structure, while also investigating the roles of the state in the economy. The study links the changes in the Thai economy to the related economic, political, and social factors, both at the national and global levels.
4.	EE312	Macroeconomic Theory	4	Prerequisite(s): a) EE211 and EE212 or b) EE213 and EE214 The course discusses the economy's mechanism using a general equilibrium approach, which proposes appropriate government policies to stabilize and boost economic growth. Classics, New Classics, Keynesian, and New Keynesian school of thinking are all used to create appropriate policies. The role of how the labor market perceives and responds to information in determining the character of aggregate supply and the Phillips curve is examined for the closed economy. The static and dynamic elements of aggregate supply and demand interactions are investigated. Furthermore, the microeconomics foundation is utilized to investigate how agents react to one another, to policies, and to the economy's growth. The model of joint equilibrium (IS-LM-BP) in product markets, money markets, and foreign exchange markets for an open economy.

No.	Course Code	Course name	Credits	Course Description
5.	EE325	Introductory Econometrics	3	Prerequisite(s): EE211 (or EE213), EE212 (or EE214), MA216 (or MA211) and ST216 (or ST211) Apply basic concepts in econometrics, including; linear estimation methods and problems with remedial technique i.e. Multicollinearity, Heteroscedasticity, Autocorrelation, Specification error, Identification, solving endogeneity problem using Instrumental Variable (IV) technique, and Logit model. Practical applications of all topics are mainly emphasized, as well as, how to choose the appropriate tool for an empirical study and interpretation of the estimated results obtained from econometric software.
6.	EE403	Law and Economics	3	Prerequisite(s): a) EE210 or b) EE211 and EE212 or c) EE213 and EE214 Thailand's Legal System. The relationship between law, economy, and politics. Applying economic theory to analyze reasons for the existence of property rights, civil, and commercial law. The effects of law on economic behavior and on economic outcomes.
7.	EE425	Econometrics 1	3	Prerequisite(s): EE211 (or EE213), EE212 (or EE214), MA216 (or MA211) and ST216 (or ST211) Applying statistical methods and economic theories to analyze economic data, including simple and multiple regressions; estimation using the ordinary least squares (OLS) hypothesis testing; and dummy variable. This course also examines various problems in regression models, including Multicollinearity, Heteroscedasticity, Autocorrelation, Specification Error, Stochastic Regressors; and some advanced topics in regression method such as Generalized Least Squares (GLS) estimation, System of regressions and Seemingly Unrelated Regression (SUR), Simultaneous Equation System and solving Endogeneity problem with instrumental variables. Trainings in econometrics softwares.
8.	EE431	Economics of Financial Markets and Financial Institutions	3	Prerequisite(s): EE311 Money and capital markets at a micro-level; Financial assets, risks, and risk-bearing; The theory of equilibrium pricing of financial assets; Interest rate determination and structure of interest rates; Asymmetric information in financial markets; The study of financial institutions; Risk management of financial institutions; Behavior of financial institutions; Regulating financial institutions, Other contemporary issues and recent developments in financial system.
9.	EE435	Introductory Financial Econometrics	3	Prerequisite(s): EE325 (or EE425) and EE431 (or EE432) The application of econometrics method to finance and macroeconomics data. Applications of regression models. Applications of Probit-Logit model to financial risk assessments. Characteristics and properties of time-series based financial data. Univariate Time-Series Model. Regression with the long-run relationship and short-run dynamics. Volatility Model. Training in statistical software, emphasizing the application of tools suitable for research and study in finance-related issues.

No.	Course Code	Course name	Credits	Course Description
10.	EE446	Economics Analysis of Corruption	3	Prerequisites: EE 311 A study of corruption using economic analytical frameworks employing both theoretical and empirical methodologies. The topics covered include the definition and coverage of corruption, the causes of corruption, the economic consequences of corruption - both at the micro and macro levels, together with the public policies and measures used in combating corruption. In addition, the roles the private sector, civic society, and international organizations play in tackling corruption will also be discussed with reference to relative case studies.
11.	EE451	International Trade Theory and Policy	3	Prerequisite(s): EE311 Both international trade theory and trade policy practices are covered in this subject. Relevant international trade theories will be discussed, together with the hypothesized consequence and its empirical support. Both tariff and non-tariff trade policy measures are examined. In the latter, both traditional (e.g. quota, local content requirements) and new forms (sanitary and phyto sanitary, technical requirement) of non-tariff measures are covered. Discussion in the subject also covers free trade agreements and international production sharing, both of their impacts.
12.	EE452	International Monetary Economics	3	Prerequisite(s): EE312 This course provides fundamental basis for understanding international financial economics and its application to the real- world analysis. Major topics include the balance of payments and its adjustment mechanism; foreign exchange markets; exchange rate determinations, aggregate demand and aggregate supply, price levels and output and exchange rates in the short-run and the long-run; international capital flows; evolution of international monetary system; international monetary problems and financial crises encountered by developing countries, Thailand and the rest of the world. In addition, other special topics such as the roles of the central bank, current financial crises and up- to- date international macroeconomic issues will also be discussed.
13.	EE462	Development Macroeconomics	3	Prerequisite(s): EE312 Analyzing economic issues in the macroeconomics of developing countries. These include theories and thoughts explaining economic growth; relationship between economic growth and poverty; income distribution; development policies of different countries in the past; and the impact of short-term macroeconomic policies such as stabilization policies, monetary and fiscal policies, exchange rate management, and various factors affecting economic growth e.g. international trade and investment, capital flow, financial crises, social welfare, and structural change.

No.	Course Code	Course name	Credits	Course Description
14.	EE463	Globalization and International Development	3	<p>Prerequisites: EE211 and EE212; or EE213 and EE214</p> <p>This course discusses concepts and development of globalization in the context of post-World War II and the formation of the New International Economic Order. As countries move along their development trajectories, activities and linkages intensify, spurring complex interrelationships and interdependencies, thereby leading to a globalized world. These processes create not only new opportunities but challenges as well.</p> <p>The course will be divided in three sections. The first section will provide an overview of economic development theories, how globalization and international economic development are linked together and compare economic development trends across low-, middle- and high-income countries. Thereafter it will look at the role of the state, market and civil society in economic development and how international organizations and cooperation agencies interact with domestic institutions in determining the economic outcome. It will further look at demographic trends and discusses poverty and inequality and their causes. The second section will highlight issues and policy dimensions of various key development sectors such as agriculture; education and health; urban and rural development; and international trade and capital flows; as well as cross-cutting areas such as environment, climate change, and gender. Other topics that will be discussed are foreign direct investments and international capital flows; the roles of international development organizations e. g. the United Nations, World Bank, International Monetary Fund IMF and bilateral development agencies in bridging the divide between the “north”, or developed countries, and the “south”, or developing countries, through official development assistance; and patterns, factors of success and failures of past international development assistance. In the third and final section, students will form groups to discuss development issues learned in class and discuss these in detail, which will be presented towards the end of the course.</p>
15.	EE472	Economics of Population and Family	3	<p>Prerequisites: EE311 or EE312</p> <p>Processes generating change in size and structure of population and family through reproduction, death and migration. Factors causing these changes. The impact of demographics and family variables on the economy at the micro and macro levels Economic of marriage and Economic of household or family will be included.</p>
16.	EE476	Environmental Economics	3	<p>Prerequisite(s): EE311</p> <p>The concepts of sustainable development, efficient production, efficient consumption and market failure. The concepts of efficiency and effectiveness of policies, measures, and tools to control and solve environmental problems. Environmental risk assessment. Economic valuation and environmental impact assessment of development projects. Concept of environmental justice. Issues related to international environmental cooperation and agreements, including the effects on trade and investment.</p>
17.	EE489	Seminar in Industrial Economics	3	<p>Prerequisite(s): Having completed at least two 400-level (or the above level) courses in field of Industrial Economics</p> <p>Seminar and research on topics in Industrial Economics under the supervision of the lecturer.</p>

## 2. Non-Economics courses

No.	Course Code	Course name	Credits	Course Description
1.	MA216	Calculus for Social Science 1	3	Limits and continuity of one variable functions, derivatives of algebraic functions and transcendental functions, implicit differentiation, higher order derivatives, Rollers theorem, the mean value theorem, applications of the derivative for determining limits and maximum and minimum of functions, differentials and its applications, antiderivatives, indefinite integrals and integration, definite intergrals and applications of area solving, functions of several variables, limits and continuity of functions of several variables, partial derivatives, the chain rule, total differential and its applications.
2.	ST216	Statistics for Social Science 1	3	No credits for students who passed or studying TU 155 Introduction to descriptive statistics; index numbers; unconditional and conditional probability; random variables and probability distribution; unconditional and conditional expectations; elementary sampling and sampling distribution; estimation and hypotheses testing for one population; statistical package results interpretation.
3.	AC201	Fundamental Accounting	3	The basic principles, concepts, and procedures for collecting and recording accounting information; preparation and analysis of financial reports; accounting cycle; accounting and disclosure for assets, liabilities, and owners' equity.
4.	FN211	Financial Mathematics and Statistics	3	Essentials of statistics and mathematics for financial applications; basic statistics, the concept of risk and return, probability, regression analyses, basic calculus (e.g. introduction to derivatives, integration, and integral), optimization, and basic matrices.
5.	FN312	Investments	3	Prerequisites: FN201 and FN211 Valuation methods for fixed income instruments, equity instruments, options, and futures contracts; risk and return measurement of individual securities and portfolios, the determinants of risk and return.
6.	FN411	Derivatives Analysis	3	Prerequisites: FN312 Fundamental principles of derivatives, including futures, forward contracts, options, warrants, swaps, and real options, derivatives pricing models, strategies for speculating or hedging.
7.	MK201	Principles of Marketing	3	The central theme of this course is the introduction of the marketing definition and its importance as a vital business function. The content includes modern marketing concepts, the shift in marketing in the digital era, its role, and the major influences of marketing on the economy, society, environment, and consumer behavior. The course also covers the traditional marketing mix and the digital one, introductory marketing management, preparation of a basic marketing plan, and ethics of marketers.

No.	Course Code	Course name	Credits	Course Description
8.	MK312	Brand Management	3	<p>Prerequisite: MK311</p> <p>By understanding the concept of brand equity, marketers can gain valuable perspective that will allow them to interpret effectiveness and tradeoffs for various strategies and tactics. The Brand Management course will provide students the tools necessary to segment the market and eventually to well understand the behavioral insights of the target audience. From such target customer perspectives, students will learn how to develop competitive brand positioning and design the brand concept, identity and image. Students also learn how to construct brand associations and brand elements well designed to communicate brand positioning with target customers. This course will combine the most current brand management theory with practical applications, covering such topics as creating brand equity and positioning, measuring brand equity, using brand equity to expand a business, understanding the functions of brand management to deliver sustained consumer and customer value and brand loyalty, as well as practical management of strategic planning, product management, consumer research decision tools and evaluating of marketing mix elements.</p>
9.	MK314	Product & Science Management	3	<p>Prerequisite: MK311</p> <p>A central theme of the course is that studying theoretical foundations and practical application of product &amp; service management. The course starts by understanding unique differences between product &amp; service that require distinctive marketing strategies. Business's relevant environment (e.g., customer behavior, government policy, and advanced technology) is also examined to gain an in-depth understanding of opportunities and challenges for creating business model, developing product &amp; service, establishing creative marketing strategies and activities, as well as sustaining product &amp; service excellence. The course provides broad issues in product &amp; service value creation in businesses. Also essential is the course to study key tools and elements (e.g., business canvas and service blueprint) for product &amp; service quality improvement that leads to customer's satisfied experience, loyalty, and value. Topics focus on product &amp; service theory, strategy, practical implementation, control, and ethics.</p>
10.	MK317	Integrated Marketing Communications	3	<p>Prerequisite: MK312</p> <p>With an increasingly diverse consumer lifestyle and advanced communication technology, this course is designed to develop concepts, principles, and approach of integrated marketing communications in order to answer the marketing challenge. The content covers integrated marketing communications plan in terms of message and contact point (digital and physical) integration, and evaluation, based on the understanding of consumer and brand, especially brand positioning.</p>

No.	Course Code	Course name	Credits	Course Description
11.	MA217	Calculus for Social Science 2	3	Prerequisite: MA216 Matrices, determinants, solutions of system of linear equations, higher order partial derivatives, application of maximum and minimum of several variables functions with unconstraint and constraint, techniques of integration for one variable functions, polar coordinates and area in polar coordinates, multiple integration and its applications.

