



TQF.3

### Course Specification

<b>Suan Sunandha Rajabhat University</b>
<b>College of Communication Arts</b>
<b>Major in Digital Marketing (International Program)</b>

### Section 1 General Information

<b>1. Course ID :</b>	CDM 3302
<b>2. Course Title :</b>	Fundamental Economics
<b>3. Credit :</b>	3(3-0-6)
<b>4. Curriculum :</b>	Bachelor of Fine Arts in Cinematic Arts (International Program)
<b>5. Type of subject :</b>	Digital Marketing Major Requirement Course
<b>6. Responsible lecturer : lecturer :</b>	Dr. Niracharapa Tongdhamachart
<b>7. Contact Address :</b>	College of Communication Arts
<b>8. Email :</b>	niracharapa.to@ssru.ac.th
<b>9. Semester :</b>	Semester 1 / 2021
<b>10. Year Level of Students :</b>	3 <sup>rd</sup> Year Students
<b>11. Pre-requisite :</b>	-
<b>12. Co-requisite :</b>	-
<b>13. Learning Location :</b>	Onsite : College of Communication Arts , Suan Sunandha Rajabhat University, Nakornphathom Campus

	Online : Google Classroom <a href="https://classroom.google.com/u/7/c/MzE5NzIzNjg3Nzc5">https://classroom.google.com/u/7/c/MzE5NzIzNjg3Nzc5</a> Meet : <a href="https://meet.google.com/lookup/fegdgp63g4?authuser=7&amp;hs=179">https://meet.google.com/lookup/fegdgp63g4?authuser=7&amp;hs=179</a>
<b>14. Late Date for Course Preparing and Revising :</b>	06/08/21

### Section 2 Aim and Objective

#### 1. Objectives of Course :

- (1) Master basic economic terminology and use it in appropriate contexts.
- (2) Understand how markets and the price mechanism function.
- (3) Describe the behavior of economic agents (consumers, firms, government)
- (4) Differentiate between micro and macro economics
- (5) Apply theories of Economics


#### 2. Objectives of Developing/Revising Course : -

### Section 3 Course Structure

#### 1. Course Outline

Students develop a basic understanding of economic principles, which allows for and encourages informed discussion of media-covered issues. Topics include contrasting macroeconomics and microeconomics; gross domestic product; economic growth and business cycles; unemployment and inflation; aggregate supply and demand; scarcity, opportunity costs, and trade; law of supply and demand; accounting versus economic profits; money and exchange rates; government choices, markets, efficiency, and equity; monopoly and competition; externalities, public goods, and free riders; and globalization and trade policy.

#### 2. Time Length per Semester (Lecture-Hours / Practice-Hours / Self Study-Hours)

<b>Lecture</b>	<b>Practice</b>	<b>Self Study</b>	<b>Additional</b>
2 hours per week	2 hours per week	5 hours per week	upon student request
<p><b>3. Time Length per Week for Individual Academic Consulting and Guidance</b></p> <ul style="list-style-type: none"> <li>(1) Lecture will be available every Wednesday from 13:00 to 16:00 at College of Communication Arts</li> <li>(2) Lecturer can also be reached e-mail for any short consultations: niracharapa.to@ssru.ac.th</li> <li>(3) Lecturer can also be reached for any consult via Line id: junemaeyao</li> <li>(4) Consult via mobile : 0816562775</li> </ul> 			

#### **Section 4 The Students Learning Outcome Development**

<p><b>1. Morals and Ethics</b></p>
<p><b>Morals and Ethics to be developed</b></p> <p>Be able to deliver or to complete a required task at or the appointed time.</p> <p>Focus on (1)) Honesty (2) Integrity (3) Responsibility (4) Punctuality (5) Tolerance (6) Confidence</p>
<p><b>Teaching Strategies</b></p> <ul style="list-style-type: none"> <li>(1) Help remind other team members to be on time.</li> <li>(2) Provide an example of integrity in classroom such as no plagiarism.</li> <li>(3) Rules setting such as attending the class on time and regularly</li> <li>(4) Group discussion</li> <li>(5) Group work</li> <li>(6) Responsible for given tasks and be honest in working and examination</li> </ul>
<p><b>Evaluation Strategies</b></p> <ul style="list-style-type: none"> <li>(1) Check student attendance every class.</li> <li>(2) Evaluate from how many students cheating in exam.</li> <li>(3) Evaluate from students' responsibility on their contribution on group project.</li> <li>(4) Evaluation of on time assigned tasks sending</li> </ul>

(5) Evaluation of harmony in students group working
<b>2. Knowledge</b>
<b>Knowledge to be Acquired</b> <ul style="list-style-type: none"><li>(1) To be able to provide an analysis and provide solutions to real world problems.</li><li>(2) To be able to apply knowledge in real working time</li><li>(3) To be able to create art work</li><li>(4) To Understand in working process rightly in standard good attitude to profession and work based on moralities and ethics of mass communicators.</li></ul>
<b>Teaching Strategies</b> <ul style="list-style-type: none"><li>(1) To explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet</li><li>(2) To assign single and group assignment and discussion</li><li>(3) To provide case studies in understanding and conclusion</li></ul>
<b>Evaluation Strategies</b> <ul style="list-style-type: none"><li>(1) Evaluation by behaviors, attention and class participation</li><li>(2) Evaluation by group working</li><li>(3) Evaluation by case study, questions, midterm examination and final examination (research paper).</li></ul>
<b>3. Cognitive Skills</b>
<b>Cognitive Skills to be acquired</b> <ul style="list-style-type: none"><li>Can apply theoretical section and practical part</li><li>Can write a speech based on grammar</li></ul>
<b>Teaching Strategies</b> <ul style="list-style-type: none"><li>(1) Practice and ideas conclusion by program of Microsoft PowerPoint</li><li>(2) Assignment of group discussion and report</li></ul>
<b>Evaluation Strategies</b> <ul style="list-style-type: none"><li>(1) Evaluation by behaviors, attention and class participation</li><li>(2) Evaluation by group discussion</li><li>(3) Evaluation by class practice</li><li>(4) Evaluation by students' ideas conclusion, analysis including with in class evaluation</li><li>(5) Evaluation by quiz, role play</li></ul>
<b>4. Interpersonal Skills and Responsibilities</b>

**Interpersonal Skills and Responsibility to be Developed**

- (1) Relevant interpersonal skill and classmate
- (2) Skill of creation and maintenance of interpersonal relationship with colleagues and gain and loss people
- (3) Professional practice with self-responsibility and public responsibility based on moralities and ethics of mass communicators
- (4) Being leader and follower while working development

**Teaching Strategies**

- (1) Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet
- (2) Group works assignment
- (3) Individual presentation

**Evaluation Strategies**

- (1) Evaluation by behaviors, attention and class participation
- (2) Evaluation by group works
- (3) Evaluation by in class practice

**5. Numerical Analysis, Communication and Information Technology Skills**

**Numerical Analysis, Communication and Information Technology Skills to be Developed**

Effective communication skill which are listening, speaking, reading and writing skills  
Information technology and new media usage skills to support speaking

- (1) Communicative technology usage practice such as assignment sending via email and creation of forum for ideas sharing
- (2) In class discussion or playing of case studies games
- (3) Report presentation skill by using proper forms, tools and technology

**Evaluation Strategies**

- (1) Evaluation by behaviors, attention and class participation
- (2) Evaluation by group discussion and presentation
- (3) Evaluation by in class practice

### 1. Teaching Schedule

Week	Topic and Detail	Hours	Activity and Media	Lecturer
1	- Course Orientation -Basic concepts in economics	3	- Questions and answers -Lectures	Dr. Niracharapa Tongdhamachart
2	Demand, supply and markets	3	- Lecture - Group Discussion	Dr. Niracharapa
3	Theory of Demand (meaning, determinants of demand, law of demand, elasticity of demand- price, income and cross elasticity) and Supply (meaning, determinants, law of	3	- Lecture - Group Discussion	Dr. Niracharapa Tongdhamachart
4	Accounting profits, economic profits and economic decision-making	3	- Lecture - Group Discussion	Outside speakers
5	Theory of Production (meaning, factors, laws of production- law of variable proportion, laws of returns to scale)	3	- Lecture - Group Discussion	Dr. Niracharapa Tongdhamachart
6	Cost of Production (concept of costs, short-run and long-run costs, average and marginal costs, total, fixed and	3	- Lecture - Group Discussion	Dr. Niracharapa Tongdhamachart
7	<b>Midterm Break Week</b>			
8	<b>Midterm Examination Week</b>			
9	Pricing strategies in various forms of markets	3	- Lecture - Group Discussion	Dr. Niracharapa Tongdhamachart
10	Macroeconomic concepts: gross domestic product, economic growth and business	3	- Lecture - Group Discussion	Dr. Niracharapa Tongdhamachart
11	Macroeconomic challenges: unemployment, inflation and	3	- Lecture - Group Discussion	Dr. Niracharapa Tongdhamachart
12	Money and exchange rates	3	- Lecture - Group Discussion	Outside speakers
13	Market structures: compare and contrast	3	- Group Presentation	Dr. Niracharapa Tongdhamachart

14	Introduction, planning, organizing, staffing, leading, control, communication, co-ordination	3	- Group Presentation	Dr. Niracharapa Tongdhamachart
15	Externalities and the role of public policy	3	- Lectures -E learning	Dr. Niracharapa Tongdhamachart
16	Globalization and trade policy	3	-Lectures	Outside Speakers
17	<b>Final Examination Week</b>			
	Total Hours	51		

## Section 5: Teaching Schedule and Evaluation

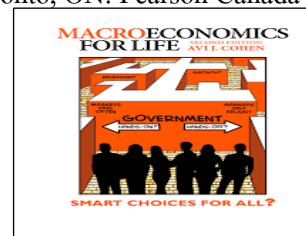
### 2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
Responsibility	Class Attendance	Every Week	10%
Lesson understanding	Assignments and Quiz	Week 2-7,9-16	50%
Lessons Evaluation	Midterm Assignment	Week 8	20%
Whole class competency	Final Assignment	Week 17	20%

## Section 6 Learning and Teaching Resources

### 1. Major Textbook and documents

- (1) Handouts by Dr. Niracharapa Tongdhamachart
- (2) Cohen, A.J. (2020). *Macroeconomics for Life: Smart Choices for All?* + MyLab Economics with Pearson eText (updated 2<sup>nd</sup> ed.). Toronto, ON: Pearson Canada Inc.  
Type: Textbook: ISBN: 9780136716532



### 2. Text and documents

### 3. Recommended and Internet Resources

<https://padlet.com/ajarnjune/tgpt09use601xwig>

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## Section 7. Course Evaluation and Improvement

<p><b>1. Strategies for Course Evaluation by Students</b></p> <p>(1) Explain to students to understand significance of subject development and students' roles in subject effectiveness evaluation as gain and loss people of program management</p> <p>(2) Support subject effectiveness evaluation by students before and after studying</p> <p>(3) Create opinion sharing atmosphere about subject effectiveness between lecturer and students while studying</p>
<p><b>2. Strategies for Course Evaluation by Lecturer</b></p> <p>(1) Evaluation majorly based on students' participation such as students' behaviors and participation consideration</p> <p>(2) Evaluation by lecturer's point of view such as teaching potential according to set teaching plan evaluation and teaching atmosphere consideration</p> <p>(3) Evaluation by students' scores</p> <p>(4) Evaluation of teaching by faculty's academic section</p>
<p><b>3. Teaching Revision</b></p> <p>(1) Lecturer revises teaching/learning process based on the results from the students' Opinion, the lecturer team's observation, and classroom research.</p>
<p><b>4. Verification of student achievement standards</b></p> <p>(1) Students' outcomes, group works' quality and single assignment the whole semester harmony consideration</p> <p>(2) Proper teaching management plan evaluation, teaching activities creation, giving assignments, evaluation and score assessment with subject description and program objectives</p> <p>(3) Cooperation with the next subject lecturer for previous subject evaluation</p>
<p><b>5. Course Review and Improvement Plan for Course Effectiveness</b></p> <p>(1) Consider from students' test scores and other evaluations</p> <p>(2) Consider from student participation and questions in class</p>

## Section 8. Grading System



Score (%)	Grade	Meaning	Value
86-100	A	Exceptional	4.00
82-85	A-	Excellent	3.75
78-81	B+	Very Good	3.50
74-77	B	Good	3.00
70-73	B-	Fairly Good	2.75
66-69	C+	Satisfactory	2.50
62-65	C	Quite Satisfactory	2.00
58-61	C-	Low Satisfactory	1.75
54-57	D+	Poor	1.50
50-53	D	Very Poor	1.00
46-49	D-	Extremely Poor	0.75
0-45	F	Fail	0.00
-	W	Withdraw	-