



**Suan Sunandha International School of Art (SISA)**

**Suan Sunandha Rajabhat University**

**Thai Qualification Framework for Higher Education (TQF3) : Course Specification**

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**Course Title** : CDM 3302 Fundamental Economics

**Credit** : 3 (3-0-6)

**Semester** 1

**Academic Year** : 2021

**Curriculum** : Bachelor of Fine Arts in Film Production (International Program)

**Lecturer** : Dr. Niracharapa Tongdhamachart

Suan Sunandha International School of Art (SISA)

**Section 1. General Information**

1. Code and Course Title : CDM3302 : Fundamental Economics
2. Credit : 3 (3-0-6)
3. Curriculum and Course Category:  
This course offering, a part of the Bachelor of Fine Arts, Film Production Program, Suan Sunandha International School of Art, Suan Sunandha Rajabhat University is categorized as Film Production Specific Course / Core Subject.

**Course description**

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.

4. Lecturer : Dr. Niracharapa Tongdhamachart  
E-mail: -niracharapa.to@ssru.ac.th
5. Semester / Year Level of Students: Semester 1 / Students. No of students: 3
6. Pre-Requisite (if any) : None
7. Co-Requisite (if any) : None
8. Learning Location : College of Communication Arts: Salaya campus
9. Late Date for Preparing and Revising this Course: -

**Section 2. Aims and Objectives**

1. Objectives of Course
  - 1.1 Master basic economic terminology and use it in appropriate contexts.
  - 1.2 Understand how markets and the price mechanism function.
  - 1.3 Describe the behavior of economic agents (consumers, firms, governments...
  - 1.4 Differentiate between micro and macro economics
  - 1.5 Apply theories of Economics
2. Objectives of Developing/Revising Course -

### Section 3. Course Structure

#### 1. Course Outline

The course topics are about introduction to business process management including with case studies.

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

Lecture	Practice	Self Study	Addition
3 hours per week	-	6 hours per week	upon student request

#### 3. Time Length per Week for Individual Academic Consulting and Guidance

- a. Lecturer will be available every Wednesday from 9:00 to 12.00 at College of Communication Arts or an appointment can be made upon request.
- b. Lecturer can also be reached via e-mail for any short consultation

### Section 4. Developing Students' Learning Outcomes

Learning Standard/Outcomes	Learning Activities	Learning Assessment
<b>1. Ethics and Morals</b>		
1. Honesty 2. Integrity 3. Responsibility 4. Punctuality 5. Tolerance 6. Confidence	1. Rules setting such as attending the class on time and regularly 2. Group discussion 3. Group work 4. Responsible for given tasks and be honest in working and examination	1. Evaluation of on time class attendance 2. Evaluation of on time assigned tasks sending 3. Evaluation of harmony in students group working
<b>2. Knowledge</b>		
1. Can apply knowledge in real working time 2. Dare to use creativity that's profit for production development 3. Understand in working process rightly in standard 4. Good attitude to profession and work based on moralities and ethics of mass communicators	1. Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet 2. Single and group assignment and discussion 3. case studies understanding and conclusion 4. Quiz in class	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group working of film production and discussion 3. Evaluation by quiz, midterm examination and final examination

Learning Standard/Outcomes	Learning Activities	Learning Assessment
<b>3. Cognitive Skills</b>		
1. Can apply theoretical section and practical part to film production 2. Can analyze situations in production	1. Practice and ideas conclusion by program of Microsoft PowerPoint 2. Assignment of group discussion and report 3. Group analysis based on theory	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group discussion 3. Evaluation by class practice 4. Evaluation by students' ideas conclusion, analysis including with in class evaluation
<b>4. Interpersonal Skills and Responsibilities</b>		
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	1. Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet 2. Group works assignment 3. Group presentation	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group works 3. Evaluation by in class practice
<b>5. Numerical Analysis, Communication and Information Technology Skills</b>		
1. Effective communication skill which are listening, speaking, reading and writing skills 2. Information technology and new media usage skills to support film production such as information searching via internet and uploading produced film to youtube.com	1. Communicative technology usage practice such as assignment sending via e-mail 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	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group discussion and presentation 3. Evaluation by in class practice

**Section 5. Lesson Plan and Assessment****Lesson Plan**

<b>Week</b>	<b>Topic and Detail</b>	<b>Hours</b>	<b>Activity and Media</b>	<b>Lecturer</b>
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 Tongdhamachart
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 supply and elasticity of supply)	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 variable costs)	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 cycles	3	- Lecture - Group Discussion	Dr. Niracharapa Tongdhamachart
11	Macroeconomic challenges: unemployment, inflation and macroeconomic performance	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		

## 1. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
<b>1. Ethics and Morals</b>			
1. Honesty 2. Integrity 3. Responsibility 4. Punctuality 5. Tolerance 6. Confidence	Behaviors and Class Practical Participation	Every Week	Class Attendance 10%
<b>2. Knowledge</b>			
1. Can apply knowledge in real working time 2. Dare to use creativity that's profit for film production development 3. Understand in working process rightly in standard 4. Good attitude to profession and work based on moralities and ethics of mass communicators	Case study Midterm and Final Examination Scores	Week 8 and 17	Midterm Examination 20%  Case study for Final Examination 30%
<b>3. Cognitive Skills</b>			
1. Can apply theoretical section and practical part 2. Can analyze situations	Group Discussion and Analysis	Week 1-6 and 9-12	Group Discussion 15%
<b>4. Interpersonal Skills and Responsibilities</b>			
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	Class Participation	Every Week	Class Participation 10%

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
<b>5. Numerical Analysis, Communication and Information Technology Skills</b>			
1. Effective communication skill which are listening, speaking, reading and writing skills 2. Information technology and new media usage skills to support production such as information searching via internet	Group Presentation and classmate evaluation	Week 13-15	Group Presentation 15%

### Section 6. Learning and Teaching Resources

#### 1. Major books and documents

1. 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. Cohen, A.J. (2015). *Microeconomics for Life: Smart Choices for You + MyLab Economics with Pearson eText* (2<sup>nd</sup> ed.). Toronto, ON: Pearson Canada Inc.

#### 3. Important document and information

#### 4. Suggested document and information

Basic Economics concepts

<https://www.youtube.com/watch?v=2izx5W1FAEU>

### Section 7. Course Evaluation and Improvement

#### 1. Strategies for Course Evaluation by Students

- 1.1 Explain to students to understand significance of subject development and students' roles in subject effectiveness evaluation as gain and loss people of program management
- 1.2 Support subject effectiveness evaluation by students before and after studying
- 1.3 Create opinion sharing atmosphere about subject effectiveness between lecturer and students while studying

#### 2. Strategies for Course Evaluation by Lecturer

- 2.1 Evaluation majorly based on students' participation such as students' behaviors and participation consideration
- 2.2 Evaluation by lecturer's point of view such as teaching potential according to set teaching plan evaluation and teaching atmosphere consideration
- 2.3 Evaluation by students' scores
- 2.4 Evaluation of teaching by faculty's academic section



**3. Teaching Revision**

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**4. Feedback for Achievement Standards**

4.1 Students' outcomes, group works' quality and single assignment the whole semester harmony consideration

4.2 Proper teaching management plan evaluation, teaching activities creation, giving assignments, evaluation and score assessment with subject description and program objectives

4.3 Cooperation with the next subject lecturer for previous subject evaluation

**5. Methodology and Planning for Course Review and Improvement**

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**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	-