



**Course Syllabus**  
**First semester 2017**

1. **Responsible Unit :** KU Integrated General Education Division
2. **Course Code: 01999041**      **Course title: Economics for Better Living**  
**Credits 3 (3-0-6)**  
**Section 400**      Class Schedule and Room: Mon 4.00-7.00 p.m.,  
Room no. VJ302 Building: Vajiranusorn Building Faculty of Agriculture

**3. Instructors**

- 3.1 Assoc. Prof. Dr.Santiya Eag–Ark      Faculty of Economics,  
Department of Economics
- 3.2 Assoc. Prof. Dr. Chucheep Piputsitree      Special Expert
- 3.3 Assist. Prof. Dr. Chittawan Chanagul      Faculty of Economics,  
Department of Economics
- 3.4 Dr. Decharut Sukkumnoed      Faculty of Economics, Department of  
Agricultural and Resource Economics
- 3.5 Assist. Prof. Dr. Kanchana Sripruetkiat      Faculty of Economics, Department of  
Agricultural and Resource Economics
- 3.6 Assist. Prof. Dr. Akaranant Kidsom      Faculty of Economics,  
Department of Economics
- 3.7 Dr. Auttapol Suebpongsakorn      Faculty of Economics,  
Department of Cooperative Economics
- 3.8 Lecturer Nadhakan Shinnaranantana      Faculty of Business Administration,  
Department of Marketing
- 3.9 Assist. Prof. Daoroog Iyadach      Faculty of Business Administration,  
Department of Marketing
- 3.10 Assist. Prof. Ratthana Sungpong      Faculty of Business Administration,  
Department of Management
- 3.11 Dr. Non Vorlapanit      Faculty of Economics,  
Department of Economics

**4. Office hours for students' consultation**

Assist. Prof. Dr. Kanchana Sripruetkiat  
Day: Tue, Wed Time: 2.00-4.00 p.m.  
Room: Economics Building No. 2, 3<sup>rd</sup> Floor  
Telephone: 0-2942-8650      E-mail address: [kanchanasri@hotmail.com](mailto:kanchanasri@hotmail.com)

Assoc. Prof. Dr. Santiya Eag – Ark  
Day: Tue, Wed Time: 2.00-4.00 p.m.  
Room: Economics Building No. 1, 3<sup>rd</sup> Floor  
Telephone: 0-2579-0739      E-mail address: [fecosye@ku.ac.th](mailto:fecosye@ku.ac.th)

## 5. Course Description

The relationship between economics and business administration with better living. Human role and lifestyle in society, household economy, community economy, and social economy. Learn how to be an entrepreneur. Management, economic components, patterns and modern issues in economics and management.

## 6. Course Objective

The aim of this course is to learn and understand the economic relationship in human life and do activities to meet the needs of self and society in order to live happily in society

## 7. Course outline

### 7.1 Introduction

### 7.2 Roles and lifestyles of human society

#### 7.2.1 Humanity

#### 7.2.2 Humanity as integrity in science and ethics

#### 7.2.3 Human roles in various fields

#### 7.2.4 Human life in the economy

#### 7.2.5 Living together in an economic society

### 7.3 Economic concepts and values

#### 7.3.1 Basic concepts in economics

#### 7.3.2 Economic system and basic economic problems

#### 7.3.3 Classical economics and alternative economics

#### 7.3.4 Key concepts in economics

### 7.4 Organization and economic activities

#### 7.4.1 Types of business organizations

#### 7.4.2 Economic activities

#### 7.4.3 Roles and behavior of economic organizations

#### 7.4.4 Relationship of various economic levels

### 7.5 Current economic patterns

#### 7.5.1 Competition economy

#### 7.5.2 Sufficient economy

#### 7.5.3 Cooperative economy

#### 7.5.4 Economic integration: The ASEAN Economic Community (AEC)

### 7.6 Community and social economy

#### 7.6.1 Community and social economy

#### 7.6.2 Management of community and social economy

### 7.7 Household economy

#### 7.7.1 Household income

#### 7.7.2 Household expenditures

#### 7.7.3 Household savings

#### 7.7.4 Household borrowing

### 7.8. Environment and management of economic components

#### 7.8.1 General environment

#### 7.8.2 Economic environment

- 7.8.3 Industrial environment
- 7.8.4. Enterprise environment
- 7.8.5 Managing economic components
- 7.9 Business elements
  - 7.9.1 Operation management
  - 7.9.2 Marketing
  - 7.9.3 Management
  - 7.9.4 Financial management
  - 7.9.5 Management information systems
- 7.10 Entrepreneurship
  - 7.10.1 Meaning of entrepreneur
  - 7.10.2 Role of entrepreneurs
  - 7.10.3 Types and characteristics of entrepreneurs
  - 7.10.4 Business plan
- 7.11 Ethics, social responsibility, and good governance
  - 7.11.1 Meaning of ethics
  - 7.11.2 Household ethics
  - 7.11.3 Community and social ethics
  - 7.11.4 Entrepreneurship ethics (Code of Ethics (7))
  - 7.11.5 Good Governance
- 7.12 Modern issues in economics and management for better living
  - 7.12.1 Globalization
  - 7.12.2 Sustainability
  - 7.12.3 Labor productivity
  - 7.12.4 Productivity enhancement and competitiveness
  - 7.12.5 Value added
  - 7.12.6 Innovation

## 8. Instruction Methods

Student-centered teaching methods, lecture, discussion, self-study, homework, learning enhancement activity or field trip.

## 9. Instructional Materials

PowerPoint handout, slide, VDO, and instructional media.

## 10. Measures of Achievement

10.1 Examination	
10.1.1 Midterm exam	35%
10.1.2 Final exam	45%
10.2 Learning enhancement activity participation and report	15%
10.3 Class participation	<u>5%</u>
Total	<u>100%</u>

## 11. Grading Evaluation

Based on norm-referenced and score frequency within groups.

## 12. Textbooks

- 12.1 Economics for better living (in Thai, 2008) Kasetsart University Press
- 12.2 Bibliography at the end of each chapter
- 12.3 Instructor resources

## 13. Course schedule 01999041 Economics for Better Living

**Section 400** Mon 4:00 - 7:00 p.m., Rm. VJ 302 Faculty of Agriculture

Week	Date	Contents	Instructors
1	Sun, Aug 6, 2017 9-12 am Rm EC5616	Course introduction Introduction	Assoc. Prof. Dr.Santiya Eag – Ark
2	Sun, Aug 6, 2017 13-16 pm Rm EC5302	Roles and lifestyles of human society	Assist. Prof. Dr. Chittawan Chanagul
3	Mon, Aug 21, 2017	Economic concepts and values	Dr. Decharut Sukkumnoed
4	Mon, Aug 28,2017	Household economy	Assist. Prof. Dr. Akaranant Kidsom
5	Mon, Sep 4, 2017	Community and Social Economy	Dr. Decharut Sukkumnoed
6	Mon, Sep 11, 2017	Community and Social Economy and Environment and management of economic components	Dr. Decharut Sukkumnoed
7	Mon, Sep 18, 2017	Environment and management of economic components	Dr. Decharut Sukkumnoed
<b>Sep 23 - Oct 1, 2017 Midterm exam</b>			
8	Mon, Oct 2, 2017	Current economic patterns	Dr. Auttapol Suebpongsakorn
9	Mon, Oct 9,2017	Organization and economic activity	Assoc. Prof. Dr. Chucheep Piputsitee
10	Mon, Oct 16,2017	Business elements	Lecturer Nadhakan Shinnaranantana
<b>Oct 16-20, 23-27, 2017 Graduation ceremony</b>			
11	Mon, Oct 30, 2017	Business elements	Assist. Prof. Daoroog Iyadach
<b>Nov 5, 2017 Learning Enhancement activity</b>			
12	Mon, Nov 6,2017	Entrepreneurship	Assist. Prof. Ratthana Sungpong
13	Mon, Nov 13, 2017	Ethics, social responsibility, and good governance	Assoc. Prof. Dr.Santiya Eag – Ark
14	Mon, Nov 20, 2017	Ethics, social responsibility, and good governance	Dr. Non Vorlapanit
15	Mon, Nov 27, 2017	Modern issues in economics and management for better living	Assist. Prof. Dr. Kanchana Sripruetkiat
<b>Dec 4 – 15, 2017 Final exam</b>			

P.S. \*Make up Class: Information about date and room of the make up class will be announced later.

Signature.....

(Assoc. Prof. Dr. Santiya Eag–Ark)

31 July 2017