Introduction:
What is built environment?
What is economics?
why economics is needed?

AP 164 ECONOMICS OF BUILT ENVIRONMENT
ASST. PROF. SUWADEE T. HANSASOOKSIN
16 JANUARY 2020
AP 164 Economics of Built Environment

- **Class Meeting**: Thursday 13:30 – 16:30 hrs. @ 619

- **Instructors**
  
  Asst. Prof. Suwadee T. Hansasooksin, Ph.D.
  
  (Course Coordinator)

- **Class web**  
  https://sites.google.com/site/economicsaptu

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**Assessment**

- **Quiz or Assignment**: 30 %
- **Mid-term Exam**: 35%
- **Final Exam**: 35 %
- **Total**: 100 %
Textbooks

- สุวดี พ. ทรงยุทธสิน. (2559). เศรษฐศาสตร์สำหรับสิ่งแวดล้อมสรรคสร้าง. กรุงเทพฯ, ส้านักพิมพ์มหาวิทยาลัยธรรมศาสตร์.


- ธนาคารแห่งประเทศไทย. เศรษฐศาสตร์เล่มเดียวอยู่. เข้าถึงจาก https://docs.google.com/viewer?a=v&pid=sites&srcid=bWguYWMudGh8bmFjaGFwaGF9sfGd4OjVlNWNiYmU0NTBiODJmZTA
Type of Environment

Environment

Natural Environment
- Biological
- A-biotic

Cultural (man-made) Environment
- Abstract
- Built environment

Source: http://www/bus-dresden.de/pages/References.html
Built Environment: Meaning

human-made surroundings

product of human labor for living, working, playing

ranging in scale: shelters, buildings, neighborhoods, cities

combination of spatial, cultural and physical elements

the interdisciplinary field which addresses the design, construction, management

Conventional usage of the term ‘Built Environment’ from Wikipedia (accessed by January 2016)

Habito by Sansiri

http://marketeer.co.th/2014/10/habito-sansiri/
Micro and Macro Economics

**Microeconomics** examines the behavior of basic elements in the economy, including individual agents and markets, their interactions, and the outcomes of interactions. Individual agents may include, for example, households, firms, buyers, and sellers.

**Macroeconomics** analyzes the entire economy (meaning aggregated production, consumption, savings, and investment) and issues affecting it, including unemployment of resources (labor, capital, and land), inflation, economic growth, and the public policies that address these issues (monetary, fiscal, and other policies).
เศรษฐศาสตร์จุลภาค (microeconomics) ศึกษาการตัดสินใจของครัวเรือน บริษัท โรงงานหรือสถานประกอบการแบบที่เป็นหน่วยเดี่ยว ๆ

เศรษฐศาสตร์มหภาค (macroeconomics) ศึกษาปรากฏการณ์หรือสภาพเศรษฐกิจในมุมกว้าง เช่นระดับภูมิภาคหรือประเทศ

เศรษฐศาสตร์ที่ดิน (land economics) ศึกษาการเรียงลำดับของเมืองและภูมิภาค ยุทธศาสตร์การใช้ประโยชน์ที่ดินในเมือง และการเลือกทำเลที่ดัง
Finally, you’ll know

What to invest?

- Comprehensive economic pictures; GDP, employment, basic economic concepts and investment, goods & services and markets

Where to invest?

- Urban and regional growth, land price, location and site analysis, association btw urban land and economic growth

How to invest?

- Logical thinking for doing business, what consumers want and what producers expect?
Economy VS Household

- Economic = Oikonomos (Greek) one who manages a household
- A household faces many decisions. A society (human environment) also faces many decisions.
- The study of how a society manages its scarce resources

http://www.cbc.ca/radio/undertheinfluence/the-sharing-economy-1.2983680

บริหารจัดการทรัพยากรที่มีอยู่อย่างจำกัด ให้เกิดประโยชน์สูงสุดได้อย่างไร
A household and a society must allocate its resources among its various members, taking into account each member’s abilities, efforts and desires.

However, resources are scarce. Scarcity means that the household and the society has limited resources, and cannot produce all the goods and service people wish to have.
Economics
The study of how society manages its scarce resources

10 Principle of Economics

How people make decisions:
How much they work, what they buy, how much they save, how they invest their savings

How people interact:
How the multitude of buyers and sellers of a good together determine the price at which the good is sold and the quantity that is sold

How the economy as a whole works:
The growth in average income, the fraction of population that cannot find work, and the rate at which prices are rising
How people make decisions

- People face trade-offs
- The cost of something is what you give up to get it
- Rational people think at the margin
- People respond to incentives

How People Interact

- Trade can make everyone better off
- Markets are usually a good way to organize economic activity
- Government can sometimes improve market outcomes

Left http://www.messcoff.com/how-to-be-good-at-shopping/
How the Economy as a Whole Work

- A country’s standard of living depends on its ability to produce goods and services.
- Prices rise when the government prints too much money.
- Society faces a short-run trade-off between inflation and unemployment.

http://www.naewna.com/politic/columnist/22189
A circular flow model is a diagram that is used to represent the monetary transactions in an economy.
Economics…
the study of how people and society choose to employ scarce resources that could have alternative uses in order to produce various commodities and distribute them for consumption, now or in the future, among various persons and groups in society.

Pic from https://simplereconomics.wordpress.com/
อ้างถึงใน วันรักษ์ มิ่งมณีนาคิน (2555) เศรษฐศาสตร์เบื้องต้น พิมพ์ครั้งที่ 10 หน้า 2
Economics (2)

Limited resources → Scarcity → Choices → Opportunity costs

Unlimited wants

Scarcity: limited nature of society’s resources

abilities, efforts, desires
Basic Economic Problems

What?

Societies have to decide the best combination of goods and services to meet their needs. For example, how many resources should be allocated to consumer goods, and many resources to capital goods, or how many resources should go to schools, and how many to defence, and so on.

How?

Societies also have to decide the best combination of factors to create the desired output of goods and services. For example, precisely how much land, labor, and capital should be used produce consumer goods such as computers and motor cars.

For Whom?

All societies need to decide who will get the output from the country’s economic activity, and how much they will get. For example, who will get the computers and cars that have been produced? This is often called the problem of distribution.

http://www.economicsonline.co.uk/Competitive_markets/The_economic_problem.html
Basic Economic Problems (2)

Resources

What = Allocation

Firms How = Production

For whom = Distribution

Households
References:

Texts:


Website:

<accessed on 8 January 2012>.