B.E. International Program

Faculty of Economics, Thammasat University

Course Outline

EE488: Integrated Business Economics

Semester 2/2015 (January 12th – May 10rd, 2015)

Number of credits:	3 credits
Lecture Time:	Fridays, 11.00-14.00 (3 hrs)
Lecture Venue:	Room 302, Faculty of Economics
Instructors:	Assist. Prof. Peera Charoenporn, PhD. Office: Room 445, Faculty of Economics Email: peera@econ.tu.ac.th Office hours: by appointment

Course description

Prerequisite: EE311, EE312 and EE325 (or EE425)

Economic theories and tools used to analyze business problems and business situations. The analysis includes understanding competition and financial strategies adopted by firms in different industries, as well as forecasting economic and industrial conditions in the future.

Textbooks: *There is no textbook for this class. Readings were prepared at Puey library and are drawn from various sources especially Harvard Business Review.*

Evaluation

Class Presentations	30%	(Group: 6 presentations, 5% each)
Business Plan	20%	(Group: report (10%) + presentation (10%))
Business Case Study	10%	(Group: report (5%) + presentation (5%))
Class Participation	10%	(20 response papers x 0.5%)
Final Exam	30%	(May, 14st, 2015 at 9.00-12.00 pm)
Total	100%	

Seminar presentation (45 minutes)

Class Discussion

To encourage discussions in the class, 3-4 students will be called upon to ask questions or to discuss any course material in every class. Students will be asked to select and submit a typed-out ***response paper*** of the reading assignments (A4 1 page using single-spaced and 11” Times New Roman) assigned in the course outline. The response paper must be submitted to the instructor before the class start.

Class	Topics
16 Jan. (11.00-12.30) (12.30-14.00)	**Introduction:** *Business Economics* **Introduction:** *Business Economics*
23 Jan. (11.00-12.30) (12.30-14.00)	**Management Theory:** *(1) "Management Century" by Walter Kiechel HBR November 2012* **Business Plan / Business Model:** *(2) Reinventing your business model"by Mark W. Johnson, Clayton M. Christensen, and Henning Kagermann, HBR December 2008*
30 Jan. (11.00-12.30) (12.30-14.00)	*(3) SCB EIC Insight: Thailand's changing consumer demographics and what they mean. April 2010* *(4) SCB EIC Insight: Capturing Thai Gen Y Consumer. November 2014*
6 Feb. (11.00-12.30) (12.30-14.00)	**Public Policy:** (5) *Government in Your Business* by Robert B. Reich. HBR| July–August 2009 **Business Analysis:** *(6) When Growth Stalls by Matthew S. Olson, Derek van Bever, and Seth Verry HBR March 2008*
13 Feb. (11.00-12.30) (12.30-14.00)	**Industry Analysis:** *(7) "What Is Strategy?" HBR 1996 by Michael Porter* **Strategy:** (8) *"The Five Competitive Forces That Shape Strategy" by Michael E. Porter HBR January 2008*
20 Feb. (11.00-12.30) (12.30-14.00)	**Demand Forecasting:** (9) *"Four Step of Demand Forecasting" by William Barnett HBR 1988* **Marketing** *(10) "Rediscovering Market Segmentation" by Daniel Yankelovich HBR February 2006*
27 Feb. (11.00-12.30) (12.30-14.00)	**Marketing:** *(11) "Selling into Micro-markets" Manish Goyal, Maryanne Q. Hancock, and Homayoun Hatami by HBR July-August 2012* **Marketing:** *(12) "How Smart, Connected Products are transforming Competition" by Michael E. Porter and James E. Happelmann HBR November 2014*
---- Midterm Week 2nd -8th March 2015 ----	
13 Mar. (11.00-12.30) (12.30-14.00)	**Pricing:** *((13) "How to stop consumer from fixating on Price?" by Marco Bertini and Luc Wathieu HBR May 2010* **Pricing:** *(14) "Pricing to Create Share Value: Rethinking the way prices are set can expand the pie for everyone". by Marco Bertini and John T. Gourville HBR June 2012*
20 Mar. (11.00-12.30)	**Non-Pricing:** *(15) "The Right Game: Use Game Theory to Shape Stategy" by Adam M. Brandenburger and Barry J. Nalebuff. HBR July-August 1995.* **Non-Pricing:**

Class	Topics
(12.30-14.00)	*(16) "Strategies to Fight Lost Cost Rivals" by Nirmalya Kumar HBR December 2006*
27 Mar. (11.00-12.30) (12.30-14.00)	**Production:** *(17) "Don't Let Your Supply Chain Control Your Business" by Thomas Choi and Tom Linton HBR December 2011.* **Vertical Integration:** *(18) "The New M&A Playbook" by Clayton M. Christensen, Richard Altron, Curtis Rising and Andrew Waldeck HBR March 2011*
3 April (11.00-12.30) (12.30-14.00)	**Financial Analysis:** *(19) "DO YOU KNOW YOUR COST OF CAPITAL? Probably not, if your company is like most" by Michael T. Jacobs and Anil Shivdasani. HBR July-August 2012* **Financial Analysis:** *(20) The theory and practice of corporate finance: Evidence from the field. by John R. Graham, Campbell R. Harvey. Journal of Financial Economics 61 (2001)*
10 April (11.00-12.30) (12.30-14.00)	***Innovation:*** *(21) "Innovation the Classic Traps" by Rosabeth Moss Kanter HBR November 2006* **CSR:** *(22) "Creating Shared Value"* January–February 2011HBR by Michael E. Porter
17 April (11.00-12.30) (12.30-14.00)	**Human Resource:** *(23) "Economics of personnel and human resource management" by Morley Gunderson. Human Resource Management Review 11 (2001) 431–452* **Organization:** *(24) Transaction-Cost Economics: The Governance of Contractual Relations. by Oliver E. Williamson. Journal of Law and Economics, Vol. 22(2) (1979), pp. 233-261*
24 April (11.00-12.30) (12.30-14.00)	**Case Study 1:** Group 1 & 2 *HBR CASE STUDY "International Agribusiness in China: Charoen Pokphand Group. November 2011* **Case Study 2:** Group 3&4 *HKU693: "PEPSI GROWS POTATOES IN CHINA" by LU JIANGYONG and TAO ZHIGANG (2008)*
8 May (11.00-12.30) (12.30-14.00)	**Business Plan 1** Group 1 & 2 **Business Plan 2** Group 3 & 4

Important Dates

Class Begins	January 12th , 2015
Adding and Dropping Course	January 12rd – 26th , 2015
Midterm Exam Period	March 2nd – March 8th , 2015 (No Lectures)
Midterm Exam	-
Course Withdrawal with "W"	March 18th – 23th , 2015
Class Ends	May 10rd, 2015
Final Exam	Tuesday, May 14, 2015, 9.00-12.00