



# **B.E. International Program**

Faculty of Economics, Thammasat University



## Course Syllabus

### **BA291: Introduction to Business**

**Semester:** 1/2017 (August 15 – December 9, 2017)

**Instructor:** Ajarn Marcus Sianan (ศรีอานันต์)

**Email:** marcusmsianan@gmail.com

**Number of credits:** 3

**Day and time:** Tuesday, 14.00 – 17.00 hours

**Location:** Room 304, Faculty of Economics

**BE Moodle enrollment key and policy:** 1857. I will be uploading PowerPoint presentations, articles, and other class materials on a weekly basis.

### **Course description**

This course aims to provide a comprehensive introduction to business administration by examining the key elements and functional areas of business. Subjects include management, human resource management, marketing, business ethics, finance, and operations and supply chain management.

### **Student learning outcomes**

By the end of this course, students should be able to:

- Have a holistic and well-rounded understanding of business administration.
- Explain and discuss how the different functional areas of business operate and come together.
- Analyze the business environment and create sustainable competitive business models and strategies.
- Discuss and analyze business cases and be able to work in teams harmoniously and effectively.
- Utilize sufficient business knowledge to benefit them in future courses and careers.

### **Course format**

Business concepts and practices will be discovered and explored through the utilization of lectures, examples and stories from the lecturer's experience,

discussions, articles, activities, student presentations, videos, and real-world case studies created by the lecturer.

### **Attendance, behavior, and participation**

These factors are extremely important and will affect your course score.

Attendance is not just coming to class, it is also coming to class on time and staying for the entirety of a session.

Behavior means that you are not doing anything that detracts from the learning environment and positive experiences of other students. You will respect each other, otherwise your grade will suffer because of your improper behavior. It is my duty to protect the right of all students to learn in a nurturing atmosphere. Attempts to harm the sanctity of education will not be tolerated, including talking in class when it is not appropriate, making and accepting calls in class (and other phone usage), and any other behavior deemed inappropriate or disrespectful to others.

Participation leads to more inclusive, engaging, and dynamic learning. I want to hear from you. I love to listen to students' ideas, experiences, and opinions. Although students learn from me, I also learn from them. This is one of the reasons why I enjoy teaching so much. When I introduce a topic, I want lots of interesting discussion. Participation also extends to your involvement with the assigned coursework and how you delegate work with team members. I expect you to do your fair share of the work in a group assignment or presentation.

Although not part of your grade, attitude is also very important. It is about coming into the classroom and being appreciative of the opportunity to learn in a comfortable room with other smart and talented students. Many people in the world cannot enjoy the same circumstances as you. You are fortunate and should appreciate what you have. An experience is what you make of it, so make it good.

### **Evaluation**

- Attendance, behavior, and participation = 20%
- Midterm exam = 25%
- Presentations and in-class assignments = 25%
- Final exam = 30%
- Total = 100%

\*Per the program's requirement, examinations will consist of essay questions only.

### **Grading criteria**

A = 90% and above

B+ = 85.00% - 89.99%  
B = 80.00% - 84.99%  
C+ = 75.00% - 79.99%  
C = 70.00% - 74.99%  
D+ = 65.00% - 69.99%  
D = 60.00% - 64.99%  
F = Below 60%

### **Textbooks**

We will not use a primary textbook for this course and it is not mandatory to purchase one. Due to the nature of the course being inclusive of many business subjects and concepts from several disciplines, various books were sourced for their information. The most pertinent information is included in my PowerPoint presentations, which is sufficient to supplant the purchase of a textbook when combined with the other information and materials that I will provide. For reference, below is a list of texts that I consulted with to help create this course.

Bovée, Courtland L., and John V. Thill. *Business in Action*. Pearson, 2015.

Brooks, John. *Business Adventures: Twelve Classic Tales from the World of Wall Street*. Open Road Media, 2014.

Bruner, Robert F., Eades, Kenneth M., and Schill, Michael J. *Case Studies in Finance: Managing for Corporate Value Creation*. New York: McGraw-Hill/Irwin, 2014.

Dessler, Gary. *Human Resource Management, 14<sup>th</sup> Edition*. London: Pearson Education Limited, 2015.

Ghillyer, Andrew. *Business Ethics: A Real World Approach*. McGraw-Hill College, 2008.

Kinicki, Angelo, and Williams, Brian. *Management: A Practical Introduction, 4<sup>th</sup> Edition*. New York: McGraw-Hill/Irwin, Inc., 2009.

Kotler, Philip, and Armstrong, Gary. *Principles of Marketing, 13<sup>th</sup> Edition*. New Jersey: Pearson Education, Inc., 2010.

Mondy, R. Wayne. *Human Resource Management, 11<sup>th</sup> Edition*. New Jersey: Pearson Education, Inc., 2010.

Ross, Stephen A., Westerfield, Randolph W., Jordan, Bradford D., Lim, Joseph, and Tan, Ruth. *Fundamentals of Corporate Finance*. New York: McGraw-Hill/Irwin, 2012.

### Schedule

<b>Class session</b>	<b>Topics</b>
<b>1</b> August 15	-Introduction to instructor and course -A day in the life of a business manager -Business life lessons and words of encouragement
<b>2</b> August 22	-Business models -Forms of business organization -Business plans
<b>3</b> August 29	-Leading and managing in and across cultures -Case studies: group analysis
<b>4</b> September 5	-Case studies: group presentations -Human resource management: the major human resource management functions, branding of a corporation's HR system
<b>5</b> September 12	-Human resource management (continued) -Corporate governance
<b>6</b> September 19	-Corporate governance (continued) - <i>Enron: The Smartest Guys in the Room</i> (video)
<b>7</b> September 26	-CSR: social contract approach vs. instrumental approach - <i>The Purpose of a Business is to Make Profits</i> (article and debate) -Midterm review
<b>Midterm exam</b> October 3	Tuesday, 2:00 p.m. to 3:30 p.m.
<b>8</b> October 10	-Multinational corporations
<b>9</b> October 17	-Finance: wealth management, budgeting, venture capitalism, the stock market
<b>10</b> *October 24	-Introduction to marketing

<b>11</b> October 31	-Introduction to operations and supply chain management -Preparation for business presentations
<b>12</b> November 7	-Field trip (location to be determined)
<b>13</b> November 14	-Business presentations -Students prepare questions for discussion
<b>14</b> November 21	-Business presentations (continued) -Students prepare questions for discussion
<b>15</b> November 28	-Course wrap-up and final exam review
<b>Final exam</b> December 17	Sunday, 9:00 a.m. to 12:00 p.m.

## ACADEMIC CALENDAR & HOLIDAY (Semester 1/2017)

Activities	Time Period
Registration period (www.reg.tu.ac.th)	July 4 – 7, 2017
Tuition payment period	July 4 – 12, 2017
Classes Begin	August 15, 2017
Adding and Dropping Courses W/O Record	August 15 - 28, 2017
Payment	August 15 - 29, 2017
Mid-term Examination Period	October 2 – 7, 2017
<i>His Majesty the late King Bhumibol Adulyadej Memorial Day*</i>	<i>October 13, 2017</i>
Course Withdrawal With "W"	October 18 - 24, 2017
<i>King Chulalongkorn Memorial Day*</i>	<i>October 23, 2017</i>
<i>Extra holiday (The Royal Cremation Ceremony of His Majesty the Late King Bhumibol Adulyadej)*</i>	<i>October 24 - 29, 2017</i>
<i>The birthday of His Majesty the late King Bhumibol Adulyadej*</i>	<i>December 5, 2017</i>
Last Day of Classes	December 9, 2017
<i>Constitution Day*</i>	<i>December 10, 2017</i>
<i>Substitution for Constitution Day*</i>	<i>December 11, 2017</i>
Final Examination Period	December 12 - 24, 2017

\* Holiday, No classes during this period

# Notes