



Course Outline

BA291: INTRODUCTION TO BUSINESS (SECTION 046402)

Semester 2/2021 (January 10th – May 7th, 2022)

Number of Credit: 3 credits (3-0-6)

Prerequisite:

Course Description: Understand and able to apply business organization, structure, and its existence in general, including types of ownership, business administration process and activities, especially in crucial business function i.e. marketing, finance, accounting to give general ideas of various business function. This course allows participants to gain comprehension in different activities of each business type through real business experience.

Course Objectives:

1. Students will be able to understand business system and its functions
2. Students will be able to use different frameworks and method to analyze business priorities
3. Students will be able to choose appropriate method to analyze a business and execute basic business function
4. Students will be able to perform basic business activities
5. Students will be able to set up a strategy in each business area
6. Students will be able to evaluate and measure business outcomes through key financial figures
7. Students will be able to identify circumstances that require integrity and be able to take correct course of action

Class Time and Logistic

Class day: Monday

Class time: 1 – 4 P.M.

Teaching Materials Platform: [BE Moodle / MS Team]

<https://teams.microsoft.com/l/team/19%3avejVF9CqiSxZrkrM3OXga2kApgV8Vr1pE12aHliu1nE1%40thread.tacv2/conversations?groupId=e0002963-274f-4bf9-8ff4-962140b909aa&tenantId=0a43deb9-efb0-4f46-8594-71899230fda6>

Meeting Platform: [MS Team]



Instructor:

Name: Asst. Prof. Sojira Karnsuta

Office Hours: Wednesday and Thursday 9.00 a.m. – 12.00 p.m.

Email: sojira_be@econ.tu.ac.th; sojira.k@arts.tu.ac.th

Phone: N/A

Main Text:

Bovee, Courtland L. & Thill, John V. (2017) Business in Action 9th edition. Pearson Education Limited. New York, NY. ISBN-13: 978-0135175477

Recommended Texts & Materials

SWOT Analysis I: Looking Outside for Threats and Opportunities, an excerpt from Strategy: Create and Implement the Best Strategy for Your Business (2006). Harvard Business School Press. Boston, MA. ISBN-13: 978-1422105528

Porter, Michael E. The Five Competitive Forces That Shape Strategy. Harvard Business Review. January 2008. Boston, MA.

Osterwalder, Alexander & Pigneur, Yves. (2010) Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. John Wiley and Sons. New Jersey, NY. ISBN-13: 978-0470876411

Suggested Readings: All business news articles

Grading Criteria:

A	= 90 % up
B+	= 85-89.99
B	= 80-84.99
C+	= 75-79.99
C	= 70-74.99
D+	= 65-69.99
D	= 60-64.99
F	= below 60

*can also be adjusted as according to group performance



Evaluation Methods: Your participation will be assessed continuously throughout the semester.

Although part of your grade will relate to individual work, you will also be assessed on your participation with other students in class discussions and involvement in activities.

After-class quizzes and assignments	15%
Class work/ participation/ pre-test (if any)	10%
Midterm exam	25%
Group Presentation and Report	20%
Final exam	30%
Total	100%

Participation:

Active involvement in class discussions is expected in the form of comments, questions, and observations pertinent to the reading. Your involvement should reflect your careful considerations of assigned readings. Indications that assigned reading have been read on time are important. You are also expected to contribute to the discussion in a knowledgeable manner for each assignment. Since participation cannot occur without regular attendance, your presence in class is required. You are expected to be on time and to be present for the entire class meeting.

After-class quizzes:

These quizzes, available on Moodle, are intended to give you a review of lesson learnt each week. You may attempt to take the quiz more than one time.

Group presentation:

Students are expected to form a group of 5-6 members to present applicable case studies related to the assigned topics, before the end of the semester. The presentation should not take more than 20 minutes, including Q&A and discussion with classmates.

Teaching-Learning Methods:

- Instructor presentations and lectures (For some specific topics, students are required to watch the online clips before/after joining the class)
- Reading and discussion of various business case studies
- Guest speaker discussion
- Group presentation
- Other activities, including in-class group work, assignments and quizzes on Moodle
- Self-study



Class Policies:

Class attendance

- Students with more than 3 absences will not be allowed to take the final examination.
- Students must arrive on time. Coming to class more than 10 minutes late is considered as one late and if you come to class late 3 times, it will be counted as one absence.
- The only acceptable reason for an absence that will not result in deduction is illness proved by a medical certificate.

Make-up exams/ quizzes

- The instructor will not make up any tests or exam that occur on the day students are absent. Please talk to the instructor beforehand if there is any conflict in your schedule.

Late work

- It is students' responsibilities to know the deadline of each assignment, late work will not be accepted.

Plagiarism, unauthorized collaboration and double-dipped assignment

- Students should be aware that the University has a zero-tolerance policy towards plagiarism. Any work that is plagiarized in any part will receive an F. Whatever explanation is given, there will be no opportunity to re-submit the work. If students attempt to plagiarize again, they will be disqualified from the course, and as a result, receive an F grade.
- The instructor also expects all students to hand in original work, conducted on their own, for each class. Even if the work is original but if you cannot proof that it is from your own idea/ ability (such as hiring outsourcing service to produce your works), you will be immediately disqualified from the course.
- Double-dipping is re-using assignments or a substantial portion of a piece of work previously submitted for another course. If a student takes an assignment and simply hands it in for a grade in a subsequent class without discussing the fact that the assignment was used for a previous course, if caught, the student may be subject to the same penalty as if he or she plagiarized.

Others

- Students are responsible for checking and ensuring that all electronic/online submissions are accessible, readable/viewable and downloadable and as instructed. The instructor reserves the right to deduct 10% of the total grade possible for submitted work that is inaccessible, unreadable or which cannot be properly downloaded which will require the student to re-submit the work after the deadline. This deduction would apply even if the student's original submission was made on time.



- Should students experience any issues, difficulties, etc. that could affect class attendance, timely fulfilment of assignments, etc. students must notify their instructor immediately and with as much advanced notice as the situation allows. Do not wait till a class, assignment, etc. has already been missed before providing an excuse after the fact.

Common Etiquettes in online learning

- Do not reveal the online classroom to an unauthorized party
- Do not take a screenshot without permission
- Do not record videos without permission or share classes' video clips to the public, or use them for other purposes besides studying and reviewing the lessons
- While sharing your screen, be careful to reveal your data
- Do not send hate speech in online classroom or group chat or personal chat
- Submit your assignment via "Assignment" in MS Team only (depends on which platform the instructors choose)
- Save your assignment files with full name and student ID only; if using the nickname, your work will not be graded
- Name your Zoom or Meet profile with student ID and full name when participating in a poll or class discussion



Tentative Class Schedule:

Week	Date	Topics	Notes
1	10 Jan	Introduction Developing Business Mindset - Chapter 1	
2	17 Jan	Developing Business Mindset - Chapter 1	
3	24 Jan	Understanding Basic Economics - Chapter 2	
4	31 Jan	Competitiveness · Five Forces Model · SWOT Analysis	
5	7 Feb	The Business Model Canvas	
6	14 Feb	Forms of Ownership – Chapter 5	
7	21 Feb	Business Ethics and Corporate Social Responsibility – Chapter 4 Entrepreneurship and Small-Business Ownership – Chapter 6	Guest speaker session (tentative)
	28 Feb	Midterm Exam	1-3 PM
8	7 Mar	The Art and Science of Marketing – Chapter 13 Product and Pricing Strategies – Chapter 14	
9	14 Mar	Distribution and Marketing Logistics – Chapter 15 Customer Communication – Chapter 16	
10	21 Mar	Financial Information and Accounting Concepts – Chapter 17	
11	28 Mar	Production Systems and Operations Management – Chapter 9	
12	4 Apr	Organization and Teamwork – Chapter 8 Management Roles, Functions, and Skills – Chapter 7	
13	18 Apr	Employee Motivation – Chapter 10 Human Resources Management – Chapter 11	
14	25 Apr	Presentation	
15	2 May	Presentation	
	9 May	Final Exam	1.30-4.30 PM



ACADEMIC CALENDAR & HOLIDAY SEMESTER 2/2021

Semester 2/2021 (January 10 – May 7, 2022)	
Classes Begin	January 10, 2022
Add-drop period	January 17 - 20, 2022 <i>(from 9.00 AM of January 17 to 10.30 PM of January 20)</i>
Tuition Fee Payment Period	7 December, 2021 - January 23, 2022 <i>(9 AM - 10.30 PM)</i>
<i>Makha Bucha Day*</i>	<i>February 16, 2022</i>
Mid-term Examination Period	February 28 - March 5, 2022
Withdrawal period with "W" on record	March 14 - April 25, 2022 <i>(from 9.00 AM of March 14 to 10.30 PM of April 25)</i>
<i>Chakri Memorial Day*</i>	<i>April 6, 2022</i>
<i>Songkran Festival Day*</i>	<i>April 11 - 17, 2022</i>
<i>Coronation Day*</i>	<i>May 4, 2022</i>
Last day of class for Semester 2/2021	May 7, 2022
Final exam period	May 9 - 12, 17 - 25, 2022
<i>Royal Ploughing Ceremony Day*</i>	<i>May 13, 2022</i>
<i>Visakha Bucha Day*</i>	<i>May 15, 2022</i>
<i>Substitution for Visakha Bucha Day*</i>	<i>May 16, 2022</i>

Remark * Holiday, No classes during this period