



# B.E. International Program

Faculty of Economics, Thammasat University



## Course Syllabus

### BA291 Introduction to Business

Semester 1/2019 (Aug 13 – Dec 16, 2019)

**Number of Credits:** 3 credits (3-0-6)

**Lecture Time:** Monday, 1 – 4 p.m. (sect 046401) and Saturday, 1- 4 p.m. (046402)

**Lecture Venue:** Room 302, 3<sup>rd</sup> floor (sect 046401) and Room 206, 2<sup>nd</sup> floor (046402)  
Faculty of Economics, Thammasat University, Tha Prachan campus

#### Instructors:

**Instructor's Name:** Ms. Sojira Karnasuta  
**Office:** Room 131, Business English Communication  
International Program, Faculty of Liberal Arts,  
Thammasat University, Rangsit Campus  
**Office Hours:** Thursday 9.00 a.m. – 4.00 p.m.  
**Contact Information:** [sojira.k@arts.tu.ac.th](mailto:sojira.k@arts.tu.ac.th)

#### 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

## Teaching Materials and Resources:

Required textbook and reading:

Bovee, Courtland L. & Thill, John V. (2017) *Business in Action 8<sup>th</sup> edition*. Pearson Education Limited. New York, NY. ISBN-13: 978-0134129952

Recommended readings:

*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

**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.

6.1 Attendance/class work/ participation	10%
6.2 After-class quizzes	15%
6.3 Midterm exam	25%
6.4 Group Presentation	20%
6.5 Final exam	30%
Total	100%

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 30 minutes, including Q&A and discussion with classmates.

## Grading Criteria:

A	= 90 % up
B+	= 85-89.99
B	= 80-84.99
C+	= 75-79.99
C	= 65-74.99
D+	= 60-64.99
D	= 55-59.99
F	= below 55

\*can also be adjusted as according to group performance

**Teaching-Learning Methods:**

- Instructor presentations and lectures
- Reading and discussion of various business case studies
- Guest speaker discussion
- Group presentation
- Other activities, including in-class assignments and quizzes on Moodle
- Self-study

**Class Policy:**

## 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.

## Teaching Plans:

Week	Date	Topics	Notes
1	Mon 19 Aug (sec01) Sat 17 Aug (sec02)	Introduction Developing Business Mindset - Chapter 1	
2	Mon 26 Aug (sec01) Sat 24 Aug (sec02)	Understanding Basic Economics - Chapter 2	
3	Mon 2 Sep (sec01) Sat 31 Aug (sec02)	Competitiveness · Five Forces Model · SWOT Analysis	
4	Mon 9 Sep (sec01) Sat 7 Sep (sec02)	The Business Model Canvas	
5	Mon 16 Sep (sec01) Sat 14 Sep (sec02)	Forms of Ownership – Chapter 5	
6	Mon 23 Sep (sec01) Sat 21 Sep (sec02)	Organization and Teamwork – Chapter 8	
7	Mon 30 Sep (sec01) Sat 28 Sep (sec02)	Management Roles, Functions, and Skills – Chapter 7	
	<b>Sun 6 Oct, 9-11 a.m.</b>	<b>Midterm Exam</b>	
8	Mon 7 Oct (sec01) Sat 12 Oct (sec02)	The Art and Science of Marketing – Chapter 13 Product and Pricing Strategies – Chapter 14	
9	Mon 14 Oct* (sec01) Sat 19 Oct (sec02)	Distribution and Marketing Logistics – Chapter 15 Customer Communication – Chapter 16	14 Oct or substitution for His Majesty the late King Bhumibol Adulyadej Memorial Day, Make-up class will be announced in class later
10	Mon 21 Oct (sec01) Sat 26 Oct (sec02)	Financial Information and Accounting Concepts – Chapter 17	
11	Mon 28 Oct (sec01) Sat 2 Nov (sec02)	Production Systems – Chapter 9 Business Ethics and Corporate Social Responsibility – Chapter 4	
12	Mon 4 Nov (sec01) Sat 9 Nov (sec02)	Employee Motivation – Chapter 10 Human Resources Management – Chapter 11	
13	Mon 11 Nov (sec01) Sat 16 Nov (sec02)	Entrepreneurship and Small-Business Ownership – Chapter 6	
14	Mon 18 Nov (sec01) Sat 23 Nov (sec02)	Presentation	
15	Mon 25 Nov (sec01) Sat 30 Nov (sec02)	Presentation	
	<b>Fri 13 Dec, 9 – 12 a.m.</b>	<b>Final Exam</b>	

## Important Dates:

**Mid-term Examination: Sunday, 6 October 2019; 9.00 – 11.00 a.m.**

**Final Examination: Friday, 13 December 2019; 9.00 - noon**

# ACADEMIC CALENDAR & HOLIDAY

**Semester 1/2019  
(August 13 – December 1, 2019)**

Activities	Time Period
Classes Begin	August 13, 2019
Adding and Dropping Courses W/O Record	August 13 - 26, 2019
Payment	August 13 - 27, 2019
Mid-term Examination Period	September 30 – October 5, 2019
<i>His Majesty the late King Bhumibol Adulyadej Memorial Day*</i>	<i>October 13, 2019</i>
<i>Substitution for His Majesty the late King Bhumibol Adulyadej Memorial Day*</i>	<i>October 14, 2019</i>
Course Withdrawal With "W"	October 16 – 21, 2019
<i>King Chulalongkorn Memorial Day*</i>	<i>October 23, 2019</i>
Last Day of Classes	November 30, 2019
Final Examination Period	December 2-4, 6-9, 11-16, 2019
<i>The birthday of His Majesty the late King Bhumibol Adulyadej*</i>	<i>December 5, 2019</i>
<i>Constitution Day*</i>	<i>December 10, 2019</i>

\* Holiday, No classes during this period