



Course Outlines

BA 291 Business in a Changing World (Section046402)

Semester 2/2024 (January - May, 2025)

Lecture Time: Wednesday, 9.00 – 12.00 hours

Lecture Venue: Room 206, 2nd floor, Faculty of Economics

Teaching Materials Platform: MS Team

Instructor:

Name: Asst. Prof. Dr. Parichat Jantori

Office Hours: By Appointment

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Phone: 02-613 2292 or MS Team Chat

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

Prerequisite: -

Course Description:

Study the role of business in creating business value for sustainable success. Analyze stakeholder relationships, business environment, the collaborative elements of business including accounting, finance, marketing, production and operation, human resources, strategic management, entrepreneurship, and business ethics, in the changing world. Basic business concepts in different fields are integrated together through the implementation of business project.

Course Objective:

The course aims to provide a comprehensive introduction to the key operations of business, namely finance, accounting, marketing, human resource, operations management, and management information system, placed within organizational, forms of businesses, environmental, legal and managerial context. Underlying business concepts will be discovered through the study of real-world examples, cases and fundamental business plans.

Program Learning Outcomes:

K 1: Knowledge and understanding in business and management.

S 2: Systematic, logical, and creative thinking, with the ability to apply business knowledge to case analysis and real-world situations.

E 2: Discipline and adhere to university and class rules and regulations.

C 2: Up to date with current global situations and changing business environments.

Course Learning Outcomes:

Upon completing the course, students are expected to achieve the following outcomes

CLO1. (PLO - K1) Students acquire foundational knowledge in business and management and are able to understand core concepts of business management and administration, including key business functions, the business environment, and analytical frameworks.

CLO2. (PLO - S2) Students are able to apply business knowledge to develop business plans and to analyze and solve business cases in a systematic and reasoned manner.

CLO3. (PLO - E2) Students demonstrate discipline by submitting assignments on time and adhering to class rules.

CLO4. (PLO – C2) Students are aware of rapidly changing business environments and their impacts on business organizations, and are expected to continuously update their knowledge and regularly follow relevant business news.

Learning Management and Evaluation:

Expected Learning Outcomes	Method of Learning Management			Method of Learning Assessment			
	Lecture	Case Studies	Group Activities/ Discussion	Quiz	Midterm and Final Exam	Business Plan Project/ Case analysis	Presentation/ Assignments
CLO 1	X			X	X		
CLO 2		X	X			X	X
CLO 3	X						X
CLO 4		X	X		X		X

Learning Assessment Plan:

Assessment Method	Assessment Week
Quiz	7, 13
Midterm and Final Exam	7, 15
Business Plan Project	15
Presentation	14

Proportion of Assessment

1. Class Participation	5
2. Group Activity	5
3. Quiz	15
4. Midterm Exam	25
5. Final Exam	30
6. Business Plan (Paper)	15
7. Business Plan (Presentation)	5
Total	100

Recommended Texts & Materials

- McHuge, J., McHuge S. & Nickels, W.G. (2023). Understanding Business: The Core (ISE), McGraw-Hill.
- Ferrell, Hirt, Ferrell (2017), Business Foundations: A Changing World, McGraw-Hill.
- Pride, Hughes, Kapoor (2010), Introduction to Business, Cengage.
- Boone & Kurtz (2010), Contemporary Business, Thomson.
- Bateman & Snell (2011), Management – Leading & Collaborating in a competitive world, McGraw-Hill.
- รศ.วิทยา ตำนานธำรงกุล (2561). บริหารธุรกิจ ความสำเร็จและความยั่งยืนบนการสร้างคุณค่า, โรงพิมพ์มหาวิทยาลัยธรรมศาสตร์ (Thai Books)

**Students may also refer to other relevant books, articles or online information.*

Grading Criteria

A = 4.0 (85-100)	B = 3.0 (70-74)
B+ = 3.5 (75-84)	C + = 2.5 (65-69)
C = 2.0 (60-64)	D = 1.0 (40-49)
D+ = 1.5 (50-59)	F = 0 (0-39)

Tentative Class Schedule:

Week	Date	Topics	Activity
1	7/01/2026	Class Introduction/ Self-Introduction Understanding the business challenges Business plan and its benefits How to write effective business plan	Read Deloitte, Writing an effective Business Plan
2	14/01/2026	Generating Business Idea Business Model Canvas and business model Startup/ Entrepreneur and SMEs	<i>Business pain point and solution</i>
3	21/01/2026	Business Law and Regulation Forms of Business Organization	
4	28/01/2026	Understanding the business environment and analysis	<i>PESTEL/ 5 Forces/ Value Chain analysis for the chosen business</i>
5	4/02/2026	Management Process - POLC Strategic planning and strategy formulation -Corporate-Level, Business-Level, Functional- Level Strategy	<i>Strategy formulation and strategic action planning</i>
6	11/02/2026	Business ethics and corporate social responsibility	<i>CRS and Ethics Campaign</i>
7	28/02/2026	Key functions of human resource management Employee Motivation	<i>Quiz 1*</i>
Midterm Exam Period 22/02/2026 – 1/03/2026			
8-9	4/03/2026 11/03/2026	Operations management -Designing operations systems -Supply chain management and key activities in supply chain -7 Waste in operations management -Quality management	<i>1. Choosing location for specific business 2. Identify waste and suggestions</i>
10	18/03/2026	Financial management -Key decision in financial management -Understand the basis accounting -Cost-Profit-Volume Analysis, Payback period -Financial statements and Analysis	<i>Analyzing financial statement</i>
11-12	25/03/2026 8/04/2026	Marketing management -The evolution of marketing concept -Understanding consumer behavior, customer journey and insight -STP marketing -Marketing Mix	<i>Planning marketing strategy for specific business</i>

13	22/04/2026	Class Sum Up	Quiz2*
14	29/04/2026	Business Plan Presentation **	
Final Exam Period, 5-9/05/2026			

* The class schedule may be adjusted as appropriate

Additional Information

- Class Participations and Rules:

- Students should be on time for class and finish your assignment on time. The lectures are onsite. Hybrid or online class will be conducted under specific circumstances.
- Students should be prepared for class i.e. read the assigned material before class.
- Students should turn on the silent mode when in class or put your telephone away, as it may distract yourself and also your peers.
- Recording or publishing content without permission may breach PDPA regulations.
- Students are expected to respect others' right to learn by behaving appropriately during lectures and peer presentations.
- Students should actively involve in class discussions and activities assigned in class. 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.
- Please refer to the BE Students' Code of Conduct and Regulations

- For Group Activities, Assignments and Presentations:

Students are expected to form a group to work and present applicable case studies or assignments. Work assignments and business plan are assigned with deadline. Students should be aware of the deadline, since the late work will not be accepted.

Students should be aware that the university has a zero-tolerance policy towards plagiarism. And the instructor also expects all students to hand in original work, conducted on their own, for each class. So please try to do the work on your own and provide the source of information/ citation if necessary. Group output will be evaluated.

- For Semester Assignment "Business Plan"

1. Students form up a group of 6-8 students.

2. Students prepare a business plan, followed the structure of full business plan.

The business plan should not exceed **25 pages** (not include cover, table of contents, references and appendix). The business plan should be written in readable font-size and followed full business plan structure.

3. The business plan will be conducted in **both written form and presentation**.

The business plan paper accounts for 15% of the module assessment and presentation 5%.

4. The business plan will be evaluated based on several criteria, including the creativity and feasibility of the business idea, the depth and rigor of the environmental, competitor, and market analyses, the effectiveness of the proposed sales, marketing, and operational strategies, as well as the realism and coherence of the cost structure and financial planning.

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.

Academic Calendar 2/2025

Semester 2/2025 (January 5 - May 2, 2026)	
Enrollment by import quota (Confirm quota Via REG TU) <i>(*ID.65 – 68)</i>	December 1 – 4, 2025
Tuition Fee Payment Period (Via TU Greats App) <i>(*ID.65 – 67)</i>	December 1, 2025 – January 2, 2026
Classes Begin	January 5, 2026
Add-drop period (Via REG TU) <i>(All *ID)</i>	January 5 – 18, 2026 <i>(from 9.00 AM of January 5 to 10.30 PM of January 18)</i>
Tuition Fee Payment Period (Via TU Greats App) (For Students who add-drop courses) <i>(All *ID)</i>	January 5 – 19, 2026 <i>(from 9.00 AM of January 5 to 10.30 PM of January 19)</i>
Withdrawal period with “W” on record	January 19 – March 15, 2026 <i>(from 9.00 AM of January 19 to 10.30 PM of March 15)</i>
Mid-term Examination Period	February 22 – 28, 2026
<i>Makha Bucha Day *</i>	<i>March 3, 2026</i>
Special Withdrawal with “W” on record	March 16 – April 20, 2026
<i>King Rama I Memorial and Chakri Day*</i>	<i>April 6, 2026</i>
<i>Songkran Festival Day*</i>	<i>April 13 – 18, 2026</i>
Last day of class for Semester 2/2025	May 2, 2026