

Course Outline

BA291 Introduction to Business (Sec.046401)

Semester 2/2022 (January 9th – May 6th, 2023)

Number of Credit: 3 credits

Prerequisite: -

Course Description: The course aims to provide a comprehensive introduction to the key operations of business, namely finance, accounting, marketing, human resource and production 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 and fundamental business plans.

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:	09.00 – 12.00 hrs.
Venue:	Room 202, Faculty of Economics
Teaching Materials Platform:	MS Team

Instructor:**Name:** Asst. Prof. Sojira Karnasuta**Office Hours:** Monday 12:00 – 13:00 hrs.**Email:** sojira@gmail.com**Main contact:** via MS Team chat**Expected Learning Outcomes****1. Morality and Ethics**

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Possess honesty, sacrifice, self-social, and environmental responsibility.	
N/A	2. Value “sufficiency” theory and adapt it in life path by adhering to adequacy, rationale, and immunity	
●	3. Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	Submit class works and assignments on time Comply to class rules and meeting time
N/A	4. Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	

2. Knowledge

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Acquire knowledge on and understand the important concepts in business management.	
N/A	2. Acquire knowledge on and understand the important social and science concepts related to business management.	
●	3. Acquire knowledge on and understand the important concepts related to business processes, planning, corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances.	Quizzes; class works and assignments; exams; in-class discussions

N/A	4. Acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on	
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3. Intellectual Development

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Be able to search and process information and utilize various concepts appropriately in a given circumstance in order to obtain relevant information to benefit in the rapidly changing business environment.	
●	2. Be able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	Quizzes; class works and assignments; exams; in-class discussions; business cases
N/A	3. Be able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages.	

4. Interpersonal Skills and Responsibilities

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	
●	2. Be creative and constructively criticize to solve problem of the team.	Group works; Group presentation
N/A	3. Be responsible in lifelong learning to develop self and professional career.	

5. Quantitative Analysis, Communication and Information Technology

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	

N/A	2. Be able to efficiently communicate in Thai and foreign languages that are relevant in doing Business.	
●	3. Be able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.	class works and assignments; exams; in-class discussions; individual and group presentation
N/A	4. Be able to utilize the information technologies or others to support the business operations.	

Remark: ● Primary expected outcome O Secondary expected

Main Text: Ebert, R. and Griffin R. (2022). Business Essentials, Global Edition 13th Edition. Pearson. ISBN-13: 978-1292426938

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 MS Team, 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 are expected arrive on time.
- 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 prove that it is from your own idea/ ability (such as hiring outsourcing service to produce your works or use AI assistance), 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.

Tentative Class Schedule:

Week	Date	Topics	Notes
1	9 Jan	Introduction The Global Business Environment - Chapter 1	
2	16 Jan	The Global Business Environment - Chapter 1	
3	23 Jan	Competitiveness · Five Forces Model · SWOT Analysis	
4	30 Jan	The Business Model Canvas	
5	6 Feb	Understanding Business Ethics and Social Responsibility – Chapter 2	
6	13 Feb	Entrepreneurship, New Ventures, and Business Ownership – Chapter 3	
7	20 Feb	Managing the Business – Chapter 5	
	27 Feb	Midterm Exam	9 – 11.00 hrs.
8	6 Mar*	Marketing Processes and Consumer Behavior – Chapter 11	Makha Bucha Day*
9	13 Mar	Developing and Pricing Products – Chapter 12 Distribution and Promoting Products – Chapter 13	
10	20 Mar	The Role of Accountants and Accounting Information – Chapter 15	
11	27 Mar	Managing Business Finances – Chapter 17	
12	3 Apr	Organizing the Business – Chapter 6 Operations Management and Quality – Chapter 7	
13	17 Apr	Employee Behavior and Motivation – Chapter 8 Human Resources Management and Labor Relations – Chapter 10	
14	24 Apr	Presentation	
15	1 May	Presentation	
	9 May	Final Exam	9 – 12.00 hrs.

ACADEMIC CALENDAR & HOLIDAY SEMESTER 2/2022

Semester 2/2022 (January 9 - May 6, 2023)	
Registration at REG TU (*ID.62-65)	November 22 – 25, 2022
Tuition Fee Payment Period (Via TU Greats App)	November 27, 2022 – January 7, 2023
Classes Begin	January 9, 2023
Add-drop period	January 9 - 22, 2023 <i>(from 9.00 AM of January 9 to 10.30 PM of January 22)</i>
Tuition Fee Payment Period (Via TU Greats App)	January 9 - 23, 2023 <i>(9 AM - 10.30 PM)</i>
Mid-term Examination Period	February 27 - 28 to March 4, 2023
<i>Makha Bucha Day*</i>	<i>March 6, 2023</i>
Withdrawal period with "W" on record	January 25 – March 19, 2023 <i>(from 9.00 AM of January 25 to 10.30 PM of March 19)</i>
<i>Chakri Memorial Day*</i>	<i>April 6, 2023</i>
<i>Songkran Festival Day*</i>	<i>April 10 - 16, 2023</i>
<i>Coronation Day*</i>	<i>May 4, 2023</i>
Last day of class for Semester 2/2022	May 6, 2023
Final exam period	May 8 – 22, 2023
<i>Royal Ploughing Ceremony Day*</i>	<i>To be announced</i>
Submitting Forms for Degree Conferral	January 9 - 22, 2023

Remark * Holiday, No classes during this period