



B.E. International Program

Faculty of Economics, Thammasat University



Course Outline

EE488: Integrated Business Economics

Semester 2/2013 (January 13th – May 3rd, 2014)

Number of credits: 3 credits

Lecture Time: Wednesdays, 11.00-14.00 (3 hrs)

Lecture Venue: Room 203, Faculty of Economics

Instructors: Assist. Prof. Peera Charoenporn, PhD.
Office: Room 445, Faculty of Economics
Email: peera@econ.tu.ac.th
Office hours: by appointment

Course description

Prerequisite: EE311, EE312 and EE325 (or EE425)

Economic theories and tools used to analyze business problems and business situations. The analysis includes understanding competition and financial strategies adopted by firms in different industries, as well as forecasting economic and industrial conditions in the future.

Textbooks: *There is no textbook for this class. Readings were prepared at Puey library and are drawn from various sources especially Harvard Business Review.*

Evaluation

Class Presentations	30%	(Group: 6 presentations, 5% each)
Business Plan	20%	(Group: report (10%) + presentation (10%))
Business Case Study	10%	(Group: report (5%) + presentation (5%))
Class Participation	10%	(20 response papers x 0.5%)
Final Exam	<u>30%</u>	(May, 18 st , 2014 at 9.00-12.00 pm)
Total	100%	

Seminar presentation (45 minutes)

Class Discussion

To encourage discussions in the class, 3-4 students will be called upon to ask questions or to discuss any course material in every class. Students will be asked to select and submit a typed-out **response paper** of the reading assignments (A4 1 page using single-spaced and 11" Times New Roman) assigned in the course outline. The response paper must be submitted to the instructor before the class start.

Class	Topics
17 Jan. (11.00-12.30) (12.30-14.00)	Introduction: <i>Business Economics</i> Introduction: <i>Business Economics</i>
24 Jan. (11.00-12.30) (12.30-14.00)	Management Theory: (1) “Management Century” by Walter Kiechel HBR November 2012 Business Plan / Business Model: (2) “How to design a winning business model” by Ramon Casadesus-Masanell and Joan E. Ricart HBR January-February 2011
31 Jan. (11.00-12.30) (12.30-14.00)	Globalization: (3) “Cracking the Next Growth Market: Africa” by Mutsa Chironga, Acha Leke, Susan Lund, and Arend van Wamelen HBR May 2011 Macro-economy: “(4) What Do Undergrads Need to Know About Trade?” by Paul R. Krugman. The American Economic Review, Vol. 83, No. 2, (May, 1993), pp. 23-26
7 Feb. (11.00-12.30) (12.30-14.00)	Public Policy: (5) <i>Government in Your Business</i> by Robert B. Reich. HBR July–August 2009 Business Analysis: (6) <i>When Growth Stalls</i> by Matthew S. Olson, Derek van Bever, and Seth Verry HBR March 2008
14 Feb. (11.00-12.30) 10 (12.30-14.00)	Industry Analysis: (7) “What Is Strategy?” HBR 1996 by Michael Porter Strategy: (8) “The Five Competitive Forces That Shape Strategy” by Michael E. Porter HBR January 2008
21 Feb. (11.00-12.30) (12.30-14.00)	Demand Forecasting: (9) “Four Step of Demand Forecasting” by William Barnett HBR 1988 Marketing (10) “Rediscovering Market Segmentation” by Daniel Yankelovich HBR February 2006
28 Feb. (11.00-12.30) (12.30-14.00)	Marketing: (11) “Selling into Micro-markets” Manish Goyal, Maryanne Q. Hancock, and Homayoun Hatami by HBR July-August 2012 Marketing: (12) “Advertising Analysis 2.0” by Wes Nichols HBR March 2013
---- Midterm Week 3 rd -8 th March 2014 ----	
14 Mar. (11.00-12.30) (12.30-14.00)	Pricing: ((13) “How to stop consumer from fixating on Price?” by Marco Bertini and Luc Wathieu HBR May 2010 Pricing: (14) “Pricing to Create Share Value: Rethinking the way prices are set can expand the pie for everyone”. by Marco Bertini and John T. Gourville HBR June 2012

Class	Topics
21 Mar. (11.00-12.30)	Non-Pricing: (15) “ <i>The Right Game: Use Game Theory to Shape Strategy</i> ” by Adam M. Brandenburger and Barry J. Nalebuff. HBR July-August 1995.
(12.30-14.00)	Non-Pricing: (16) “ <i>Strategies to Fight Lost Cost Rivals</i> ” by Nirmalya Kumar HBR December 2006
28 Mar. (11.00-12.30)	Production: (17) “ <i>Don’t Let Your Supply Chain Control Your Business</i> ” by Thomas Choi and Tom Linton HBR December 2011.
(12.30-14.00)	Vertical Integration: (18) “ <i>The New M&A Playbook</i> ” by Clayton M. Christensen, Richard Altron, Curtis Rising and Andrew Waldeck HBR March 2011
4 April (11.00-12.30)	Financial Analysis: (19) “ <i>DO YOU KNOW YOUR COST OF CAPITAL? Probably not, if your company is like most</i> ” by Michael T. Jacobs and Anil Shivdasani. HBR July-August 2012
(12.30-14.00)	Financial Analysis: (20) “ <i>How Much Cash Does Your Company Need?</i> ” by Richard Passov HBR November 2003
11 April (11.00-12.30)	Innovation: (21) “ <i>Innovation the Classic Traps</i> ” by Rosabeth Moss Kanter HBR November 2006
(12.30-14.00)	CSR: (22) “ <i>Creating Shared Value</i> ” January–February 2011HBR by Michael E. Porter
18 April (11.00-12.30)	Human Resource: (23) “ <i>Economics of personnel and human resource management</i> ” by Morley Gunderson. Human Resource Management Review 11 (2001) 431–452
(12.30-14.00)	Organization: (24) <i>Transaction-Cost Economics: The Governance of Contractual Relations.</i> by Oliver E. Williamson. Journal of Law and Economics, Vol. 22(2) (1979), pp. 233-261
25 April (11.00-12.30)	Case Study 1: Group 1 & 2 HBR CASE STUDY “ <i>International Agribusiness in China: Charoen Pokphand Group.</i> November 2011
(12.30-14.00)	Case Study 2: Group 3&4 HKU693: “ <i>PEPSI GROWS POTATOES IN CHINA</i> ” by LU JIANGYONG and TAO ZHIGANG (2008)
2 May (11.00-12.30)	Business Plan 1 Group 1 & 2
(12.30-14.00)	Business Plan 2 Group 3 & 4

Important Dates

Class Begins	January 17 th , 2014
Adding and Dropping Course	January 13 rd – 27 th , 2014
Midterm Exam Period	March 3 rd – March 8 th , 2014 (No Lectures)
Midterm Exam	-
Course Withdrawal with “W”	March 19 th – 24 th , 2014
Class Ends	May 3 rd , 2014
Final Exam	Thursday, May 18, 2014, 9.00-12.00