



**(Tentative) Course Syllabus
for
Non - Economics Courses
Semester 1/2013**



B.E. International Program

Faculty of Economics, Thammasat University



COURSE OUTLINE

BI151 BUSINESS COMMUNICATION IN CHINESE 1

Semester 1/2013 (August 13 – November 30, 2013)

Number of credits: 3 credits

Lecture Time: Thursdays, 2PM – 5PM

Section 046401

Lecture Venue: 203, 2nd floor, Faculty of Economics,
Thammasat University, Tha Prachan campus

Instructor: Ajarn. Vilailux Siriratana

Section 046402

Lecture Venue: 204, 2nd floor, Faculty of Economics,
Thammasat University, Tha Prachan campus

Instructor: Ajarn. Judy Tu

Office hours: By appointment

Course Description:

Business Communication in Chinese 1 (BI151) is an elementary modern Chinese course which lays foundation concerning the phonetics, the basic grammar and simple sentence patterns. This course emphasizes the use of Romanization or phonetic alphabet system called Hanyu pinyin as the communicative written tool. The content learned in the lessons is essentially related to business affairs and social activities.

Prerequisites: none

Course Objective:

The purpose of this course (BI151) is to introduce students the important basic components of modern Chinese language which are the phonetics, the grammar and the sentence structure. Students are expected to use proper words and relevant expressions for business communication and social interaction.

Assessment:

Quiz and homework	20	points
Midterm Exam	30	points
Final Exam	<u>50</u>	points
Total	<u>100</u>	points

Textbook:

Li Xiaoqi. New Silk Road Business Chinese I. Beijing: Peking University Press, 2009. (accompanied with CD)

Recommended Texts:

1. Alice Liu Hongmin. Chinese Express. Beijing: Beijing Language and Culture University Press, 2007. (accompanied with CD)
2. Liu Xun and others. New Practical Chinese Reader 1. Beijing: Beijing Language and Culture University Press, 2003. (accompanied with CD)
3. Wu Zhongwei. Dangdai Zhongwen 1 (Contemporary Chinese, Volume One). Beijing: Sinolingua, 2003.
4. Yang Jizhou. Hanyu Jiaocheng, Di Yi Ce (Chinese Course, First Set). Beijing Yuyan Wenhua Daxue Chubanshe, 2002.
5. CD-ROM : Hanyu: Chinese Elementary Course. Beijing: China Central Radio & TV University Press, 2003.
(This CD-ROM is accompanied with a text book.)

These recommended texts are reserved for the students in the Puey Ungphakorn Library, Faculty of Economics

Course Schedule

Week	Date	Lecture
1 2	August 15 August 22	Basic Knowledge on Chinese Phonetics - Pronunciation - Pinyin Romanization
3 4	August 29 September 5	Common Sentence Patterns Lesson 1 - Get familiar with RMB, Chinese currency - Learn to express the amount of money - Simple shopping - Write some simple Chinese characters
5 6	September 12 September 19	Lesson 2 - How to express the time - How to express the time when something happens - Quiz 1
7	September 26	- Complete the exercises in Lesson 1 and Lesson 2 - Review for midterm exam
8	Thursday Oct. 3 15.30 – 17.00 hrs.	***Midterm Exam 3.30 – 5.00 PM***
9 10	October 10 October 17	Lesson 3 - Master the expression of phone number, fax and email - Introduce to others how to contact you

11 12	October 24 October 31	Lesson 4 - Get familiar with the basic family relationship titles - Briefly introduce the basic information of your family members - Quiz 2
13 14	November 7 November 14	Lesson 5 - Know some common Chinese dishes - Learn to order dishes and pay bills in the restaurant
15	November 21	Lesson 6
16	November 28	- Learn commonly used traffic transportations - Compare several traffic transportations - Review for final exam
17	Friday Dec.20 09:00 – 12:00 hrs.	***Final Exam 09.00 AM - noon***

Important Dates

Class begins

August 13, 2013

Adding and Dropping Course

August 13 – 27, 2013

Midterm Exam

October 3, 2013 ; 3.30 – 5.00 PM

Course Withdrawal with “W”

October 16 – 21, 2013

Last day of classes

November 30, 2013

Final Exam

December 20, 2013 ; 09.00 AM - noon



B.E. International Program

Faculty of Economics, Thammasat University



Course Outline

MK 343 Sales Management

Semester 1/2013 (August 13 – November 30, 2013)

Number of credits:	3 credits
Lecture Time:	Mondays, 9 AM to noon
Lecture Venue:	303, 3 rd floor, Faculty of Economics, Thammasat University, Tha Prachan campus
Exam:	Final Exam: December 3, 2013 ; 9 AM to noon
Instructor:	Dr. Nichaya (Nan) Suntornpithug Email: suntornn@ipfw.edu (include TU_ MK343=yourname and subject of the message in the subject line)
Office hours:	By appointment
Course Website:	http://be-moodle.econ.tu.ac.th

Course Prerequisites: MK202

LEARNING OUTCOMES

In this course you will learn the principles and theory of personal selling. Upon completion of the course, you will have a working knowledge of the personal selling discipline such that you will be able to describe, define, and identify personal selling principles. You will also be able to demonstrate and apply personal selling tools and skills. In addition, you will be able to assess and choose appropriate personal selling efforts in a variety of sales situations.

COURSE METHODS

This course will be conducted through the use of reading, lectures, discussion, case analysis, activities, individual research papers, and short team presentations. Class discussions and activities will provide a forum for sharing ideas. I believe we learn and enjoy more through interaction and active participation. My hope is to develop students' understanding and ability to apply the information learned during the course. You are expected to take significant responsibility for your own learning and to facilitate positive learning experiences for and with your classmates.

COURSE REQUIREMENTS

Testing Format

Each student is required to take one final exam. The exam will be based on the textbook, lectures, cases, exercises, and in-class discussions. The exam will consist of essay questions.

Individual Research Papers

Each individual research paper gives you the opportunity to take what you are learning in this course and use it to think critically about authentic, real-life situations. You will confirm the truth of what you are learning and hopefully come to understand how the concepts, theories, and principles of this course might help improve the practices and outcomes that you will observe. It is also possible that your research will cause you to question what you are learning, which is also desirable.

In completing the paper, address the requirements of the assignment. At the same time, try to integrate pertinent material from the text, class lectures, your own experience, other business courses, and your outside reading. Use this as an opportunity to integrate what you have learned in the course with what you learned from doing the paper.

Each individual research paper should be no longer than one page, 12 point Times New Roman, single spaced. A well-written paper that is approximately 500-750 words will probably be what you should aim for. Your writing should be complete and thorough, concise, and free of grammar errors. Your paper should be word processed (Microsoft Word is preferred). Put a heading on your paper that includes your full name, the title of the assignment, and the date. Please name your paper as <yourlastname><first initial>_paper<papernumber>. For example, student John Smith would name his first paper “smithJ_paper1”.

Please submit a hard copy of your individual research papers as well as an electronic copy via an email by 9:00 a.m. on the day when they are due.

Individual Research Paper #1

Submit a one-page paper. Interview a Sales Manager and ask her/him to describe the three key characteristics of a successful sales manager. This paper is due on November 11, 2013.

Individual Research Paper #2

Submit a one-page paper. Describe a recent purchase experience. What did the salesperson do to pre-qualify you, define your needs (in terms of the product's features, benefits, or advantages), meet your objections, and attempt to close the sale. This paper is due on November 18, 2013.

Individual Research Paper #3

Submit a one-page paper. Research a sales manager job opening on the Internet or in the classifieds. Describe the three main job responsibilities of the position and what three key experiences or skills the company is looking for in terms of a successful candidate. This paper is due on November 25, 2013.

Group Assignments

The class will be divided into teams. Your team is required to sign up for various assignments by August 19, 2013. Group assignments consist of:

-  **Article Summary:** This assignment helps you broaden your knowledge of sales management as well as gives you practice in communication skills essential to success in the world after college. Your team will submit a one page, single-spaced (approx. 500-750 words) word-processed paper in class as well as an electronic copy to me via an email by 9 a.m. on the assigned date. Please name your paper as <groupname>_article_chapter<number>. For example, group Super Star would name the case for Chapter 1 “Star_article_chapter1”.

The article must relate to your assigned chapter. You must present the article on the assigned day. In your oral summary, you should briefly (5 minutes maximum) explain the article and clearly explain how it relates to subject matter in the text.

The written summary should contain the following information in this order:

- Your name, course title and number, and the date
- Title of the article
- Author(s) of the article
- Name of publication
- Date of publication, Volume, Page Numbers
- Text chapter to which the article applies
- 1-2 paragraphs explaining how the article relates to the chapter indicated above
- 2-3 paragraphs summarizing and commenting the article

Articles are to be chosen from any business periodical or popular press (Business Week, USA Today, NY Times, Wall Street Journal, etc.). The article should not be older than 2 years.

One Chapter Case

Your team will lead a class discussion on one selected Chapter Case. The team will summarize the case, role-play the meeting, and be ready to answer all the questions on the case. Each team will have 10 minutes to present the case. Your team will submit a hard copy of one-page paper, answering the questions at the end of the case in class as well as submitting an electronic copy via an email. Please name your paper as <groupname>_chaptercase<number>. For example, group Super Star would name the chapter case for Chapter 1 “Star_chaptercase1”.

CLASS PARTICIPATION AND PROFESSIONALISM

You are expected to come to class completely prepared for the scheduled activities. Participation includes class attendance, professionalism, reading the syllabus and assigned materials, overall preparation for class, actively contributing your thoughts and personal experiences, and role plays. Throughout the semester you may be asked to participate in role plays of the cases presented at the end of each chapter in the text. You should come to class prepared to enact any of these cases unless otherwise instructed.

Missing the class may hurt your final grade. My record of attendance is official and final. Absence, in no way diminishes your responsibility to be aware of what was covered, as well as any announcements that have been made. While your attendance is critical to the exchange of ideas and fruitful class discussions, you should note that attendance alone is not sufficient to score well on participation. You are expected to actively contribute to the learning experience of the class. Preparation, professionalism, and mutual respect are also important elements of your participation score. Classroom professionalism is to be maintained at all times. My goal is to create a positive, courteous, and respectful environment that is conducive to learning. Pagers and wireless phones are to be turned off or set for silent alarm.

Text: SELL, 3rd Edition. Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, Charles H. Schwepker, and Michael R. Williams. Houghton Mifflin/Cengage Learning, 2012.
Sales Management: Teamwork, Leadership, and Technology, 6th Edition. Charles Frutrell. http://people.tamu.edu/~c-futrell/436/Sm_chapters (Free PDF download)

GRADES

You will be evaluated on multiple items so that your grade does not depend on any single outcome. The breakdown of your grade will be as follows:

Final Exam	Individual Paper	Group Assignments (3 or 4 people)	Participations	Total
300 pts	Paper 1: 100 pts	Article Summary 150	100 pts	

		One chapter case: 150 (written and oral)		1,000 pts
	Paper 2: 100 pts			
	Paper 3: 100 pts			
300 pts	300 pts	300 pts	100 pts	

* Scores on group assignments will be adjusted based on peer evaluations, so please ensure your commitment and contribution to all group assignments. You will provide feedback on each group member's effort and contribution to group projects. Please give careful consideration to these evaluations. If a group member's peer evaluation averages less than 95 percent, he or she will receive that percentage of the group's project score. Members whose peer evaluations average 95 percent or higher will receive the group's score.

97-100%: A+ (4.0)	87-89.99%: B+ (3.3)	77-79.99%: C+ (2.3)	67-69.99%: D+ (1.3)	Below 60%: F (No credit)
93-96.99%: A (4.0)	83-86.99%: B (3.0)25	73-76.99%: C (2.0)	63-66.99%: D (1.0)	
90-92.99%: A- (3.7)	80-82.99%: B- (2.7)	70-72.99%: C- (1.7)	60-62.99%: D- (0.7)	

GUIDELINES FOR ALL COURSE ASSIGNMENTS AND PROJECTS:

- 1) All work must be original and performed by the student. Note that cutting and pasting directly from web pages is considered to be plagiarism. Likewise, collusion on individual assignments will not be tolerated.
- 2) In addition to the completion of the requirements for each assignment, written work is graded on the basis of appearance, organization, writing style (clarity, spelling, and grammar), comprehensiveness, justification or support of ideas, and creativity. Group projects that are completed in sections and merged together should be thoroughly checked for completeness and consistency. Cite all external sources and include a "References" section at the end of each assignment. Remember that external sources include personal interviews and the address of any web site used in your project
- 3) All oral presentations, if any, are graded on the basis of preparation, logical organization, professionalism, nonverbal elements, quality of visuals, speech (tone, clarity, grammar), creativity, and presentation style (eye contact, mannerisms, lack of dependence on notes). Reading notes or overheads to the class is unprofessional and will not be tolerated.
- 4) You and your group are responsible for turning in only written assignments. You are expected to prepare for, and participate in, all class discussions. Late projects or assignments will not be accepted under any circumstances.

CLASS POLICIES:

- 1) Failure to complete any projects or assignments to which points are assigned will automatically result in an assignment of the F grade for the course.
- 2) All grades are final. If you have any questions, I will be happy to discuss any concerns you have before the assignment is due.
- 3) The schedule may be changed anytime by the instructor. You are responsible for any changes announced in class.
- 4) If Thammasat closes for any reason, the material for that class session will be added to the scheduled material for the next class meeting. **GOOD LUCK!**

TENTATIVE COURSE SCHEDULE

This schedule is tentative and subject to change, depending on the speed with which we cover the material. Regular attendance is the best way to be sure of what to expect in the next class.

Wk	Date	Topic	Activity/Assignment
1	Aug 19	Introduction and Overview	Form Team Assignment: -Article Summary -Chapter Case -Continuing Case
2	Aug 26	Chapter 1: Overview of personal selling The Image of Salespeople Video Exercises Continuing Case: NCC	Ch 1 Case: Specialty Sports Ch 1 Role play: Biomod Ch 1 Article Summary
3	Sep 2	Chapter 3: Understanding buyers	Ch 3 Case: RelationshipsFirst Ch 3 Article Summary
4	Sep 9	Chapter 4: Communication skills	Ch 4 Case: Tech Solutions Ch 4 Article Summary
5	Sep 16	Chapter 5; Strategic prospecting and preparing for sales dialogue	Ch 5 Case: Tsuleff Ch 5 Article Summary
6	Sep 23	Chapter 6: Planning sales dialogues and presentations	Ch 6 Case: Nimblefoot Ch 6 Article Summary
7	Sep 30	Chapter 7: Sales dialogue: creating and communicating value	Ch 7 Case: TPC Ch 7 Article Summary
8	Oct 7	Chapter 8: Addressing concerns and earning commitment	Ch8 Case: Thompson Engineering Ch8 Article Summary
9	Oct 14	Chapter 9: Expanding customer relationships	Ch9 Case: Reluctant Salesforce Ch9 Article Summary
10	Oct 21	Chapter 10: Adding value: self-leadership and teamwork	Ch10 Case: Universal Control Corp. Ch10 Article Summary
11	Oct 28	Chapter 11: Sales Management	Ch11 Case: Alliance Adhesives and Plastics Ch11 Article Summary
12	Nov 4	Sales Management (Frutrell)	Cases
13	Nov 11	Individual Paper 1 presentation	
14	Nov 18	Individual Paper 2 presentation	
15	Nov 25	Individual Paper 3 presentation	
16	Dec 3	FINAL EXAM ; 9 AM - noon	

Important Dates

Class begins

August 13, 2013

Adding and Dropping Course

August 13 – 27, 2013

Midterm Exam

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Course Withdrawal with “W”

October 16 – 21, 2013

Last day of classes

November 30, 2013

Final Exam**December 3, 2013 ; 09.00 AM - noon**



B.E. International Program

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COURSE OUTLINE

MK352 SERVICE MARKETING

Semester 1/2013 (August 13 – November 30, 2013)

Number of credits: 3 credits
Lecture Time: Tuesdays, 2PM – 5PM
Lecture Venue: 303, 3rd floor, Faculty of Economics,
Thammasat University, Tha Prachan campus
Instructor: Dr. ARTHUR GOGATZ
E-mail gogatz@yahoo.com
Mobile : 0873257472
Office hours: By appointment

Course Description:

This course looks at new marketing trends in the highly competitive service industries, especially, the airline, hotel and restaurant industries.

As competition becomes keener and it becomes more and more difficult to distinguish between one offering and another, the only way to increase and hold market share is by offering what clients perceive to be better service.

Statistics show that the majority of customers today defect to a competitor because they don't like the way they were treated. Most service industry companies today are not even aware when one of their customer defects. Most do not know if their customers are happy or unhappy. This is true in the hotel industry, the airline industry and the food and beverage industry. Companies need to do a better job at finding out what they are doing right and what they are doing wrong. They need to know what their customers want. Most companies assume that everyone wants similar things, but this is not true.

People have special desires and requirements and the company which can give their customers the feeling that they are being treated specially will do better than those who don't. Customers will shop where they feel wanted and special and will usually pay more for the privilege.

This course looks at some innovative techniques that companies can use to make their customers feel special.

Prerequisites: MK202

Aims and Objectives:

Aims: This course aims to provide students with an understanding of the business environment in service marketing today. It seeks to equip students with practical knowledge and skills in marketing systems, business strategies and practices, as well as make them aware of the state of service marketing today.

It also aims to enable students to “connect the dots” in today’s complex global business world and to be able to analyze and synthesize information from various sources in order to see the relationships between ideas, concepts, things and people.

Objectives:

Upon completion of this course, students should be able to:

- Understand the complexities of marketing in today’s demanding global arena
- Understand how firms can encourage and nurture a spirit of innovation in marketing and how that translates into new services in a global context
- Recognize and understand how marketing functions so that they will be able to think like a marketing professional
- Better analyze and synthesize information to see the relationships rather than the differences in the complex world of global service marketing

Assessment:

- 50% evaluation of all work done in class, including participation, attitude, exercises, case studies
- 50% final exam.

Suggested readings:

- To be announced later. This will consist of a range of marketing articles, which students will need to download from the internet and read from McKinsey Quarterly, Fast Company and other publications

Course Schedule

Section one: Introduction

- Introduction and description of course and contents
- Description of course assessment.

Section two: Marketing Strategies (basics) Communications and Marketing

- Communications and marketing
- Trust as the centerpiece of marketing strategy
- Customer defections
- Relationship marketing
- Transaction and relationship buyers

Section three: Marketing strategies – service

- Why customers defect. Transaction and relationship buyers
- Finding out what customers really want
- Innovative ideas for the service marketing industry
- Techniques to make customers feel special
- Focused customer service. Surpassing the competition

- How to really listen to your customers and then satisfy their needs

Section four: The Airline Industry

- Influence of globalization on business
- Trends in the airline industry today
- Competition among airlines
- The service plan

Section five: Customer Relationship Management

- Why people buy
- Similarities between entrepreneurship and intl. marketing strategies
- Conversion and interception rates and analysis
- Customer loyalty
- Affinity and appreciation programs
- Techniques to know what your customers really want

Section six: The Hotel Industry

- The service plan
- Forming a service plan for a hotel
- Looking at the industry from the point of view of the guest
- Competition in the global hotel industry

Section seven: Branding in Service Industries

- internet marketing
- branding, concepts and strategies
- startups and entrepreneurship in service industries

Section eight: Wrap up and synthesis

- Service marketing strategies
- Matching the strategy to the service

The course makes use of the case study method and we have a case study usually do about 6 case studies during the semester

*All case studies used are original case studies written by the course professor

Methodology: Lecture, case study, discussion, exercises

Appendix A

Evaluation of Class work: (50% of final grade)

Criteria:

Engagement –

- Student displays a positive attitude in class and actively and attentively follows the lectures and the contributions of fellow classmates

- Student contributes to class by offering ideas, asking questions and attempting to answer questions
- Student recognizes that the subject requires outside reading and reads more than what is assigned

Analysis –

- Evidence of original thinking, good organization of course materials, capacity to analyze and synthesize, capacity to connect the dots of the materials presented in course and also to connect them to general knowledge

Preparation –

- Student is prepared for class with assignments and required class materials
- Student reflects on what has been taught and takes a personal interest in the subject
- Student is aware of current events and their relation to the course

Students will be provided copies of the power point used during the lectures, (mainly for language purposes). .

Power point of the case studies will only be provided after the case is discussed in class. This is because students need to make decisions in all the case studies used and thus if the power point is supplied beforehand students would have the answers to the questions posed. Case study analysis, (which will be done both in groups and individually) is an important part of the course.

This is an exciting course which will challenge the student to integrate and blend their knowledge of marketing with their experiences both professionally (corporate) and privately (consumers).

Appendix B

Grading the Exam (50% of final grade)

Criteria:

Analysis –

- Capacity to analyze and synthesize, capacity to connect the dots of the materials presented in course and further to connect them to general knowledge

Understanding -

- Grasp of the subject matter, evidence that the student fully understand the course

Application -

- Evidence that the student can apply knowledge obtained in the course to problems and situations that they have not been given the answers to. (application of data rather than retention of data)

Important Dates

Class begins	August 13, 2013
Adding and Dropping Course	August 13 – 27, 2013
Midterm Exam	-
Course Withdrawal with “W”	October 16 – 21, 2013
Last day of classes	November 30, 2013
Final Exam	December 17, 2013 ; 09.00 AM - noon