



Faculty of Economics, Thammasat University

Course Outline

Introduction to Business - BA291

Semester:	1/2021 (August 9 - November 27, 2021)
Number of credits:	3 credits
Instructor:	Dr. Hugh Patrick O'Connell E-mail: hugh@planit.co.th Office hours: by appointment
Class Schedule:	Monday, 13.00 – 16.00 hrs.
Class Room:	Online: https://able-gateway.com/online
Prerequisites:	None

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 functions. 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 analyse business priorities
3. Students will be able to choose appropriate method to analyse 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:

Pride WM, Hughes RJ, JR Kapoor FOUNDATIONS OF BUSINESS, 6E, Cengage

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

Policy on attendance and class participation:

Attendance, attitude, and preparation are important. Positive contributions to the class can provide rich reciprocal learning experiences. The right attitude means: a desire and willingness to study and learn, preparation as directed, and putting forth effort even when it may be inconvenient or difficult. It also means: being ready to answer questions when called upon, volunteering answer to questions or asking questions and actively listening to the instructor and other class members.

Week	Date	Topic	Chapter
1	9 August	Exploring the World of Business and Economics	1
2	16 August	Ethics and Social Responsibility in Business	2
3	23 August	Global Business	3
4	30 August	Choosing a Form of Business Ownership	4
5	6 September	Small Business, Entrepreneurship, and Franchises	5
6	13 September	Understanding the Management Process	6
7	20 September	Creating a Flexible Organization	7
	27 September	<i>Mid Term Examination Week – NO MIDTERM</i>	
9	4 October	Producing Quality Goods and Services	8
10	11 October	Attracting and Retaining	9

		the Best Employees	
11	18 October	Motivating and Satisfying Employees and Teams	10
12	25 October	Building Customer Relationships Through Effective Marketing	11
13	1 November	Creating and Pricing Products That Satisfy Customers	12
14	8 November	Distributing and Promoting Products	13
15	15 November	Exploring Social Media and e-Business	14
16	22 November	Using Management and Accounting Information	15
	TBA	<i>Final Exam</i>	

Grading:

Assignment 1 - Individual	25%
Assignment 2 - Group	25%
Final Examination	50%
	100%

After-class quizzes:

These quizzes, available weekly on Moodle, are intended to give you a review of lesson learnt each week. They should be completed by midnight of the 7th day of the following week (Usually Sunday).

Note that marks will be deducted for non-participation or failure to follow instructions

The Format of the final examination is “essay.” Students will be required to answer 10 questions. The time for the examination will be 3 hours.

Assignment 1 – Individual Assignment: Why am I here?

Due Date: 27 September 2021

Word count: 500

For this assignment, you will write a maximum 500-word formal essay (using professional writing and presentation) that reflects your reasons for joining this class, the challenges you anticipate and how you will set yourself up for success. This essay may be written in first person. This assignment will be graded on the breadth and depth of effort you put into your thoughts and the quality of your writing (e.g. structure, clarity, free of typos, grammar, etc.). This report must be checked through Turnitin and submitted on Moodle.

Assignment 2 – Group assignment

Due Date: TBA (Final examination date)

Word count: 2400 to 2500

In an assigned group you will find and use business information of a pre-selected (Thai) company. The purpose of this assignment is for you to learn how to properly source and cite information from various sources (e.g. internet, newspapers, magazines, etc.). The group project provides an opportunity for you to apply the information you learned in this class to a “real life” (case) situation. The project will be completed in groups of four or five, and consists of a formal written report: A 2400 to 2500-word report that includes an introduction, problem statement, internal and external analysis (including an environmental scan), identification and analysis of three alternatives, a recommendation and a conclusion. The report should have a formal title page, table of contents and works cited (these sections are not included in the word count). This report must be checked through Turnitin and submitted on Moodle. Please ensure the full names and student numbers of each group member are included on the cover page.

Remarks:

 ACADEMIC CALENDAR 2021			
Event	Semester 1 (August - December 2021)	Semester 2 (January - May 2022)	Summer Session (June - July 2022)
Pre-Registration period (BE Portal-EE)	April 5, 7-8, 2021	April 5, 7-8, 2021	April 5, 7-8, 2021
Pre-Registration period (BE Portal-Non EE)	June 24-25, 28, 2021	TBA	TBA
Course Registration (Reg TU) *for 1st year	August 2, 2021		
Course Registration (Reg TU)	July 13 - 15, 2021	December 1 - 4, 2021	May 17 - 20, 2022
Payment (TU Greats App)	July 16 - 18, 2021	December 7 - 9, 2021	May 21 - 23, 2022
Classes Begin	August 9, 2021	January 10, 2022	June 13, 2022
Adding and Dropping Courses W/O Record	August 16 - 19, 2021	January 17 - 20, 2022	June 14 - 16, 2022
Payment via TU Greats App	August 20 - 22, 2021	January 21 - 23, 2022	June 17 - 19, 2022
Mid-term Examination Period	September 26 - October 3, 2021	February 27-28 - March 6, 2022	-
Course Withdrawal With "W"	October 11 - November 15, 2021	March 14 - April 25, 2022	July 4 - 10, 2022
Last Day of Classes	November 27, 2021	May 7, 2022	July 22, 2022
Final Examination Period	November 29-30, December 1-3, 7-9, 11-17, 2021	May 9-14, 17-25, 2022	July 24 - 27, 2022