



B.E. International Program

Faculty of Economics, Thammasat University



Course Outline

BA291 Introduction to Business

Semester: 2/2011 (January 9 – May 20, 2012)

Course Description

This course will introduce students to a complete overview of different aspects in business management and organization. Students will learn the important business functions, such as marketing, human resources, operational and quality management, accounting and financial management and how these functions are related to each other. Additionally, students will get to know the business environment and learn how to adapt their business strategies and organization to stay competitive in a turbulent business environment.

Learning outcomes

After this course, students should be able to:

- understand the management process
- see the big picture of business organization and the relationship between business functions and able to plan the business systematically
- analyze the business environment and identify threats and opportunities from the changing environment and able to create sustainable competitive business models and strategies
- use knowledge in business management for the future specialized courses and career
- discuss and analyze the business cases and able to work in team

Course Format

The courses will comprise of lectures, class discussions, presentations and case studies. Students should prepare for the class by reading the given textbooks and learning materials and regularly follow the news.

Lecturer

Ajarn Parichat Jantori

Thammasat Business School, Tha Prachan campus, Room 556

praemont@gmail.com

Place and time

Tuesdays and Thursdays, 9.30 – 11.00, Room 203, Faculty of Economics building, Tha Prachan campus

Literatures

Ferrell, Hirt, Ferrell (2009): Business – A changing world, 7th edition, Mc Graw-Hill.

Robbins & Coulter (2010): Management, 10th edition Prentice Hall.

Class materials can be downloaded at <http://be-moodle.econ.tu.ac.th/>

Grading policy and examination

Class participation	10%
Quiz and work assignment	15%
Business plan	15%
Business plan presentation	10%
Midterm exam	25% (March 1, 2012, 09.30-11.00)
Final exam	25% (May 4, 2012, 13.30-16.30)

Remarks:

- ◆ Second semester begins Jan. 9, 2012
- ◆ Period of withdrawal without “W” Jan. 9-23, 2012
- ◆ Mid-Term Examination Feb. 27 – March 3, 2012
- ◆ Last day of withdrawal with “W” March 21, 2012
- ◆ Last day of class Apr. 29, 2012
- ◆ Final Examination May 4 - 20, 2012

Grading policy

>90%	A	86 - 89%	B+
80 – 85%	B	76 – 79%	C+
70 – 75%	C	66 – 69%	D+
60 – 65 %	D	<60%	F

Class Schedule

Class	Date	Topics
1-2	10, 12 Jan 2012	Course introduction and activities Writing effective business plan
2-3	17, 19 Jan 2012	The internal and external business environment The global environment of business
3 - 4	24, 16 Jan 2012	Business ethics and social responsibility <ul style="list-style-type: none"> - The role of ethics in business - Corporate social responsibility (CSR)
4 - 5	31 Jan, 2 Feb 2012	Options for organizing business Small business and entrepreneurship
6 – 7- 8	7, 9,14 Feb 2012	Introduction to business management process <ul style="list-style-type: none"> - Planning - Organizing - Leading - Controlling
9 – 10- 11	16, 21, 23 Feb 2012	Managerial decision and strategic planning
		Midterm Examination 1 March 2012, 9.30 – 11.00
12 - 13	6, 8 Mar 2012	Human resource management
14 - 15	13, 15 Mar 2012	Operational management and quality management
16 -19	20, 22, 27, 29 Mar 2012	Developing marketing strategy <ul style="list-style-type: none"> - Nature of marketing - Dimensions of marketing strategy
20 - 23	3, 5, 10, 12 Apr 2012	Introduction to accounting and financial statement Analyzing financial statements
24 - 25	17, 19 Apr 2012	Business plan presentation and review
26 - 27	24, 26 Apr 2012	Sum up
		Final Examination 4 May 2012, 13.30 – 16.30

**Please note, the class schedule can be rearranged as seen appropriated.*