BA 291 Introduction to Business

Number of credits:	3 Credits
Lecture time:	Mondays, 2.00 – 5.00 p.m.
Lecture venue:	Faculty of Economics, Thammasat University, Thaprachan Campus
Instructor:	Ajan Parichat Jantori
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	Office: Thammasat Business School, Thaprachan Campus,
	5th Floor, Room 556
	Office hours: by appointment
Prerequisite:	None

Course description:

This course will introduce students to a complete overview of different aspects in business management and organization. Students will learn important business functions, such as marketing, human resources, operations 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.

Course objectives:

The main objective of the course is to provide the overview of business management and business environment.

At the end of this course, students should be able to:

- understand the management process and business functions
- see the big picture of business organization and the relationship between each business functions and able to plan the business systematically
- analyze the business environment and identify threats and opportunities 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

Date latest curriculum revision: 27th December 2013

Purposes of curriculum revision:

The curriculum is revised regularly to ensure the relevance of the courses to the business world. The contents are updated so that it is of the benefits of the students in their future studies or future careers.

Hours employed per semester:

Lecture	Supplemental classes	Fieldwork/ Internship	Self-study
45 hrs	-	-	90 hrs

Literature:

1. Ferrell, Hirt, Ferrell (2009): Business – A changing world, Mc Graw-Hill.
2. Robbins & Coulter (2010): Management, Prentice Hall.
3. Pride, Hughes, Kapoor (2010), Introduction to Business, Cengage.

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

Learning outcomes:

The five learning outcomes are stated below.

1. Morality and ethics

Expected outcome	Teaching methods	Evaluation methods
- Acquire knowledge related to business	- Morality and ethical considerations are	- Class room activity - Assignment

morality and ethics, and be able to handle ethical dilemma with integrity - Possess honesty, sacrifice, self-, social-, and environmental responsibility.	integrated into each topic presented - Real cases and examples discussion	- Quiz and exam

2. Knowledge

Expected outcome	Teaching methods	Evaluation methods
- Acquire knowledge on and understand the important concepts in business management. - Understand the business environment - Able to analyze opportunities and threats from business environment	- Case discussion - News analysis	- Assignment - Quiz and exam

3. Intellectual Development

Expected outcome	Teaching methods	Evaluation methods
- Be able to search and process information and utilize various concepts appropriately in a given circumstance - Be able to think systematically and rationally and to integrate knowledge from other disciplines to solve the problems in business and other settings	- Case study - Group discussion and presentation	- Exam - Full business plan and business plan presentation

4. Interpersonal skills and responsibility

Expected outcome	Teaching methods	Evaluation methods
- Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation. - Be responsible for the team and given assignment	- Group assignment and discussion	- Group performance - Individual contributions to group performance - Team member evaluation

5. Quantitative analysis, communication and information technology

Expected outcome	Teaching methods	Evaluation methods
- Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business - 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 - Be able to apply mathematics, quantitative analysis e.g. Break-evenpoint, Location analysis, Financial statement analysis, EOQ, in business decision making process	- Case study and example - Group activity	- Group performance - Quiz and exam

Course schedule:

Class	Date	Topics
1	13 Jan	Course introduction Understanding the business Model by using business model canvas
2	20 Jan	How to write an effective business plan
3	27 Jan	The external and Internal environment of Business
4	3 Feb	Business ethics and social responsibility - The role of ethics in business - Corporate social responsibility (CSR)
5	10 Feb	Options for organizing business (Legal form of business in Thailand) Small business and entrepreneurship
6	17 Feb	Introduction to business management process (The POLC) - Planning - Organizing - Leading - Controlling
7	24 Feb	Managerial decision and strategic planning - Corporate-level strategy - Business-level strategy - Functional-level strategy
Midterm exam period, 3 – 8 March 2014		
8	10 March	Human resource management
9	17 March	Operations management and quality management
10 - 11	17, 24 March	Developing marketing strategy - The nature of marketing - Customer segmentation - The 4 P
13	31 March	Introduction to accounting and financial statement Analyzing financial statements
14	21 April	Business plan presentation
15	28 April	Class Review
		Final Examination period, 6 -21 May

Class evaluation and grading policy:

1. Class participation	10%

- Regularly class attendance
- Participation in class discussion
- Contribution to the class

2. Quiz and work assignments	15%

- Correctness
- Creativity
- Thoroughly analysis
- Keeping deadline

3. Business plan and presentation	25%

- Creativity and feasibility of the business
- Thoroughly analysis of business opportunities, market, customer etc.
- Understandability of the business plan

4. Midterm exam	25%
5. Final exam	25%

Grading policy

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

Course and Teaching Evaluation and Improvement

1. Strategies for course evaluation by students:

- Course evaluation before midterm period and at the end of the course

Following key areas will be evaluated:

- Class preparation
- Teaching capability
- Appropriateness of activities or assignments
- Encouragement of Class discussion
- Opportunity to ask questions
- Encouragement of independent study and additional practices
- Benefits of the course

- Direct feedback from students

2. Evaluation strategies in teaching methods:

- The effectiveness of teaching methods will be evaluated from the students' accomplishments such as participation, assignments, and exams.

3. Improvement of teaching methods:

- The instructor will use the feedbacks to improve the teaching methods.