



## **COURSE OUTLINE**

### **BA 291 Introduction to Business**

**Session:** Summer 2019

**Session Day and Time:** Tuesdays & Thursdays 9:00-12:00 hrs.

**Online Platform:** Zoom, FB Live and FB Messenger

**Course Instructor/Coordinator:** Ajarn Suwalya Khemvaraporn

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#### **Instructors:**

Asst. Prof. Dr. Somboon Kulvisaechana

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#### **Course Description:**

The course is designed to provide B.E. students a basic understanding of business concepts and practical application in conducting today's modern businesses focused on startups and covering areas of Human Resources, Marketing, Finance and Supply Chain Management in addition to others. Students will be presented with case studies and assigned to work together as groups to design and propose business plans in relation to startup businesses. A team of specialists instructors and professionals will be teaching basic concepts and methods in their field of expertise, which will enhance students' learning in strategizing and executing plans for their final group projects. Student participation and group work is a key factor for effective learning in this course.

#### **Course Objectives:**

1. To provide students an understanding of business systems and its functions with goals to be able to perform basic business activities, set up strategies, evaluate and measure business outcomes and identify circumstances that require integrity and be able to take corrective action.
2. To identify, explore and work on practical business cases in developing successful business startups by applying practice and concepts from main areas of H.R., Marketing, Finance and Supply Chain management.
3. To prepare students to become effective business managers by developing, apart from in-depth understanding of the strategic management process, but also in the area of analytical thinking, creativity, innovation and presentation, skills needed to succeed in the corporate world

### **Assessment:**

1. Individual Attendance/Assignments/Participation	10%
2. Group Case Study and Presentations	20%
<b>3. Midterm Report</b>	<b>10%</b>
4. Final Group Project Presentation I & Consultation	10%
5. Final Group Project Presentation II	20%
<b>6. Final Exam</b>	<b>30%</b>
Total Score	100%

### **Details of Assessment:**

Midterm Report	10%
Final Exam	30%

Individual Class Attendance/Assignments/Participation 10%  
*Participation includes attendance, discussions and assignments. There will be open discussions and 'brainstorming' on the context, business cases and various business issues.*

Group Case Study and Presentations 20%  
*Two major case studies and group presentations are planned for 2 sections Human Resource Management (10%) and Marketing (10%).*

Final Group Presentation 30%  
*The Project begins on the first day of class with the formation of the project team. The team is required incorporate theories, concepts, models, and other relevant information (ex. Facts, figures, external source data) into the analysis for the final project presentation as group work progress will be gradually developed throughout the summer session via project mini presentations. The final presentation will be divided into 2 parts. The first part is a pre- presentation with consultation (10%). Students are expected to revise and fine-tune their pre- presentations in preparation for the final presentation II (20%).*

### **Required Text:**

Bovine, Courtland L. & Thill, John V. (2017) Business in Action 8<sup>th</sup> edition. Pearson Education Limited, New York, NY. ISBN-13: 978-0134129952

### **Supplementary Reading:**

News from all sources, particularly on the Internet.

### **Student Responsibility:**

- Every class assignment needs to be turned in on time. Late turn-in will be accepted with no score assigned to it.
- Important notice: Attendance is very important. After 10 minutes after class begins, you are considered late, therefore 3 lates equals 1 absent and 4 absents you are not allowed to take the final exam.


### **Academic Honesty:**

-You are expected to be honest in all of your academic work. Copying is plagiarism and will be treated as an honor code violation. Potential sanctions include failure in the course: "F" and suspension from the university.

## Class Schedule

Session	Date.	Topic	Instructor
1	June 9	1.Class Introduction -Review Syllabus -Expectations -Introduce Specialist Teaching Team 1.1 Group Formation 1.2 Introduction to Business	Ajarn. Suwalya
2	June 11	2. Business Overview 2.1 Economics Overview 2.2 Situational Analysis Strategies 2.3 Competitive Analysis Strategies	Ajarn Suwalya
3	June 16	3. Business Startup Overview 3.1 Understanding of Startup & Corporation Differences 3.2 Stages of High-tech Companies 3.3 Product Market Fit 3.4 Startup Growth Framework 3.5 Startup Market and Business Model	Ajarn Chayanin
4	June 18	4.People Management in the Digital Era -I	Dr. Somboon
5	June 23	5.People Management in the Digital Era-II	Dr. Somboon
6	June 25	6. Case Study and Presentation	Dr. Somboon
7	June 30	7. Marketing Overview 7.1 The Changing Environment 7.2 Product Innovation 7.3 Marketing Communications	Ajarn Suwalya
<b>Midterm</b>	<b>July 2</b>	<b>Midterm Report Due</b>	<b>Ajarn Suwalya</b>
8.	July 7	8. Digital Marketing 8.1 Ecommerce and Digital Marketing Landscape 8.2 Digital Marketing Funnel and Platform 8.3 How to Optimize Marketing Budget toward Ecommerce Goals	Ajarn Sirimuk
9.	July 9	9. Case Study and Presentation	Ajarn Sirimuk
10.	July 14	10. Financial Overview	Dr. Winai
11.	July 16	11. Pricing Decisions for Business	Dr. Winai

12.	July 21	12. Supply Chain and Logistics	Ajarn Suwalya
13.	July 23	13. Business Ethics and Recap	Ajarn Suwalya
14.	July 28	14. Final Project Presentation I and Consultation	Ajarn Chayanin
15.	July 30	15. Final Project Presentation II	Ajarn Suwalya
<b>Final</b>	<b>August 4</b>	<b>Final Exam</b>	<b>Ajarn Suwalya</b>



## ACADEMIC CALENDAR SUMMER SESSION 2019

Event	Summer Session (June - July 2020)
Pre-Registration period (BE Portal)	April 22 - 24, 2020
Course Registration (Reg TU)	May 6 - 8, 2020
Payment	May 6 - 9, 2020
Classes Begin	June 8, 2020
Adding and Dropping Courses W/O Record	June 8 - 15, 2020
Payment	June 8 - 16, 2020
Mid-term Examination Period	July 2 - 4, 2020
Course Withdrawal With "W"	July 8 - 13, 2020
Last Day of Classes	August 1, 2020
Final Examination Period	August 3 - 5, 2020