



B.E. International Program

Faculty of Economics, Thammasat University



Course Syllabus

BA291 Introduction to Business

Semester 2/2018 (January 14 – May 12, 2019)

Number of Credits: 3 credits (3-0-6)

Lecture Time: Monday, 09.00 – 12.00 hrs.

Lecture Venue: Room 303, 3rd floor, Faculty of Economics
Thammasat University, Tha Prachan campus

Instructors:

Instructor's Name: Ms. Sojira Karnasuta
Office: Room 131, Business English Communication
International Program, Faculty of Liberal Arts,
Thammasat University, Rangsit Campus
Office Hours: Wednesday and Friday 1.00 p.m. – 4.00 p.m.
Contact Information: sojira.k@arts.tu.ac.th

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 function. 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 analyze business priorities
3. Students will be able to choose appropriate method to analyze 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:

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

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

Evaluation Methods: Your participation will be assessed continuously throughout the semester. Although part of your grade will relate to individual work, you will also be assessed on your participation with other students in class discussions and involvement in activities.

6.1 Attendance/class work/ participation	10%
6.2 After-class quizzes	15%
6.3 Midterm exam	25%
6.4 Group Presentation	20%
6.5 Final exam	30%
Total	100%

After-class quizzes:

These quizzes, available on Moodle, are intended to give you a review of lesson learnt each week. You may attempt to take the quiz more than one time.

Group presentation:

Students are expected to form a group of 5-6 members to present applicable case studies related to the assigned topics, one is before midterm exam and one thereafter. The presentation should not take more than 15 minutes, including Q&A and discussion with classmates.

Grading Criteria:

A	= 90 % up
B+	= 85-89.99
B	= 80-84.99
C+	= 75-79.99
C	= 65-74.99
D+	= 60-64.99
D	= 55-59.99
F	= below 55

Teaching-Learning Methods:

- Instructor presentations and lectures
- Reading and discussion of various business case studies
- Guest speaker discussion
- Group presentation
- Other activities, including in-class assignments and quizzes on Moodle
- Self-study

Class Policy:

Class attendance

- Students with more than 3 absences will not be allowed to take the final examination.
- Students must arrive on time. Coming to class more than 10 minutes late is considered as one late and if you come to class late 3 times, it will be counted as one absence.
- The only acceptable reason for an absence that will not result in deduction is illness proved by a medical certificate.

Make-up exams/ quizzes

The instructor will not make up any tests or exam that occur on the day students are absent. Please talk to the instructor beforehand if there is any conflict in your schedule.

Late work

It is students' responsibilities to know the deadline of each assignment, late work will not be accepted.

Teaching Plans:

Week	Date	Topic	Business Plan Competition
1	14 Jan 19	Introduction Developing Business Mindset - Chapter 1	- Quiz#1
2	21 Jan 19	Understanding Basic Economics - Chapter 2 Group1 and Group2	- Quiz#2 - 2 groups presenting on Business Environment
3	28 Jan 19	Competitiveness • SWOT Analysis • Five Forces Model Group3 and Group4	- Quiz#3 - 2 groups presenting on Capitalism and Socialism
4	4 Feb 19* <i>Class cancelled, make-up class TBA</i>	The Business Model Canvas	- Quiz#4 - 2 groups presenting on Five Forces Model - 2 groups presenting on SWOT Analysis
5	11 Feb 19	Forms of Ownership – Chapter 5 Group5 and Group6 (5-force model) Group7 and Group8 (SWOT)	- Quiz#5 - 2 groups presenting on the Business Model Canvas
6	18 Feb 19	Organization and Teamwork – Chapter 8 Group9 and Group10 (Business Model)	- Quiz#6
7	25 Feb 19	Management Roles, Functions, and Skills – Chapter 7	- Quiz#7
	Monday 4 March 2019; 09.00-11.00	Mid-term examination	
8	11 Mar 19	The Art and Science of Marketing – Chapter 13 Product and Pricing Strategies – Chapter 14	- Quiz#8
9	18 Mar 19	Distribution and Marketing Logistics – Chapter 15 Customer Communication – Chapter 16	- Quiz#9
10	25 Mar 19	Production Systems – Chapter 9 Group5 and Group6 (STP) Group9 and Group10 (4Ps)	- Quiz#10 - 2 groups presenting on comparing STP and products and pricing - 2 groups presenting on comparing Place and Promotion
11	1 Apr 19	Financial Information and Accounting Concepts – Chapter 17	- Quiz#11

Week	Date	Topic	Business Plan Competition
12	22 Apr 19	Employee Motivation – Chapter 10 Human Resources Management – Chapter 11 Group7 and Group8	- Quiz#12 - 2 groups presenting on comparing balance sheet
13	TBA	Business Seminar by an invited guest speaker	
14	29 Apr 19	Entrepreneurship and Small-Business Ownership – Chapter 6 Group1 and Group2	- Quiz#13 - 2 groups presenting on Motivation
15	6 May 19	Business Ethics and Corporate Social Responsibility – Chapter 4 Group3 and Group4	- Quiz#14 - 2 groups presenting on entrepreneurial spirit
	Thursday 23 May 2019; 9.00 a.m. - noon	Final Examination	

Group 1	5904640058		
	5904641346		
	5904640819		
Group 2	6004641681		
	6004640097		
	6004640675		
	6004640923		
Group 3	5904640538	Group 7	5804640299
	5904640611		5804640075
	5904640801		5804641842
	5904640728		5804640430
			140
Group 4	6004640642	Group 8	5904640843
	6004640279		5904640173
	6004640709		5904640645
	6004641467		5904640827
			5904640777
Group 5	5904641932	Group 9	5904641627
	5904641775		5904641254
	5904641569		5904640793
	5904641189		5904641056
	5904641874	Group 10	5804640109
Group 6	5904640595		5804641461
	5904641213		5804641859
	5904641726		5804642204
			5804642170

Important Dates:

Mid-term Examination (Monday, March 4, 2019; 09.00-11.00 hrs.)

Final Examination (Thursday, May 23, 2019; 09.00-12.00 hrs.)



ACADEMIC CALENDAR SEMESTER 2/2018

Event	Semester 2 (January - June 2019)
-------	-------------------------------------