

Course Outline

Introduction to Business - BA291: Section 046401

Semester:	Semester 1/2022 (August 8 – November 26, 2022)
Number of credits:	3 credits
Instructor:	Dr. Hugh Patrick O’Connell E-mail: hugh@planit.co.th Office hours: by appointment
Class Schedule:	Monday, 09.00 - 12.00 hrs.
Class Room:	Room 202
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, 7E, 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

Week	Date	Topic	Chapter
		Part I: THE ENVIRONMENT OF BUSINESS	
1	8 August	Exploring the World of Business and Economics	1
2	15 August	Ethics and Social Responsibility in Business	2
3	22 August	Global Business	3
		Part II: BUSINESS OWNERSHIP AND ENTREPRENEURSHIP	
4	29 August	Choosing a Form of Business Ownership	4
5	5 September	Small Business, Entrepreneurship, and Franchises	5
		Part III: MANAGEMENT AND ORGANIZATION	
6	12 September	Understanding the Management Process	6
7	19 September	Creating a Flexible Organization	7
	26 September	<i>Mid Term Examination Week – NO MIDTERM</i>	
9	3 October	Producing Quality Goods and Services	8
		Part IV: HUMAN RESOURCES	
10	10 October	Attracting and Retaining the Best Employees	9
11	17 October	Motivating and Satisfying Employees	10
		Part V: MARKETING	
12	<i>Holiday - no class Makeup TBA</i>	Building Customer Relationships Through Effective Marketing	11
13	31 October	Creating and Pricing Products That Satisfy Customers	12
14	7 November	Distributing and Promoting Products	13
		Part VI: INFORMATION, ACCOUNTING, AND FINANCE	
15	14 November	Exploring Social Media and e-Business	14
16	21 November	Using Management and Accounting Information	15
	28 November	<i>Final Exam</i>	

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.

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. The time for the examination will be 3 hours.

Assignment 1 – Individual Assignment: Why am I here?

Due Date: 26 September 2022

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: 28 November 2022

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.

Remark

Semester 1/2022 (August 8 – November 26, 2022)	
Registration at REG TU (*ID.62-64)	July 11 - 14, 2022
Registration at REG TU (*ID.65)	July 26, 2022
Tuition Fee Payment Period (Via TU Greats App)	July 15 - 17, 2022
Classes Begin	August 8, 2022
Add-drop period	August 8 – 21, 2022 <i>(from 9.00 AM of August 8 to 10.30 PM of August 21)</i>
<i>H.M. Queen Sirikit The Queen Mother's Birthday*</i>	<i>August 12, 2022</i>
Tuition Fee Payment Period (Via TU Greats App)	August 22 – 24, 2022 <i>(9 AM - 10.30 PM)</i>
Mid-term Examination Period	September 25 – October 2, 2022
Withdrawal period with "W" on record	August 26 – October 16, 2022 <i>(from 9.00 AM of August 26 to 10.30 PM of October 16)</i>
<i>H.M. King Bhumibol Adulyadej The Great Memorial Day*</i>	<i>October 13, 2022</i>
<i>King Chulalongkorn's Day*</i>	<i>October 23, 2022</i>
<i>Substitution for King Chulalongkorn's Day*</i>	<i>October 24, 2022</i>
Last day of class for Semester 2/2021	November 26, 2022
Final exam period	November 28 – 30, December 1 – 4, 6 – 9, 13 – 16, 2022
<i>H.M. King Bhumibol Adulyadej The Great's Birthday*</i>	<i>December 5, 2022</i>
<i>Constitution Day*</i>	<i>December 10, 2022</i>
<i>Substitution for Constitution Day*</i>	<i>December 12, 2022</i>
Submitting Forms for Degree Conferral	August 8 – 21, 2022

Remark * Holiday, No classes during this period