

Course Outline

Introduction to Business - BA291: Section 046401

Semester:	Semester 1/2023 (August 15 - December 4, 2023)
Number of credits:	3 credits
Instructor:	Dr. Hugh Patrick O'Connell E-mail: hugh@planit.co.th Office hours: by appointment
Class Schedule:	Monday, 13.00 - 16.00 hrs.
Class Room:	Room 206
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	21 August 2023	Exploring the World of Business and Economics	1
2	28 August 2023	Ethics and Social Responsibility in Business	2
3	4 September 2023	Global Business	3
		Part II: BUSINESS OWNERSHIP AND ENTREPRENEURSHIP	
4	11 September 2023	Choosing a Form of Business Ownership	4
5	18 September 2023	Small Business, Entrepreneurship, and Franchises	5
		Part III: MANAGEMENT AND ORGANIZATION	
6	25 September 2023	Understanding the Management Process	6
	2 October 2023	<i>Assignment 1 Due – NO MIDTERM</i>	
7	9 October 2023	Creating a Flexible Organization	7
9	16 October 2023	Producing Quality Goods and Services	8
		Part IV: HUMAN RESOURCES	
10	TBA - Online	Attracting and Retaining the Best Employees	9
11	30 October 2023	Motivating and Satisfying Employees	10
		Part V: MARKETING	
12	6 November 2023	Building Customer Relationships Through Effective Marketing	11
13	13 November 2023	Creating and Pricing Products That Satisfy Customers	12
14	20 November 2023	Distributing and Promoting Products	13
		Part VI: INFORMATION, ACCOUNTING, AND FINANCE	
15	27 November 2023	Exploring Social Media and e-Business	14
16	4 December 2023	Using Management and Accounting Information	15
	13 December 2023	<i>Assignment 2 Due - Final Exam: 13.30 - 16.30 hrs.</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: Monday, October 2, 2023

Word count: 1,000

Objective: This individual project aims to reflect on the potential impact of Artificial Intelligence (AI) on your chosen career path. By exploring the opportunities and challenges presented by AI, you will gain insights into how this technology might shape the future of your profession.

Guidelines:

- Introduction (100 words): Provide an overview of your chosen career path and its significance in the industry.
- Understanding AI (150 words): Explain the fundamentals of AI and its applications, focusing on machine learning, natural language processing, and computer vision. Discuss examples of AI's current use in your field.
- AI's Impact on Your Career (200 words): Analyze the potential ways AI will impact your career in the future, both positively and negatively. Address:
 - How AI can streamline tasks and improve productivity.
 - The possibility of job displacement due to automation and how you might adapt.

- Opportunities to enhance decision-making and problem-solving with AI-driven insights.
- Ethical considerations related to AI use in your field.
- Skills and Knowledge Required (150 words): Identify the skills and knowledge you might need to develop to thrive in an AI-driven work environment. Discuss how continuous learning and staying updated with AI developments could benefit your career.
- Embracing AI as an Asset (150 words): Explore ways to embrace AI as a complementary tool to enhance your skills rather than a threat to your profession. Consider potential collaborations between humans and AI to achieve better outcomes.
- Real-world Examples (100 words): Provide brief real-world examples of individuals or companies in your field who have successfully integrated AI into their work processes or business models. Analyze their experiences and outcomes.
- Personal Action Plan (150 words): Develop a personal action plan outlining steps you will take to prepare for an AI-centric future in your career. Include short-term and long-term goals, training opportunities, and strategies to adapt to evolving AI technologies.
- Conclusion (50 words): Summarize the key points of your reflection and express your overall perspective on the impact of AI on your career. Discuss the excitement and challenges that lie ahead and your readiness to embrace this technological transformation.
- References (up to 50 words): Cite all the sources you have used to support your insights and claims. Use proper citation formats.

This report must be checked through Turnitin and submitted on Able Gateway.

Assignment 2 – Group assignment

Due Date: Wednesday, December 13, 2023

Word count: 2400 to 2500

In an assigned group you will find and use business information of a pre-selected company, one that you have access to. 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

ACADEMIC CALENDAR & HOLIDAY SEMESTER 1/2023

Semester 1/2023 (August 15 – December 4, 2023)	
the TU Office of the Registrar (TU REG) will process the registration (semester 1/2023) for all BE students who have completed the pre-registration via BE Portal.	July 17 – 20, 2023
Tuition Fee Payment Period (Via TU Greats App)	July 21 – August 11, 2023
Create Plan from Quota via TU Greats App (*ID.66)	August 1 - 9, 2023
Registration via TU Greats App (*ID.66)	August 10, 2023
Classes Begin	August 15, 2023
Add-drop period	August 15 – 28, 2023 <i>(from 9.00 AM of August 15 to 10.30 PM of August 28)</i>
Tuition Fee Payment Period (Via TU Greats App)	August 15 – 29, 2023 <i>(9 AM - 10.30 PM)</i>
Mid-term Examination Period	October 1 – 7, 2023
<i>H.M. King Bhumibol Adulyadej The Great Memorial Day*</i>	<i>October 13, 2023</i>
<i>King Chulalongkorn's Day*</i>	<i>October 23, 2023</i>
Withdrawal period with "W" on record	September 4 – October 22, 2023 <i>(from 9.00 AM of September 4 to 10.30 PM of October 22)</i>
Special Withdrawal with "w" on record	October 24 – November 20, 2023
Last day of class for Semester 1/2023	December 4, 2023
Final exam period	December 12 – 23, 2023
<i>H.M. King Bhumibol Adulyadej The Great's Birthday*</i>	<i>December 5, 2023</i>
<i>Constitution Day*</i>	<i>December 10, 2023</i>
<i>Substitution for Constitution Day*</i>	<i>December 11, 2023</i>
Submitting Forms for Degree Conferral	August 15 – 28, 2023