



B.E. International Program

Faculty of Economics, Thammasat University



Course Syllabus

BA291: Introduction to Business

Semester: 2/2017 (January 8 – May 20, 2018)

Instructor: Ajarn Marcus Sianan (ศรีอานันต์)

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Number of credits: 3

Day and time: Tuesday, 14.00 – 17.00 hours

Location: Room 204, Faculty of Economics

BE Moodle enrollment key and policy: 6224. I will be using the Moodle as the primary means to communicate and disseminate important information, so please check it regularly.

Course description

This course aims to provide a comprehensive introduction to business administration by examining the key elements and functional areas of business, and demonstrates how organizational synthesis and harmony can be produced by effectively leveraging and harnessing the power of their interrelatedness. Topics include real-life scenarios and cases from the instructor's business experience, business models, management, leadership, organizational culture, human resource management, corporate governance and ethics, CSR, job interviewing, and marketing.

Student learning outcomes

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

- Have a holistic and well-rounded understanding of business administration.
- Explain and discuss how the different functional areas of business operate and come together.
- Analyze the business environment and create sustainable competitive business models and strategies.
- Discuss and analyze business cases and be able to work in teams harmoniously and effectively.

- Utilize sufficient business knowledge to benefit them in future courses and careers.

Course format

Business concepts and practices will be discovered and explored through the utilization of lectures, examples and stories from the lecturer's experience, discussions, articles, activities, student presentations, videos, and real-world case studies created by the lecturer.

Attendance, behavior, and participation

These factors are extremely important and will affect your course score.

Attendance is not just coming to class, it is also coming to class on time and staying for the entirety of a session.

Behavior means that you are not doing anything that detracts from the learning environment and positive experiences of other students. You will respect each other, otherwise your grade will suffer because of your improper behavior. It is my duty to protect the right of all students to learn in a nurturing atmosphere. Attempts to harm the sanctity of education will not be tolerated, including talking in class when it is not appropriate, making and accepting calls in class (and other phone usage), and any other behavior deemed inappropriate or disrespectful to others.

Participation leads to more inclusive, engaging, and dynamic learning. I want to hear from you. I love to listen to students' ideas, experiences, and opinions. Although students learn from me, I also learn from them. This is one of the reasons why I enjoy teaching so much. When I introduce a topic, I want lots of interesting discussion. Participation also extends to your involvement with the assigned coursework and how you delegate work with team members. I expect you to do your fair share of the work in a group assignment or presentation.

Although not part of your grade, attitude is also very important. It is about coming into the classroom and being appreciative of the opportunity to learn in a comfortable room with other smart and talented students. Many people in the world cannot enjoy the same circumstances as you. You are fortunate and should appreciate what you have. An experience is what you make of it, so make it good.

Evaluation

- Attendance, behavior, and participation = 20%
- Midterm exam = 25%
- Presentations and in-class assignments = 25%

- Final exam = 30%
- Total = 100%

*Per the program's requirement, examinations will consist of essay questions only.

Grading criteria

A = 90% and above

B+ = 85.00% - 89.99%

B = 80.00% - 84.99%

C+ = 75.00% - 79.99%

C = 70.00% - 74.99%

D+ = 65.00% - 69.99%

D = 60.00% - 64.99%

F = Below 60%

Textbooks

We will not use a primary textbook for this course and it is not mandatory to purchase one. Due to the nature of the course being inclusive of many business subjects and concepts from several disciplines, various books were sourced for their information. The most pertinent information is included in my PowerPoint presentations, which is sufficient to supplant the purchase of a textbook when combined with the other information and materials that I will provide. For reference, below is a list of texts that I consulted with to help create this course.

Bovée, Courtland L., and John V. Thill. *Business in Action*. Pearson, 2015.

Brooks, John. *Business Adventures: Twelve Classic Tales from the World of Wall Street*. Open Road Media, 2014.

Bruner, Robert F., Eades, Kenneth M., and Schill, Michael J. *Case Studies in Finance: Managing for Corporate Value Creation*. New York: McGraw-Hill/Irwin, 2014.

Dessler, Gary. *Human Resource Management, 14th Edition*. London: Pearson Education Limited, 2015.

Ghillyer, Andrew. *Business Ethics: A Real World Approach*. McGraw-Hill College, 2008.

Kinicki, Angelo, and Williams, Brian. *Management: A Practical Introduction, 4th Edition*. New York: McGraw-Hill/Irwin, Inc., 2009.

Kotler, Philip, and Armstrong, Gary. *Principles of Marketing, 13th Edition*. New Jersey: Pearson Education, Inc., 2010.

Mondy, R. Wayne. *Human Resource Management, 11th Edition*. New Jersey: Pearson Education, Inc., 2010.

Ross, Stephen A., Westerfield, Randolph W., Jordan, Bradford D., Lim, Joseph, and Tan, Ruth. *Fundamentals of Corporate Finance*. New York: McGraw-Hill/Irwin, 2012.

Schedule

Class session	Topics
1 January 9	-Introduction to instructor and course -A day in the life of a business manager -Business life lessons and words of encouragement
2 January 16	-Discussion of student feedback -Business models
3 February 6	-Business model presentations -Real world case study
4 February 13	-Real world case study discussion -My take on management and leadership
5 February 20	-My take on management and leadership (continued) -Leading and managing in and across cultures
6 February 27	-Leading and managing in and across cultures (continued) -Real world case study
7 March 6	-Midterm review -Bloomberg video: Elon Musk
Midterm exam March 13	Tuesday, 3:00 p.m. to 5:00 p.m.
8 March 20	-Bloomberg video: Elon Musk (continued) -Human resource management: the major human resource management functions, branding of a corporation's HR system
9 March 27	-Human resource management (continued) -Corporate governance and ethics

10 April 3	-Corporate governance and ethics (continued) -CSR: social contract approach vs. instrumental approach - <i>The Purpose of a Business is to Make Profits</i> (article and debate)
11 April 10	-Special session: job interviewing
12 April 24	-My take on marketing -Preparation for business presentations
13 May 1	-Business presentations
14 May 8	-Business presentations (continued)
15 May 15	-Course wrap-up and final exam review
Final exam May 30	Wednesday, 9:00 a.m. to 12:00 p.m.

ACADEMIC CALENDAR & HOLIDAY

Semester 2/2017
(January 8 – May 2, 2018)

Activities	Time Period
Pre- Registration period (Via BE Portal)	November 7 - 10, 2017
Registration period (www.reg.tu.ac.th)	November 27 – 30, 2017
Tuition payment period	November 27 – December 4, 2017
Classes Begin	January 8, 2018
Adding and Dropping Courses W/O Record	January 8 - 22, 2018
Payment	January 8 - 23, 2018
The University Sports of Thailand*	January 22 - February 3, 2018
Makha Bucha Day*	March 1, 2018
Mid-term Examination Period	March 12 – 17, 2018
Course Withdrawal With "W"	March 28 – April 2, 2018
Chakri Memorial Day*	April 6, 2018
Songkran Festival Day*	April 11 - 17, 2018
Royal Ploughing Ceremony Day*	May 14, 2018
Last Day of Classes	May 20, 2018
Final Examination Period	May 21 – June 2, 2018

* Holiday, No classes during this period

Notes