



B.E. International Program

Faculty of Economics, Thammasat University



Course Syllabus

BA291 Introduction to Business

Semester S/2018 (June 10 – Aug 2, 2019)

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

Lecture Time: Tuesday and Thursday, 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

*can also be adjusted as according to group performance

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	Topics	Notes
1	11-Jun	Introduction Developing Business Mindset - Chapter 1	
2	13-Jun	Understanding Basic Economics - Chapter 2	
3	18-Jun	Competitiveness · Five Forces Model · SWOT Analysis	
4	20-Jun	The Business Model Canvas	
5	25-Jun	Forms of Ownership – Chapter 5	
6	27-Jun	Organization and Teamwork – Chapter 8	
7	2-Jul	Management Roles, Functions, and Skills – Chapter 7	
	4-5 July	Midterm Exam	
8	9-Jul	The Art and Science of Marketing – Chapter 13 Product and Pricing Strategies – Chapter 14	
9	11-Jul	Distribution and Marketing Logistics – Chapter 15 Customer Communication – Chapter 16	
	16-Jul	No class	Asanha Bucha Day Make-up class on 18 July
10	18-Jul	Entrepreneurship and Small-Business Ownership – Chapter 6	
11	18-Jul	Make up class at 13.00-16.00 Production Systems – Chapter 9 Business Ethics and Corporate Social Responsibility – Chapter 4	Make-up class for 16 July
12	23-Jul	Employee Motivation – Chapter 10 Human Resources Management – Chapter 11	
13	25-Jul	Financial Information and Accounting Concepts – Chapter 17	*Guest lecturer
14	30-Jul	Presentation	
15	1-Aug	Presentation	
	5-6 Aug	Final Exam	

Important Dates:

Mid-term Examination (TBA)

Final Examination (TBA)

ACADEMIC CALENDAR & HOLIDAY

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

Activities	Time Period
Classes Begin	June 10, 2019
Adding and Dropping Courses W/O Record	June 10 – 17, 2019
Payment	June 10 – 18, 2019
Mid-term Examination Period	July 4 – 5, 2019
Course Withdrawal With "W"	July 10 - 15, 2019
Asanha Bucha Day*	July 16, 2019
Buddhist Lent Day*	July 17, 2019
His Majesty King Maha Vajiralongkorn's Birthday*	July 29, 2019
Last Day of Classes	August 2, 2019
Final Examination Period	August 5 - 6, 2019

* Holiday, No classes during this period