



# **B.E. International Program**

## Faculty of Economics, Thammasat University



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### Course Outline

#### **BA 291 Introduction to Business**

Semester 1/2012 (August 14 – December 1, 2012)

**Number of credits:** 3 credits

**Lecture Time:** Tuesdays, 14.00 – 17.00 hrs

**Lecture Venue:** Room 201, Faculty of Economics

**Instructor:** Ajarn Parichat Jantori

Office: Room 556, Thammasat Business School, Tha Prachan campus

E-mail: praemont@gmail.com

Office hours: by appointment

#### **Course Description:**

This course will introduce students to a complete overview of different aspects in business management and organization. Students will learn the important business functions, such as marketing, human resources, operational and quality management, accounting and financial management and how these functions are related to each other. Additionally, students will get to know the business environment and learn how to adapt their business strategies and organization to stay competitive in a turbulent business environment.

**Prerequisites:** -

## **Course Objectives:**

After this course, students should be able to:

- understand the management process and business functions
- see the big picture of business organization and the relationship between business functions and able to plan the business systematically
- analyze the business environment and identify threats and opportunities from the changing environment and able to create sustainable competitive business models and strategies
- use knowledge in business management for the future specialized courses and career
- discuss and analyze the business cases and able to work in team

## **Course Format:**

The courses will comprise of lectures, class discussions, presentations and case studies. Students should prepare for the class by reading the given textbooks and learning materials and regularly follow the news.

## **Main Textbook:**

Pride, Hughes, Kapoor. "Introduction to Business." Cengage, 2012.

## **Suggested Literatures:**

- Ferrell, Hirt, Ferrell (2009): Business – A changing world, 7<sup>th</sup> edition, Mc Graw-Hill.
- Robbins & Coulter (2010): Management, 10<sup>th</sup> edition Prentice Hall.

Class materials can be downloaded at <http://be-moodle.econ.tu.ac.th/>

## Teaching Plan:

### Class Schedule

Class	Date	Topics
1	14 Aug 2012	Course introduction
2	21 Aug 2012	Writing an effective business plan
3	28 Aug 2012	Business model The environment of business
4	4 Sep 2012	Business ethics and social responsibility
5	11 Sep 2012	Starting up a business – choosing the right options for organizing business SMEs and entrepreneurship
6 - 7	18, 25 Sep 2012	Introduction to business management process – “the POLC”
	2 Oct 2012 (14.00 – 15.30 hrs)	<b>Midterm Examination</b>
8	9 Oct 2012	Managerial decision and strategic planning
10	16 Oct 2012	Managing human resource
11	30 Oct 2012	Operational management
12 - 13	6, 13 Nov 2012	Developing marketing strategy
14	20 Nov 2012	Introduction to accounting and financial statement Analyzing financial statements
15	27 Nov 2012	Business plan presentation and review
	18 Dec 2012 (9.00 – 12.00 hrs)	<b>Final Examination</b>

*\*Please note, the class schedule can be rearranged as seen appropriated.*

## **Grading Policy and Examination:**

Class participation	10%
Quiz and work assignment	15%
Business plan	15%
Business plan presentation	10%
Midterm exam	25%
Final exam	25%

## **Grading Policy:**

>90%	A	86 - 89%	B+
80 – 85%	B	76 – 79%	C+
70 – 75%	C	66 – 69%	D+
60 – 65 %	D	<60%	F

## **Important Dates:**

Classes Begins	August 14, 2012
Adding and Dropping Courses	August 14 – 28, 2012
Midterm Exam Period	October 1 – 6, 2012 (No Lectures)
<b>Midterm Exam</b>	<b>October 2, 2012 (14.00 – 15.30 hrs)</b>
Course Withdrawal with “W”	October 17 – 22, 2012
Class Ends	December 1, 2012
<b>Final Exam</b>	<b>December 18, 2012 (9.00 – 12.00 hrs)</b>