



Course Outline

BA291 Introduction to Business (Section046402)

Semester 2/2023 (January 8 - May 4, 2024)

Lecture Time: Wednesday, 09.00-12.00 hours

Lecture Venue: Room 202 Faculty of Economics Building

Teaching Materials Platform: MS Team

Instructor:

Name: Asst. Prof. Dr. Parichat Jantori

Office Hours: Wednesday & Friday 12.00 – 14.00 p.m. or by Appointment

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

Prerequisite: -

Course Description:

The course aims to provide a comprehensive introduction to the key operations of business, namely finance, accounting, marketing, human resource and production management, and management information system, placed within organizational, forms of businesses, environmental, legal and managerial context. Underlying business concepts will be discovered through the study of real-world examples and fundamental business plans.

Course Objectives:

1. Students will be able to understand business environments and the key business functions
2. Students will be able to use different frameworks and method to analyze business environments and priorities, and able to create appropriate strategies for each situation
3. Students will be able to apply business knowledge and plan the business systematically
4. Students will be able to discuss and analyze the business cases and able to work in team

5. Students will be able to use knowledge in business management for the future specialized courses and career
6. Students will be able to identify circumstances that require integrity and be able to take correct course of action

Expected Learning Outcomes

1. Morality and Ethics

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Possess honesty, sacrifice, self-social, and environmental responsibility.	
N/A	2. Value “sufficiency” theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	
●	3. Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	
N/A	4. Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	

2. Knowledge

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1.Acquire knowledge on and understand the important concepts in business management.	
N/A	2. Acquire knowledge on and understand the important social and science concepts related to business management.	

●	3. Acquire knowledge on and understand the important concepts related to business processes, planning, corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances.	
N/A	4. Acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on business.	

3. Intellectual Development

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Be able to search and process information and utilize various concepts appropriately in a given circumstance in order to obtain relevant information to benefit in the rapidly changing business environment.	
●	2. Be able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	
N/A	3. Be able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages.	

4. Interpersonal Skills and Responsibilities

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	
●	2. Be creative and constructively criticize to solve problem of the team.	
N/A	3. Be responsible in lifelong learning to develop self and professional career.	

5. Quantitative Analysis, Communication and Information Technology

Applicability	Expected Learning Outcomes	Evaluation Method
N/A	1. Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	
N/A	2. Be able to efficiently communicate in Thai and foreign languages that are relevant in doing Business.	
●	3. Be able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.	
N/A	4. Be able to utilize the information technologies or others to support the business operations.	

Remark: ● Primary expected outcome ○ Secondary expected

Recommended Texts & Materials

- Ferrell, Hirt, Ferrell (2009), Business – A Changing World, McGraw-Hill.
- Pride, Hughes, Kapoor (2010), Introduction to Business, Cengage.

- Boone & Kurtz (2010), Contemporary Business, Thomson.
- Bateman & Snell (2011), Management – Leading & Collaborating in a competitive world, McGraw-Hill.
- วศ.วิทยา ด้านอำนวยการ (2561). บริหารธุรกิจ ความสำเร็จและความยั่งยืนบนการสร้างคุณค่า, โรงพิมพ์มหาวิทยาลัยธรรมศาสตร์ (Thai Books)

**Students can also read other books or research in Internet that might be related to the topics discussed in class*

Grading Criteria:

1. Class Participation	5
2. Group Activity	5
3. Quiz	15
4. Midterm Exam	25
5. Final Exam	30
6. Business Plan (Paper)	15
7. Business Plan (Presentation)	5

Grading Policy

A	90% up
B+	85-89.99%
B	80-84.99%
C+	75-79.99%
C	70-74.99%
D+	65-69.00%
D	60-64.99%
F	Below 60%

**Grading Policy can also be adjusted as according to group performance*

Tentative Class Schedule:

Week	Date	Topics	Activity
1	10/1/2024	Class Introduction/ Self-Introduction Understanding the business challenges Business plan and its benefits How to write effective business plan	Read Deloitte, Writing an effective Business Plan
2	17/1/2024	What is business (Who, what, how) The definition of Startup/ Entrepreneur and SMEs Cost, profit, value, pain point Business Model Canvas and business model	<i>Business pain point and solution</i>

3	24/1/2024	Understanding the business environment and analysis -Competitive Environment -SWOT Analysis - Value Chain Analysis - Internal environment analysis -Competitive Advantage	<i>1. Business idea pitching 2. PESTEL analysis of the chosen business</i>
4	31/1/2024	Strategic planning and strategy formulation -Corporate-Level, Business-Level, Functional-Level Strategy	<i>Strategy formulation and strategic action</i>
5	7/2/2024	Effective organizational design and culture	
6	14/2/2024	Business ethics and corporate social responsibility	<i>Design CSR activities for specific business</i>
7	21/2/2024	Key functions of human resource management How to motivate employees	<i>Quiz1*** Review for Midterm Exam</i>
Midterm Exam (March 4, 2024; 15.00-17.00 hrs.)			
8-9	6/3/2024 13/3/2024	Operations management -Designing operations systems -Supply chain management and key activities in supply chain -7 Waste in operations management -Quality management	<i>1. Choosing location for specific business 2. Identify waste and suggestions</i>
10	20/3/2024	Financial management -Key decision in financial management -Understand the basis accounting -Break-even-point, Payback period -Financial statements -Analysis the financial statement	<i>Analyzing financial statement</i>
11-13	27/3/2024 3/4/2024 10/4/2024	Marketing management -The evolution of marketing concept -Understanding consumer behavior, customer journey and insight -STP marketing -Marketing Mix	<i>1. Draw customer journey 2. STP Marketing for specific business 3. Quiz2</i>
14	17/4/2024	Final Business Plan Presentation (10 Min/ Group)	
15	24/4/2024	Class Sum up	
Final Exam (May 9, 2024; 09.00-12.00 hrs.)			

Participation:

Active involvement in class discussions is expected in the form of comments, questions, and observations pertinent to the reading. You are also expected to contribute to the discussion in a knowledgeable manner for each assignment. Since participation cannot occur without regular attendance, your presence in class is required. You are expected to be on time and to be present for the entire class meeting.

Please also noted that

- Students with more than 3 absences will not be allowed to take the final examination.
- Students are expected arrive on time.
- The only acceptable reason for an absence that will not result in deduction is illness proved by a medical certificate.

Group Activities, Assignments and Presentations:

Students are expected to form a group to work and present applicable case studies related to the assigned topics.

Work assignments and business plan are assigned with deadline. Students should be aware of the deadline, since the late work will not be accepted.

Students should be aware that the university has a zero-tolerance policy towards plagiarism. And the instructor also expects all students to hand in original work, conducted on their own, for each class. So please try to do the work on your own and provide the source of information/ citation if necessary. Group output will be evaluated.

Should students experience any issues, difficulties, etc. that could affect class attendance, timely fulfilment of assignments, etc. students must notify their instructor immediately and with as much advanced notice as the situation allows. Do not wait till a class, assignment, etc. has already been missed before providing an excuse after the fact.