

## Course Outline

### BA291 Introduction to Business

Semester 2/2019 (January 13 – May 10, 2020)

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

**Lecture Time:** Monday, 1 – 4 p.m.

**Lecture Venue:** Room 304, 3<sup>rd</sup> 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: Tuesday 9.00 a.m. – 4.00 p.m.

Contact Information: [sojira.k@arts.tu.ac.th](mailto: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 8<sup>th</sup> 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, before the end of the semester. The presentation should not take more than 30 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	13 Jan	Introduction Developing Business Mindset - Chapter 1	
2	20 Jan	Understanding Basic Economics - Chapter 2	
3	27 Jan	Competitiveness · Five Forces Model · SWOT Analysis	
4	3 Feb	The Business Model Canvas	
5	10Feb TBA	Forms of Ownership – Chapter 5	
6	17 Feb	Organization and Teamwork – Chapter 8	*guest speaker session
7	24 Feb	Management Roles, Functions, and Skills – Chapter 7	
	<b>Mon 2 Mar, 13.00-15.00 hrs.</b>	<b>Midterm Exam</b>	
8	9 Mar	The Art and Science of Marketing – Chapter 13 Product and Pricing Strategies – Chapter 14	
9	16 Mar	Distribution and Marketing Logistics – Chapter 15 Customer Communication – Chapter 16	
10	23 Mar	Financial Information and Accounting Concepts – Chapter 17	
11	30 Mar	Production Systems – Chapter 9 Business Ethics and Corporate Social Responsibility – Chapter 4	
12	6 April TBA	Employee Motivation – Chapter 10 Human Resources Management – Chapter 11	
13	20April	Entrepreneurship and Small-Business Ownership – Chapter 6	
14	27April	Presentation	
15	4 May	Presentation	
	<b>Wed 20 May, 13.30-16.30 hrs.</b>	<b>Final Exam</b>	

## ACADEMIC CALENDAR & HOLIDAY

Semester 2/2019

(January 13 – May 9, 2020)

Activities	Time Period
Classes Begin	January 13, 2020
Add-drop period	January 13 - 27, 2020
Tuition payment period	January 13 - 28, 2020
<i>Makha Bucha Day*</i>	<i>February 8, 2020</i>
<i>Substitution for Makha Bucha Day*</i>	<i>February 10, 2020</i>
Mid-term Examination Period	March 2 – 7, 2020
Withdrawal period with “W” on record	March 18 – 23, 2020
<i>Chakri Memorial Day*</i>	<i>April 6, 2020</i>
<i>Songkran Festival Day*</i>	<i>April 12 - 18, 2020</i>
<i>Coronation Day*</i>	<i>May 4, 2020</i>
<i>Visakha Bucha Day*</i>	<i>May 6, 2020</i>
<i>Royal Ploughing Ceremony Day*</i>	<i>May 11, 2020</i>
Last day of class for Semester 2/2019	May 9, 2020
Final exam period	May 11 – 22, 2020

\* Holiday, No classes during this period

### CONTACT INFORMATION

BE International Program, Faculty of Economics, Thammasat University

Address: 2 Prachan Road, Pranakorn, Bangkok 10200 Thailand

Tel: +66 (0)2613 2437-8

Fax: +66 (0)2224 0150

Email: [be@econ.tu.ac.th](mailto:be@econ.tu.ac.th)

Website: [www.be.econ.tu.ac.th](http://www.be.econ.tu.ac.th)

BE-Moodle: <http://bemoodle.econ.tu.ac.th/>