Course Outline

MA216: CALCULUS FOR SOCIAL SCIENCE I

Number of Credit: 3

Prerequisite: -

Course Description: Limits and continuity of one variable functions, derivatives of algebraic functions and transcendental functions, implicit differentiation, higher order derivatives, Roll's theorem, the mean value theorem, applications of derivative for determining limits and maximum and minimum of functions, differentials and its applications, antiderivatives, indefinite integrals and integration, definite integrals and application of area solving, functions of several variables, limits and continuity of functions of several variables, partial derivatives, the chain rule, total differential and its applications.

No credit for students who are currently taking or have earned credits of MA111 or MA211 or MA218

Course Objectives:

- Introduces calculus and its applications
- Strengthens mathematical skills to prepare for higher-level mathematics
- Raises the appreciation for mathematics and its applications

Instructor: **Name:** Assoc. Prof. Dr. Saifon Chaturantabut

Office Hours: by appointment

Main Text: Stewart, James, Calculus, 8th ed., Cengage Learning, 2016.

Recommended Texts & Materials

- Anton, H., Bivens, I., and Davis, S. Calculus, 9th ed., John Wiley & Sons, Inc., 2009.
- L.J. Goldstein, D.C. Lay, and D.L. Schneider, Calculus and its Applications, 12th ed., Prentice Hall, 2010

Suggested Readings: Any calculus textbook

Grading Criteria*:

Midterm Examination 40% (Thursday, September 30, 2021 / 09.00-11.00 hrs.)

Final Examination 50% (Tuesday, December 7, 2021 / 09.00-11.30 hrs.)

Quizzes/Assignments/Attendance/Participation 10%

**Note: Any change will be announced during the class.*

Expected Learning Outcomes: Students understand the course materials and can apply them to some related situations, as well as other related classes in the future.

Tentative Class Schedule

Week	Topic	Activities/Text & Materials/Media
1	Course Overview Limits and Continuity - Limits (An Intuitive Approach) - Computing Limits	Lecture Discussion Practice
2	Limits and Continuity - Techniques for computing limits - Limits at Infinity	Lecture Discussion Practice
3	Limits and Continuity - Limits of Trigonometric Functions - Continuity	Lecture Discussion Practice Quiz

Week	Topic	Activities/Text & Materials/Media
4	Differentiation - The Derivative - Techniques of Differentiation	Lecture Discussion Practice Quiz
5	Differentiation - The Chain Rule - Implicit Differentiation	Lecture Discussion Practice Quiz
6	Differentiation - Derivatives of Logarithmic and Exponential Functions - Higher Derivatives	Lecture Discussion Practice Quiz
7	Applications of Differentiation - Linear Approximations and Differentials - L'Hospital's Rule; Indeterminate Forms	Lecture Discussion Practice Quiz
	Midterm Exam	
8	Applications of Differentiation - Related Rates - Rolle's Theorem; Mean Value Theorem	Lecture Discussion Practice Quiz
9	Applications of Differentiation - Interval of Increase and Decrease; Concavity - Relative Extreme; First and Second Derivative Tests - Curve Sketching	Lecture Discussion Practice Quiz
10	- Maximum and Minimum Values of a Function and applications Integration - Antiderivatives; The Indefinite Integral	Lecture Discussion Practice Quiz
11	Integration - The Definite Integral - The Fundamental Theorem of Calculus - Evaluating Definite Integrals by Substitution	Lecture Discussion Practice Quiz
12	Techniques of Integration - Integration by Parts - Improper Integrals	Lecture Discussion Practice Quiz

Week	Topic	Activities/Text & Materials/Media
13	Applications of Definite Integral - Area Between Curves	Lecture Discussion Practice Quiz
14	Functions of several Variables - Function of Two or More Variable - Partial Derivatives	Lecture Discussion Practice Quiz
15	Functions of Several Variables - The Chain Rule - Total Differential and Its Applications	Lecture Discussion Practice Quiz
	Final Exam	

Course Outline

ST216 Statistics for Social Science 1 (Section 046401-046402)

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

Instructor: Assoc. Prof. Dr. Supranee Lisawadi

Office hours: by appointment

General Information:

This course provides an introduction to the concept and applications of Statistics for Economics. As a practicing economist, you would have come across a tremendous amount of information that is contained in data. Statistics helps you extract and understand this information. It answers questions such as, how should we summarize this mountain of data? And, to what extent should you really believe these numbers and their implications? It thus helps complement your economics knowledge, experience and intuition with the knowledge that is contained in the numbers that you come across, which ultimately leads to better decision-making.

The course does not require advanced math knowledge, and your performance in this course will depend on conceptual skills that you develop through assignments, exercises, and class lectures. Some of you might have taken statistics from high school. These courses do not necessarily promise your success in this class because statistics courses vary in terms of content and approach.

Course Description:

Introduction to descriptive statistics; index numbers; unconditional and conditional probability; random variables and probability distribution; unconditional and conditional expectations; elementary sampling and sampling distribution; estimation and hypotheses testing for one population; statistical package results interpretation.

Prerequisites: -

Course Objectives:

This course covers the standard methods of descriptive statistics and some statistical inference needed for economics. The purpose of the course is to provide students in the economic sciences with enough understanding of statistical ideas and methodology to communicate knowledgeably and effectively with specialists in these technical areas. Upon successful completion of this course, students will be able to complete the following tasks:

1. Explain basic concepts of social statistics (e.g., population, sample, sampling distribution).
2. Summarize numeric data by computing descriptive statistics (e.g., mean, variance) and by creating tables and graphs. For each procedure, students will learn a hand calculation method (using calculators) and a computer method (using software called SPSS-computer outputs interpretation).
3. Compute various inferential statistics (e.g., z, t and chi-square statistics) using both hand calculation and computer method (computer outputs interpretation)
4. Parameter estimations and test hypotheses applying probability theory.
5. Explain the differences among various statistical techniques and identify an appropriate technique for a given set of variables and research questions.

The widespread availability of computer software packages is revolutionizing statistics education. Each year, more and more students enter statistics course with a good experience in computer technology and an expectation of using computer packages to solve problems in statistics. Because of this trend, this course will also focus on reading and interpreting the computer outputs. The computer software used in the course is SPSS for windows.

Main Text:

Anderson, David R., Sweeney, Dennis J., Williams, Thomas A., Camm, Jeffrey D., and Cochran, James J. ***Statistics for Business and Economics.*** Thirteenth Edition. Cengage Learning, 2017.

Other Recommended Book:

1. Berenson, Mark L., Levine, David M., and Krehbielm Timothy C. ***Basic*** **Recommended**
   Business Statistics. Eleventh Edition. Pearson/Prentice Hall, 2009.
2. Lind, Douglas A., Marchal, William G., and Wathen, Samuel A. ***Basic Statistics for Business and Economics***. Seventh Edition. McGraw-Hill Irwin, 2011.
3. McClave, James T., Benson, P. George, and Sincich, Terry. ***Statistics for Business and***

Economics. Eleventh Edition. Student Edition. Prentice Hall, 2011.
4. Newbold, Paul, Carlson, William L., and Thorne, Betty. ***Statistics for Business and Economics.*** Fifth Edition. Pearson Education, Inc., 2003.

Grading Policy:

The course grades will be based on two exams (individual performance) and homework or quizzes (individual performance). Grading scheme is as follows.

1. Midterm Examination 40% **(Thursday, March 3, 2022, 09.00 - 11.00 AM)**
2. Final Examination 50% **(Friday, May 20, 2022, 01.30 – 04.00 PM)**
3. Homework or Quizzes 10%

Teaching Plans:

Week	**Topics**
1-2	1. Data and Statistics
	1.1 What is Statistics?
	1.2 Types of Statistics
	1.2.1 Descriptive Statistics
	1.2.2 Statistical Inference
	1.3 Statistical Data
	1.3.1 Data, Element, Variable
	1.3.2 Types of Data
	1.4 Scales of Measurement
	1.4.1 Nominal Scale
	1.4.2 Ordinal Scale
	1.4.3 Interval Scale
	1.4.4 Ratio Scale
2-3	2. Describing Data: Frequency Tables, Frequency Distributions and Graphic Presentation
	2.1 Summarizing Qualitative Data (Categorical Data)
	2.1.1 Frequency Distribution
	2.1.2 Relative Frequency Distribution
	2.1.3 Bar Charts and Pie Charts
	2.2 Summarizing Quantitative Data (Numerical Data)
	2.2.1 Frequency Distribution
	2.2.2 Relative Frequency Distribution
	2.2.3 Histogram and Frequency Polygon
	2.2.4 Cumulative Frequency Distributions

Week	Topics
	2.2.5 Stem-and-Leaf Displays
4	3. Measures of Location
	3.1 Mean
	3.1.1 Population Mean
	3.1.2 Sample Mean
	3.2 Weighted Mean
	3.3 Median
	3.4 Mode
	3.5 Percentiles, Deciles and Quartiles
5-6	4. 4.1 Measures of Dispersion (Measures of Variability)
	4.1.1 Range
	4.1.2 Interquartile Range
	4.1.3 Mean Deviation
	4.1.4 Variance and Standard Deviation
	4.1.5 Coefficient of Variation
	4.2 Exploratory Data Analysis: Box-Plot
6-7	5. Introduction to Probability
	5.1 Random Experiment and Sample Space
	5.2 Approaches to Probability
	5.2.1 Classical Probability
	5.2.2 Relative Frequency Probability
	5.2.3 Subjective Probability
	5.3 Properties of Probabilities
	5.4 Rules of Addition
	5.5 Conditional Probability
	5.6 Rules of Multiplication
	5.7 The Bayes' Theorem
	5.8 The Multiplication Formula
	5.10 The Permutation Formula
	5.11 The Combination Formula
8	**Midterm Exam Date: Thursday, March 3, 2022, 09.00 - 11.00 AM**
9	6. Discrete Probability Distributions
	6.1 Random Variables
	6.1.1 Discrete Random Variables
	6.1.2 Continuous Random Variables
	6.2 Expected Values and Variances of Random Variables
	6.3 The Binomial Probability Distribution
	6.4 The Poisson Probability Distribution
10	7. Continuous Probability Distributions

Week	Topics
	7.1 General Probability Distributions for Continuous Random Variables
	7.2 Normal Probability Distribution
	7.3 Areas under the Normal Curve
	7.4 Normal Approximation to the Binomial Probability Distribution
11	8. 8.1 Bivariate Distributions
	8.2 Conditional Probability Function
	8.3 Conditional Expectation
11-12	9. Sampling and Sampling Distributions
	9.1 Methods of Probability Sampling
	9.2 Sampling Distribution of the Mean, Proportion
	9.3 Standard deviation of Sample Mean
	9.4 Central Limit Theorem
	9.5 Point Estimation
12-13	10. Interval Estimation
	10.1 Interval Estimation of a Population Mean:
	Known Population Standard Deviation
	10.2 Interval Estimation of a Population Mean:
	Unknown Population Standard Deviation
	10.3 Interval Estimation of a Population Proportion
	10.4 Determining the Sample Size
14-15	11. Hypothesis Testing
	11.1 Developing Null and Alternative Hypotheses
	11.2 Steps of Hypothesis Testing
	11.3 Type I and Type II Errors
	11.4 One-Tailed and Two-Tailed Tests of Significance
	11.5 Hypothesis Tests about a Population Mean
	11.5.1 Known Population Variance
	11.5.2 Unknown PopulationVariance
	11.6 Hypothesis Tests about a Population Proportion
	11.7 Hypothesis Tests about a Population Variance
16	12. Index Numbers
	12.1 The Meaning of Index Numbers
	12.2 Types of Index Numbers
	12.2.1 Price Indexes

Week	Topics
	12.2.2 Quantity Indexes
	12.2.3 Value Indexes
17	**Final Exam Date: Friday, May 20, 2022, 01.30 – 04.00 PM**

Evaluation Methods

Type of evaluation	Evaluation Method	Evaluation date
Homework or Quizzes	Written assignment or quiz (Essay questions)	During Week 1 – Week 15
Midterm Examination	Written exam (Closed book, essay questions)	Thursday, March 3, 2022 Time: 09.00-11.00 AM
Final Examination	Written exam (Closed book, essay questions)	Friday, May 20, 2022 Time: 01.30-04.00 PM

BACHELOR OF ECONOMICS
THAMMASAT UNIVERSITY

Course Outline

AC201 Fundamental Accounting (Section: 046401 – 046402)

Number of Credit: 3 credits

Prerequisite: None

Course Description:

The basic principles, concepts, and procedures for collecting and recording accounting information; preparation and analysis of financial reports; accounting cycle; accounting and disclosure for assets, liabilities, and owners' equity.

Course Objectives:

The purpose of this course is to introduce students the role of accounting as a window through which to see how economic events affect business. The students will learn conceptual framework as well as accounting procedures. The emphasis will be on preparing and using accounting information for financial analysis.

Instructor:

Name: Assistant Professor Dr. Orapan Yolrabil

Office Hours:

By appointment via MS Teams chat & meeting

Main Text: Instructor's Course Package

Recommended Texts & Materials:

Financial Accounting Text

Suggested Readings:

Thai Financial Reporting Standards:

Framework for the Preparation and Presentation of Financial Statements

TAS 1	Presentation of Financial Statements
TAS 2	Inventories
TAS 7	Statement of Cash Flows
TAS 16	Property, Plant and Equipment
TAS 37	Provisions, Contingent Liabilities and Contingent Assets
TAS 38	Intangible Assets
TFRS9	Financial Instruments
TFRS15	Revenues from contracts with customers

Links:

Useful links are provided below:

www.tfac.or.th	Thailand Federation of Accounting Professions
www.set.or.th	The Stock Exchange of Thailand
www.settrade.com	The Stock Exchange of Thailand Group
www.sec.or.th	Securities and Exchange Commission of Thailand
www.moc.go.th	Ministry of Commerce of Thailand
www.bot.or.th	Bank of Thailand
www.iasb.org	International Accounting Standard Board

Grading Criteria:

Score Allocations	
Quizzes, Assignments, Attendance and Participation	30%
Midterm Examination Date: Friday, March 4, 2022 Time: 03:00 – 6:00 p.m. (including pre- and post-exam procedures)	30%
Final Examination Date: Sunday, May 22, 2022 Time: 01:30 p.m. – 04:30 p.m. (including pre- and post-exam procedures)	40%
Total	**100%**

Details:

1. **Quizzes, Assignments, Attendance and Participation (30%)**
   The unannounced short quizzes will be given in class. The students must prepare for the quizzes at all times. No make-up quiz is allowed for any reasons. Moreover, instructor may assign works to enhance understanding of students on the subject matters. The attendance and participation will be collected throughout the semester.
2. **Midterm Exam (30%)**
   The midterm exam is a closed-book exam.
3. **Final Exam (40%)**
   The final exam is a closed-book exam.

Note that only basic calculator is are allowed in the quizzes and exams. Calculator apps, Mobile phone or other electronic devices cannot be used as calculator.

The score allocation and methods of collecting scores may be adjusted to fit the situations and challenges emerged during the semester. I will inform students regarding any adjustments, if needed.

Dishonesty during the quizzes and exams will result in an immediate "F" grade in this course and suspension according to Thammasat University Code of Conduct.

Expected Learning Outcomes:

	1. Morality and Ethics:	Expected Learning Outcomes
○	1.1 Understand professional values, professional ethics, and possess the positive attitude towards accounting profession.	Students are aware of laws and regulations governed accounting professionals.
●	1.2 Value honesty, disciplines, and respect the rules and regulations of the institution and society at large.	Students comply with the agreed upon class policies set at the beginning of the semester.
N/A	1.3 Manage time and creatively adapt life path to fit in the society.	-
N/A	1.4 Has social conscience and contribute positively to the society.	-
	2. Knowledge:	**Expected Learning Outcomes**
●	2.1 Acquire knowledge on the concepts, theories, principles, and accounting treatments on the related issues.	Students understand the importance of accounting information in business decision and understand the accounting treatments and financial statement presentation of basic transactions.
N/A	2.2 Acquire knowledge on other disciplines that are associated with accounting body of knowledge and integrate them appropriately in accounting context.	-
N/A	2.3 Acquire knowledge on accounting techniques and others through experience.	-
N/A	2.4 Be able to monitor the changes in the area of academic, research, and accounting profession consistently.	-

Expected Learning Outcomes:

	3. Intellectual Development:	**Expected Learning Outcomes**
●	3.1 Be able to search and process information and to utilize various concepts in problem identification, and to analyze complex problems.	Students are able to analyze the information presented on the financial statements and identify the risks associated with investment and credit decisions.
N/A	3.2 Be able to adapt and integrate accounting knowledge and other disciplines to solve the problems and to creatively propose the solution to those problems with the consideration of the probable impacts of the proposed solutions.	-
N/A	3.3 Be able to monitor, evaluate, and report the results appropriately and accurately.	-
	4. Interpersonal Skills and Responsibilities:	**Expected Learning Outcomes**
●	4.1 Be able to execute and responsible for the assigned works efficiently.	Students hand-in the assignments in the time period specified.
N/A	4.2 Possess interpersonal skills, work well in team, and adapt to circumstances and organizational culture.	-
N/A	4.3 Be creative and be able to assist or accommodate the team in solving problems as a team leader or as a member of the team.	-
N/A	4.4 Be responsible for personal development in acquiring knowledge related to accounting profession.	-

Expected Learning Outcomes:

	5. Quantitative Analysis, Communication and Information Technology:	**Expected Learning Outcomes**
N/A	5.1 Possess quantitative analytical skills needed for decision-making process and problem-solving process.	-
N/A	5.2 Communicate efficiently in verbal and in writing and choose appropriate presentation techniques that suit the circumstances and group of audience.	-
N/A	5.3 Choose suitable information technologies and communication techniques in collecting, interpreting, and presenting the issues.	-

Tentative Class Schedule:

Sessions	Topics
Session #1	**Course Overview**
	Financial Statements and Business Decisions ▪ The Four Basic Financial Statements: Statement of Financial Position, Statement of Comprehensive Income, Statement of Changes in Stockholders' Equity, and Statement of Cash Flows
Session #2	**Investing and Financial Decisions and the Statement of Financial Position** ▪ Accounting Concepts ▪ Nature of Business Transactions ▪ The Accounts ▪ Transaction Analysis ▪ Debit/Credit, Journal Entry, T-Account ▪ Classified Statement of Financial Position
Session #3	**Operating Decisions and the Statement of Comprehensive Income** ▪ The Operating Cycle ▪ Elements of Statement of Comprehensive Income ▪ Cash Basis/Accrual Basis Accounting ▪ Classified Statement of Comprehensive Income
Session #4	**Adjustments, Financial Statements, the Quality of Earnings** ▪ Adjusting Revenues and Expenses ▪ Preparing Financial Statements ▪ Closing the Books
Session #5	**Adjustments, Financial Statements, the Quality of Earnings** (continued)
Session #6	**Reporting and Interpreting Sales Revenue, Receivables, and Cash** ▪ Accounting for Net Sales Revenue ▪ Measuring and Reporting Receivables ▪ Reporting and Safeguarding Cash ▪ Reconciliation of the Cash Accounts
Session #7	**Reporting and Interpreting Cost of Goods Sold and Inventory** ▪ Nature of Inventory and Cost of Goods Sold ▪ Inventory Costing Methods ▪ Valuation at Lower of Cost of Net Realizable Value
Midterm Exam	Date: **Friday, March 4, 2022** Time: **03:00 p.m. – 06:00 p.m.**

Sessions	Topics
Session #8	**Reporting and Interpreting Property, Plant, and Equipment** ▪ Acquisition and Maintenance of Plant and Equipment – Classifying Long-Lived Assets, Measuring and Recording Acquisition Cost ▪ Use, Impairment, and Disposal of Plant and Equipment – Depreciation Concepts, Alternative Depreciation Methods)Straight-line, Units-of-Production, Declining-Balance(
Session #9	**Reporting and Interpreting Liabilities** ▪ Current Liabilities – Accounts Payable, Accrued Liabilities, Notes Payable, Current Portion of Long-term Debt, Deferred Revenues ▪ Long-term Liabilities – Long-term Notes Payable and Bonds ▪ Present Value Concepts – Present Value of a Single Amount, Present Value of an Annuity, Applications of Present Values
Session #10 -#11	**Reporting and Interpreting Bonds** ▪ Characteristics of Bonds Payable ▪ Reporting Bonds Transactions – Bonds Issued at Par, Bonds Issued at Discount, Bonds Issued at Premium
Session #12	**Reporting and Interpreting Shareholders' Equity** ▪ Ownership of a Corporation – Benefits of Share Ownership, Authorized, Issued, and Outstanding Shares ▪ Ordinary Share Transactions – Share Issuance, Share Repurchase ▪ Dividends on Ordinary and Preferred Shares ▪ Preferred Shares – Dividends on Preference Shares
Session #13	**Reporting and Interpreting Financial Assets** ▪ Financial assets at amortized cost, Financial assets at fair value through profit or loss, Financial assets at fair value through other comprehensive income
Session #14	**Statement of Cash Flows** ▪ Classifications of the Statement of Cash Flows – Cash Flows from Operating Activities, Investing Activities, and Financing Activities ▪ Reporting and Interpreting Cash Flows from Operating Activities – Direct VS. Indirect Method
Session #15	**Wrap-up**
Final Exam	Date: **Sunday, May 22, 2022** Time: **01:30 p.m. – 04:30 p.m.**

Course Outline

Introduction to Business - BA291: Section 046401

Number of credits:	3 credits
Instructor:	**Dr. Hugh Patrick O'Connell** Office hours: by appointment
Prerequisites:	None

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 functions. 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 analyse business priorities
3. Students will be able to choose appropriate method to analyse 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:

- Pride WM, Hughes RJ, JR Kapoor FOUNDATIONS OF BUSINESS, 7E, Cengage

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

Week	Date	Topic	Chapter
		Part I: THE ENVIRONMENT OF BUSINESS	
1	8 August	Exploring the World of Business and Economics	1
2	15 August	Ethics and Social Responsibility in Business	2
3	22 August	Global Business	3
		Part II: BUSINESS OWNERSHIP AND ENTREPRENEURSHIP	
4	29 August	Choosing a Form of Business Ownership	4
5	5 September	Small Business, Entrepreneurship, and Franchises	5
		Part III: MANAGEMENT AND ORGANIZATION	
6	12 September	Understanding the Management Process	6
7	19 September	Creating a Flexible Organization	7
	26 September	*Mid Term Examination Week – NO MIDTERM*	
9	3 October	Producing Quality Goods and Services	8
		Part IV: HUMAN RESOURCES	
10	10 October	Attracting and Retaining the Best Employees	9
11	17 October	Motivating and Satisfying Employees	10
		Part V: MARKETING	
12	*Holiday - no class Makeup TBA*	Building Customer Relationships Through Effective Marketing	11
13	31 October	Creating and Pricing Products That Satisfy Customers	12
14	7 November	Distributing and Promoting Products	13
		Part VI: INFORMATION, ACCOUNTING, AND FINANCE	
15	14 November	Exploring Social Media and e-Business	14
16	21 November	Using Management and Accounting Information	15
	28 November	*Final Exam*	

Policy on attendance and class participation:

Attendance, attitude, and preparation are important. Positive contributions to the class can provide rich reciprocal learning experiences. The right attitude means: a desire and willingness to study and learn, preparation as directed, and putting forth effort even when it may be inconvenient or difficult. It also means: being ready to answer questions when called upon, volunteering answer to questions or asking questions and actively listening to the instructor and other class members.

Grading:

Assignment 1 - Individual	25%
Assignment 2 - Group	25%
Final Examination	50%
	100%

After-class quizzes:

These quizzes, available weekly on Moodle, are intended to give you a review of lesson learnt each week. They should be completed by midnight of the 7th day of the following week (Usually Sunday).

Note that marks will be deducted for non-participation or failure to follow instructions

The Format of the final examination is "essay. The time for the examination will be 3 hours.

Assignment 1 – Individual Assignment: Why am I here?

Due Date: 26 September 2022

Word count: 500

For this assignment, you will write a maximum 500-word formal essay (using professional writing and presentation) that reflects your reasons for joining this class, the challenges you anticipate and how you will set yourself up for success. This essay may be written in first person. This assignment will be graded on the breadth and depth of effort you put into your thoughts and the quality of your writing (e.g. structure, clarity, free of typos, grammar, etc.). This report must be checked through Turnitin and submitted on Moodle.

Assignment 2 – Group assignment

Due Date: 28 November 2022

Word count: 2400 to 2500

In an assigned group you will find and use business information of a pre-selected (Thai) company. The purpose of this assignment is for you to learn how to properly source and cite information from various sources (e.g. internet, newspapers, magazines, etc.). The group project provides an opportunity for you to apply the information you learned in this class to a "real life" (case) situation. The project will be completed in groups of four or five, and consists of a formal written report: A 2400 to 2500-word report that includes an introduction, problem statement, internal and external analysis (including an environmental scan), identification and analysis of three alternatives, a recommendation and a conclusion. The report should have a formal title page, table of contents and works cited (these sections are not included in the word count). This report must be checked through Turnitin and submitted on Moodle. Please ensure the full names and student numbers of each group member are included on the cover page.

Course Outline

FN201 Business Finance

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

Prerequisite: AC201 Fundamental Accounting

Course Description:

This course studies the basic principles of financial management for business as well as the responsibilities of financial managers in order that they can perform their best to maximize the enterprise value. Discussions will cover financial analysis, cash flow analysis, financial planning and control, fundamental analysis on risk and return, time value of money, current asset management, fixed assets investments, allocation and acquisition of funds, short-term and long-term financing, and costs of financing.

Course Objectives:

This course aims at developing students to have financial knowledge to deal with many issues in business finance. It will also form a foundation for further finance courses. Key objectives of this subject include:

1. to study the basic principles of financial management for business.
2. to provide an introduction to the theories of finance and decision tools for financial managers.
3. to discuss the fundamental of financial planning and control, investment, and capital financing.

BACHELOR OF ECONOMICS
THAMMASAT UNIVERSITY

Course Outline

FN211 Financial Mathematics and Statistics

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

Prerequisite: -

General Information:

This class develops background in mathematics and statistics that are crucial for study in corporate financial decision making and investments. The first half of the class introduces building blocks in calculus whereas the second half tackles the mathematical concepts of time value of money, probability, statistics, and matrix algebra.

Course Description:

Essentials of statistics and mathematics for financial applications: basic statistics, the concept of risk and return, probability, regression analyses, basic calculus (e.g. introduction to derivatives, integration, and integral), optimization, and basic matrices

Course Objectives:

1. Acquaint students with the financial mathematics tools necessary for assessment of risk and return in financial decision making and investment management.
2. Learn techniques to organize and analyze data.
3. Develop scientific thinking and overcome anxiety about applying calculus and statistics in finance work.
4. Develop familiarity with use of excel statistics functions.

Instructor:

Name: Dr. Winai Homsombat

Office Hours: By appointment

Grading Criteria:

The course grades will be based on two exams (individual performance) and homework or quizzes (individual performance). Grading scheme is as follows.

Class participation	10%
Quiz and Assignment	20%
Mid-term examination	30%
Final examination	40%

Type of evaluation	Evaluation Method	Evaluation date
Class participation and Assignment	Written assignment or quiz (Essay questions)	During Week 1-15
Mid-term	Examination	TUESDAY, MARCH 1, 2022; 3.00 – 5.00 PM
Final	Examination	WEDNESDAY, MAY 18, 2022; 09.00 AM - NOON

Class policies:

1) Lectures will stress the most important issues addressed in the readings. You are responsible for all material covered in class and assigned readings. Lectures may go beyond the scope of the textbook. Therefore, it is important for you to attend and participate in class.
2) There will be assignments as deemed appropriate to accommodate effective learning. Each assignment will be graded based on the quality of the analysis and the ability to apply the principles of financial management for managerial decision. Lecture notes, exercises, and guided solution to each lecture, as well as other useful materials, could be accessible from class Moodle.
3) You are responsible for all announcements and changes made in class. However, there will be no make- up quiz and final examination without prior consent from the instructor. If a student has a legitimate, verifiable reason (e.g., doctor' s note), a separate comprehensive examination will be given.

Main Text:

- Wackerly, D.D., Mendenhall III, W., and Scheaffer, R.L. (2002). Mathematical Statistics with Applications. 6th ed. Thomson Learning.
- Stewart, J. (2016). Calculus. 8th ed. Thomson Brooks/Cole.

Recommended Texts & Materials

- Anderson, D.R., Sweeney, D.J., Williams, T.A., Camm, J.D., and Cochran, J.J. (2017). Statistics for Business and Economics. Thirteenth Edition. Cengage Learning.
- Ruppert, D. (2011). Statistics and data analysis for financial engineering (Vol. 13). New York: Springer.
- Miller, M. B. (2013). Mathematics and statistics for financial risk management. John Wiley & Sons.

Tentative Class Schedule:

Week	Content
1	Review of basic statistics and calculus
2	Discrete Random Variables and Their Probability Distributions - Basic Definition and the probability Distribution for a Discrete Random Variable - The Expected Value of a Random Variable or a Function of a Random Variable - The Binomial Probability Distribution
4 – 5	Continuous Random Variables and Their Probability Distributions - Introduction and The Probability Distribution for a Continuous Random Variable - Expected Values for Continuous Random Variables - The Uniform Probability Distribution - The Normal Probability Distribution - Other Expected Values
6 – 7	Multivariate Probability Distributions - Introduction - Bivariate and Multivariate Probability Distributions - Marginal and Conditional Probability Distributions - Independent Random Variables - The Expected Value - The Variance and Covariance of Two Random Variables - The Multinomial Probability Distribution - Conditional Expectations
	Mid term Exam: TUESDAY, MARCH 1, 2022; 3.00 – 5.00 PM
8 – 9	Risk and Return - Asset Return and Risk - Introduction to VaR
10 – 11	Basic Matrices - Matrix Notation - Matrix Operations - Vector Spaces - Applications
12 – 13	Regression Analyses - Simple Regression - Multiple Regression - Applications
14 – 15	Optimization - Constrained Optimization - Unconstrained Optimization - Applications
	Final Exam: WEDNESDAY, MAY 18, 2022; 09.00 AM - NOON

Note: Course content may be change as appropriate.

Instructor:

Name: Dr. Winai Homsombat

Office Hours: By appointment

Grading Criteria:

Class participation	10%
Quiz and Assignment	30%
Mid-term examination	30%
Final examination	30%

Mid-term and final examination dates are as follows.

Type of evaluation	Evaluation Method	Evaluation date
Class participation and Assignment	Written assignment or quiz (Essay questions)	During Week 1-7 and 9-16
Mid-term	Take-Home Examination	TUESDAY, SEPTEMBER 28, 2021: 3.00 – 5.00 PM
Final	Take-Home Examination	THURSDAY, DECEMBER 16, 2021: 9.00 – 11.30 AM

Class policies:

1) Lectures will stress the most important issues addressed in the readings. You are responsible for all material covered in class and assigned readings. Lectures may go beyond the scope of the textbook. Therefore, it is important for you to attend and participate in class.
2) There will assignments as deemed appropriate to accommodate effective learning. Each assignment will be graded based on the quality of the analysis and the ability to apply the principles of financial management for managerial decision. Lecture notes, exercises, and guided solution to each lecture, as well as other useful materials, could be accessible from class Moodle.
3) You are responsible for all announcements and changes made in class. However, there will be no make- up quiz and final examination without prior consent from the instructor. If a student has a legitimate, verifiable reason (e.g., doctor' s note), a separate comprehensive examination will be given.

Main Text:

- ANG: Ser-Keng Ang, Jack Hong, Annie Koh, Eugene F. Brigham and Michael Ehrhardt, Financial Management: Theory and Practice. (An Asia Edition), 2nd Edition, (Cengage Learning, Singapore: 2021).
- RWJ: Ross, S.A., Westerfield, R.W., Jordan, B.D., (2012). Fundamentals of Corporate Finance. 10th Edition. New York: McGraw-Hill/Irwin.

Recommended Texts & Materials

- Brigham, E.F., Houston, J.F., Hsu, JM., Kong, Y.K., Bany-Ariffin, A.N. (2018). Essentials of Financial Management. 4th Edition, Cengage Learning.
- Brealey, R.A., Myers, S.C., Allen, F., (2010). Principles of Corporate Finance. 10th Edition. New York: McGraw-Hill/Irwin.
- Brigham, E.F., Ehrhardt, M.C., (2011). Financial Management: Theory and Practice. 13th Edition. OH: South-Western.

Tentative Class Schedule:

Class	Topics
1	Lecture 1: Introduction to corporate finance and financial statements *Reading: Lecture Note, RWJ Chapter 1 and 2, ANG Chapter 1-2*
2	Lecture 1: Introduction to corporate finance and financial statements *(Continued)*
3	Lecture 2: Analysis of Financial Statements *Reading: RWJ Chapter 3, ANG Chapter 3*
4	Lecture 2: Analysis of Financial Statements *(Continued)*
5	Lecture 3: Working Capital Management – Cash Cycle *Reading: Lecture Note, RWJ Chapter 18, ANG Chapter 16*
6	Lecture 3: Working Capital Management – Short-term Financing *(Continued)*
7	Lecture 4: Time Value of Money * *Reading: RWJ Chapter 5 and 6, ANG Chapter 4*
8	MIDTERM EXAMINATION: TUESDAY, SEPTEMBER 28, 2021: 3.00 – 5.00 PM
9	Lecture 4: Time Value of Money * *(Continued)*
10	Lecture 5: The Basics of Capital Budgeting *Reading: RWJ Chapter 9, ANG Chapter 10*
11	Lecture 5: The Basics of Capital Budgeting *(Continued)*
12	Lecture 6: Bonds and Stocks *Reading: RWJ Chapter 7-8, ANG Chapter 5 and 7*
13	Lecture 6: Bonds and Stocks *(Continued)*
14	Lecture 7: Introduction to Risk and The Cost of Capital *Reading: RWJ Chapter 14, ANG Chapter 7 and 9*
15	Lecture 7: Introduction to Risk and The Cost of Capital *(Continued)*
16	Lecture 8: Capital Structure and Leverage* *Reading: RWJ Chapter 15-16, ANG Chapter 12*
17	FINAL EXAMINATION : THURSDAY, DECEMBER 16, 2021: 9.00 – 11.30 AM

Note: * Course content may be change as appropriate.

BACHELOR OF ECONOMICS
THAMMASAT UNIVERSITY

Course Outline

FN 311 Financial Management

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

Prerequisite:

Curriculum B.E.2561

FN201 Business Finance (which requires AC201 Financial Accounting or AC291 Essentials of Accounting) and FN211 Financial Mathematics and Statistics

Course Description:

Theoretical concepts of corporate financial management applied to resolve financial problems and issues encountered by management in the real world of business; the management of asset structure and financial mix; the application of financial models and instruments on managing the assets, liabilities and equities, valuation, the costs of capital, capital structure, capital budgeting under risk, leasing, the concepts of agency problems and corporate governance

Course Objectives:

After completing this course, students are expected to be able to (1) explain factors influencing firm's value, (2) quantify systematic risk of a firm, (3) calculate free cash flows of a project and a firm, (4) estimate a firm's weighted average cost of capital, (5) forecast financing needs, (6) calculate the intrinsic value of a firm using the discounted cash flow models, (7) compare and contrast alternative financing choices and choose a value-enhancing financing mix, (8) explain how distributions to shareholders affect firm's value, (9) make capital budgeting decisions that increase firm's value under certainties and uncertainties, (10) compare and contrast the FCFF, FCFE, and APV approaches to valuation and capital budgeting analysis, (11) choose various working capital policies that maximizes firm's value and apply the concepts of cash cycles, (12) describe how agency costs affect firm's value, (13) analyze credit policies and adopt the one that maximizes firm's value (optional), and (14) calculate the cost of capital of various hybrid securities (optional).

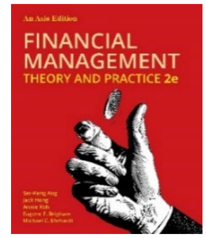
Instructor:

Name: Asst. Prof. Obrom Chaowalerd (อบรม เชาวน์เลิศ)

Main Text:

Ser-Keng Ang, Jack Hong, Annie Koh, Eugene F. Brigham and Michael Ehrhardt, **Financial Management**: **Theory and Practice**. (An Asia Edition), 2nd Edition, (Cengage Learning, Singapore: 2021). = **FM** (we = **FM**'s Web Extension; wc = **FM**'s Web Chapter)

- Please visit http://www.cengageasia.com for supplementary materials.



Recommended Texts & Materials:

Aswath Damodaran, **Damodaran on Valuation: Security Analysis for Investment and Corporate Finance**. 2nd Edition, (John Wiley and Sons: New York, 2006).

Suggested Readings:

- Other corporate finance, financial management, business finance textbooks
- Local business newspapers, *The Asian Wall Street Journal*, *BusinessWeek*, *The Economist*, *Forbes*, *Fortune*, other financial and economic Websites
- Useful local Websites

http://www.set.or.th/en/index.html
http://www.tsi-thailand.org/
http://www.thaibma.or.th/
http://www.tfex.co.th/
http://www.sec.or.th/view/view.jsp?lang=en
http://www.bot.or.th/Thai/Pages/BOTDefault.aspx
http://www.settrade.com
Companies' websites

Grading Criteria:

Activity #	Assessment methods	Assessment week(s)	Proportion of assessment score
1	Assignments	1-15	10
2	Proctored remote mid-term examination* Topics covered: 1 – 5 Date: March 3, 2022; Time: 03:00 – 05:00 p.m.	After 7	40
3	Proctored remote final examination* Topics covered: 6 – 9 mainly (10 – 13 may be covered) Date: Thursday, May 19, 2022; Time: 09:00 – 11:30 a.m.	After 15	50
	*closed-book, with 2 pages on 1 piece of A4 cheat sheet	Total	100

A remark: A final grade is determined according to the following criterion (total points are rounded down).

Total Points	**0-44**	**45-49**	**50-54**	**55-59**	**60-69**	**70-79**	**80-84**	**85-100**
Grade	F	D	D+	C	C+	B	B+	A

Note:
Students are encouraged to (1) review concepts covered in AC201 (or AC291), FN201, and FN211, (2) complete required reading assignments before attending the class, (3) participate and ask questions in the class, and (4) review the concepts discussed in the class by doing practice problem sets.

Expected Learning Outcomes:

1. Morality and Ethics

Applicability	Learning Goals	Expected Learning Outcomes
●	1.1 Students possess honesty, sacrifice, self-, social-, and environmental responsibility.	1.1 Students commit no academic dishonesty.
N/A	1.2 Students value "sufficiency" theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	1.2 N/A
●	1.3 Students value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	1.3 Students are punctual and comply with the rules and regulations of the institution and society at large.
N/A	1.4 Students acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	1.4 N/A

2. Knowledge

Applicability	Learning Goals	Expected Learning Outcomes
N/A	2.1 Students acquire knowledge on and understand the important concepts in business management.	2.1 N/A
●	2.2 Students acquire knowledge on and understand the important social and science concepts related to business management.	2.2 Students understand various concepts in accounting, economics, mathematics, and statistics that are relevant to financial decision makings.
●	2.3 Students 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.	2.3 Students are able to make sound financial decisions that enhance a firm's value.

●	2.4 Students acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on business.	2.4 Students are informed about academic advancement and professional development in finance as well as its impacts on business.

3. Intellectual Development

Applicability	Learning Goals	Expected Learning Outcomes
○	3.1 Students are 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.	3.1 Students are able to obtain relevant information for financial decision makings.
●	3.2 Students are able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	3.2 Students are able to incorporate concepts in accounting, economics, finance, mathematics, and statistics to solve financial problems in both certain and uncertain circumstances.
○	3.3 Students are 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	3.3 Students are able to (1) collectively formulate solutions to financial problems faced by a firm and (2) analyze the impacts of the proposed solutions and (3) recommend the alternative that maximizes value.

4. Interpersonal Skills and Responsibilities

Applicability	Learning Goals	Expected Learning Outcomes
○	4.1 Students are able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	4.1 Students are able to work in team with no free-rider problems.
○	4.2 Students are creative and constructively criticize to solve problem of the team.	4.2 Students show no signs of unconstructive comments.
○	4.3 Students are responsible in lifelong learning to develop self and professional career.	4.3 Students are able to develop a lifelong learning skill.

5. Quantitative Analysis, Communication and Information Technology

Applicability	Learning Goals	Expected Learning Outcomes
●	5.1 Students are able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	5.1 Students are able to apply mathematics, statistics, and quantitative analysis in financial decision makings.
○	5.2 Students are able to efficiently communicate in Thai and foreign languages that are relevant in doing business.	5.2 Students participate in the class, hand in assignments, and answer quiz and exam questions using effective verbal and written communication skills.
N/A	5.3 Students are 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.	5.3 N/A
●	5.4 Students are able to utilize the information technologies or others to support the business operations.	5.4 Students are able to use one spreadsheet program to support financial decision makings.

Tentative Class Schedule:

Session; Date & Time (2022)	**Topics**	**Activities/ Text & Materials/ Media**
#1: January 13	**(1) <u>Financial Management and Firm's Value</u>** Course overview; financial managers' responsibilities; the primary objectives of business enterprises; firm's value model	- A lecture, a discussion, an assignment, and Excel **<u>Required reading</u>** **FM** 1; **LN** #1 **<u>Optional reading</u>** **FM** 2, 3, 6
#2: January 20 #3: January 27	**(2) <u>Asset Pricing Models (Brief)</u>** Returns on investments; stand-alone risk; risk in a portfolio context; calculating beta coefficients; the relationship between risk and return: the CAPM; some concerns about beta and the CAPM; Multi-factors models; data sources	- A lecture, a discussion, and assignments **<u>Required reading</u>** **FM** 6; **LN** #2 **<u>Optional reading</u>** **FM** 25
#4: February 3 #5: February 10	**(3) <u>The Cost of Capital: Theory and Practice</u>** The concepts of the cost of capital; costs of debt, preferred stock, common equity: the CAPM approach, the discounted cash flow (DCF) approach, bond-yield-plus-risk-premium approach; hybrid securities (optional); weighted average cost of capital (WACC); the marginal cost of capital (MCC); the MCC schedule; adjusting the cost of capital for risk: the divisional cost of capital; techniques for measuring divisional betas; estimating the cost of capital for individual projects; flotation costs; some problem areas in the cost of capital; data sources	- A lecture, a discussion, video clips, assignments, and Excel **<u>Required reading</u>** **FM** 5, 6, 7, 9, 20; **LN** #3 **<u>Optional reading</u>** **FM** 18
#6: February 17	**(4) <u>Financial Forecasting</u>** Overview of financial forecasting; forecasting operations; projecting financial statements; additional funds needed (AFN); forecasting when the ratio changes	- A lecture, a discussion, an assignment, and Excel **<u>Required reading</u>** **FM** 2, 12; **LN** #4 **<u>Optional reading</u>** **FM** 2, 3
#7: February 24	**(5) <u>Corporate Valuation</u>** Firm's value model; modifying accounting data for managerial decisions: calculating free cash flows; MVA® and EVA®; overview of corporate valuation; the corporate valuation model: estimating the value of operations, estimating the price per share	- A lecture, a discussion, an assignment, and Excel **<u>Required reading</u>** **FM** 2, 7; **LN** #5 **<u>Optional reading</u>** **FM** 2, 3, 4, 7, 9
Mid-term exam (Topics covered: 1 - 5)		

Session; Date & Time (2022)	Topics	Activities/ Text & Materials/ Media
#8: March 10 #9: March 17	**(6) Capital Structure Decisions: Theory and Practice** Business and financial risk; capital structure theories: the Modigliani-Miller (MM) Model without taxes, the MM Model with corporate taxes, homemade leverage, illustration of the MM Models, the Miller Model with corporate and personal taxes, illustration of the Miller Model; the Hamada Model; the Trade-Off Models, criticisms of the MM and Miller Models; the Signaling Model: the Pecking-Order Model; the Agency Model: agency costs and firm's value; the Market-Timing Model; estimating the optimal capital structure; checklists for capital structure decisions	- A lecture, a discussion, video clips, and an assignment **Required reading** **FM** 13, 15; **LN** #6 **Optional reading** **FM** 4, 26
#10: March 24	**(7) Distributions to Shareholders** Theories of and empirical evidence on distributions: dividend irrelevance, bird-in-the-hand, tax differentials, clientele effect, information content or signaling, catering; distributions through stock repurchases; comparison of dividends and repurchases; other factors influencing distributions; stock splits and stock dividends	- A lecture, a discussion, video clips, an assignment, and Excel **Required reading** **FM** 14; **LN** #7
#11: March 31 #12: April 7	**(8) Capital Budgeting: Cash Flow Estimation and Risk Analysis** Estimating cash flows; identifying the relevant cash flows; evaluating capital budgeting projects: new and replacement project analyses; adjusting for inflation; techniques for measuring stand-alone risk: sensitivity analysis, scenario analysis, Monte Carlo simulation; incorporating project risk into capital budgeting; managing risk through phased decisions: decision trees; real options (optional; capital budgeting techniques (self-study);	- A lecture, a discussion, video clips, an assignment, and Excel **Required reading** **FM** 11; **LN** #8 **Optional reading** **FM** 4, 10
13: April 21	**(9) Alternative Approaches to Valuation and Capital Budgeting Analysis** The free-cash-flow-to-firm (FCFF) approach; the free-cash-flow-to-equity (FCFE) approach; the adjusted present value (APV) approaches	- A lecture, a discussion, video clips, an assignment, and Excel **Required reading** **FM** 11, 15; **LN** #9
#14: April 28 #15: May 5	**(10) Supply Chain and Working Management** The cash conversion cycle: an Illustration, shortening cash conversion cycle, benefits; alternative net operating working capital policies: relaxed, restricted, moderate; alternative short-term financing policies: the maturity-matching, aggressive, and conservative approaches	- A lecture, a discussion, video clips, an assignment, and Excel **Required reading** **FM** 16; **LN** #10 **Optional reading** **FM** 2, 3

Session; Date & Time (2022)	Topics	Activities/ Text & Materials/ Media
	(11) Providing Trade Credit (optional*) Credit policies; setting the credit period and standards; setting the collection policy; cash discounts; other factors Influencing credit policy; receivables management: monitoring the receivables position (days sales outstanding, aging schedules, the payment pattern approach); analyzing proposed changes in credit policies *When time permits only. Not covered in the exam if not discussed in the class.	- A lecture, a discussion, video clips, an assignment, and Excel **Required reading** **FM** 16, WC27; **LN** #11 **Optional reading** **FM** 2, 3
	(12) Financing with Long-term Loans and Bonds (optional*) Long-term loans from banks; bonds: key characteristics of bonds; types of bonds: corporate bonds, government bonds, municipal bonds, foreign bonds, zero-coupon bonds, floating-rate bonds, payment-in-kind bonds, perpetual bonds, callable bonds, bonds redeemable at par, bonds issued with warrants, income bonds, indexed bonds, etc.; bond refunding operation *When time permits only. Not covered in the exam if not discussed in the class.	- A lecture, a discussion, an assignment, and Excel **Required reading** **FM** 5, 18; **LN** #12
	(13) Equity and Hybrid Financing (optional*) Key characteristics of common stock; legal rights and privileges of common stock: control of the firm, the preemptive right; right offering; types of common stock: classified stock, founders' shares, tracking stock, non-voting depository receipt (NVDR); advantages and disadvantages of common stock; preferred stock: basic features, other types of preferred stock, advantages and disadvantages of preferred stock; warrants: key characteristics of warrants, initial market price of a bond with warrants, use of warrants in financing, wealth effects and dilution due to warrants, the component cost of bond with warrants; convertibles: conversion ratio and conversion price, the component cost of convertibles, use of convertibles in financing, comparison of warrants and convertibles *When time permits only. Not covered in the exam if not discussed in the class.	- A lecture, a discussion, an assignment, and Excel **Required reading** **FM** 7, 18, 20; **LN** #13
Final exam (Topics covered: 6 – 9, mainly, and 10 – 13 if discussed in the class)		

Course Syllabus
FN 313 International Finance **1/2565**
Bachelor of Economics

1. Lecturer and course administrator with contact information

Dr. Worapong Janyangyuen Lecturer

2. Course description

The financial management for international business and its international economic environment: international monetary system, the balance of current account, the balance of payment, the foreign exchange market; the application of financial instruments and derivatives in the international financial risk management, the roles of international financial institutions, such as the International Monetary Fund (IMF), the World Bank, and international financial corporations.

3. Course Objectives

- Students should understand the international business, international economic environment and international monetary system
- Students should understand various kinds of risk associated with international finance and how to manage risk with proper financial instruments and derivatives
- Students should understand the concept and composition of balance of payment
- Students should know how to apply financial instruments and derivatives in the international financial risk management
- Students should know about the roles of international financial institutions, such as the International Monetary Fund (IMF), the World Bank, and international financial corporations.

4. Grading criteria

Individual assignment	10%
Quizzes	40%
Project presentation	20%
Case study presentation	20%
Individual knowledge sharing	10%
Total	100%

5. Reference material

Main textbook: Resnick B.G., Eun C.S., International Financial Management (Eight Edition), McGraw-Hill, 2018.

Supplementary reading:

1. Eiteman, D. K., Stonehill, A. I., and Moffett, M. H., Multinational Business Finance (14th Edition), Pearson, 2016. (ED)
2. Madura, J., International Financial Management (12th Edition), Florida Atlantic University, 2015. (MJ)

6. Course plan

Session Date & Time	Topics	Activities/ Text & Materials/ Media
1	Globalization and the multinational firm	Ch. 1
2	International monetary system and Balance of payments	Ch. 2, 3
3	The market for forex	Ch. 5
4	IRP Quiz 1	Ch. 6
5	Managing transaction exposure Case study 1 distribution	Ch. 8
6	Futures and options on forex	Ch. 7
7	Case study 1 presentation	
8	Managing economic exposure Quiz 2	Ch. 9
9	Managing translation exposure	Ch. 10
10	International Banking and money market	Ch. 11
11	International Bond market Quiz 3	Ch. 12
12	International Equity market	Ch. 13
13	Case study 2 presentation	
14	Interest rate and currency swap Quiz 4	Ch. 14
15	Project submission and Presentation	

BACHELOR OF ECONOMICS
THAMMASAT UNIVERSITY

Course Outline

FN411: DERIVATIVES ANALYSIS

Number of Credit: 3

Prerequisite: FN312

Course Description:

Fundamental principles of derivatives, including futures, forward contracts, options, warrants, swaps, and real options, derivatives pricing models, strategies for speculating or hedging.

Course Objectives:

The students who can complete this course should:

- Understand the characteristics of futures, forward, option, warrant, and swap.
- Be able to price the above securities.
- Be able to design the proper strategies for speculating and hedging.

Instructor:

Name: Anutchanat Jaroenjitrkam

Office Hours: By appointment

Main Text:

John C. Hull. Options, Futures, and Other Derivatives. 9th edition or newer version. (M)

Recommended Texts & Materials

- John C. Hull et al. Fundamentals of futures and options markets. 8th edition or newer version.
- R-45 Derivative markets and instruments, R-46 Basic derivative pricing and valuation. 2022 CFA Program Curriculum Level I.

Suggested Readings:

Grading Criteria:

Assignment 1	10%
Assignment 2 and Presentation	30% (25+5)
Midterm Examination	25%
Final Examination	25%
Quiz and homework	5%
Class participation	5%
Total	**100%**

Total score	0 – 49	50 – 54	55 – 60	60 – 64	65 – 74	75 – 84	85 – 89	90 – 100
Grade	F	D	D+	C	C+	B	B+	A

The above grading criteria is the strictest one. If the overall performance of the class is significantly below these criteria, the instructor can adjust the criteria for the benefit of the students.

Expected Learning Outcomes: Please refer to the curriculum of the program.

Tentative Class Schedule:

Session/Date & Time	Topics	Activities/ Text & Materials*/ Media
13/01/2022	- Introduction to derivatives - Introduction to options - Related careers - Assignment 1: The Warning (2009) https://www.pbs.org/wgbh/frontline/film/warning/ - Due on 27/01/2022	(M) Ch. 1, 10 TFEX (www.tfex.co.th)
20/01/2022	- Basic options valuation	(M) Ch. 11, TFEX
27/01/2022	- Binomial options pricing model	(M) Ch. 13
03/02/2022	- Black-Scholes-Merton options pricing model	(M) Ch. 14, 15
10/02/2022	- Greeks - Volatility smirk	(M) Ch. 19, 20
17/02/2022	- Options strategies for trading and risk management	(M) Ch. 12
24/02/2022	- Introduction to futures market - Data from TFEX	(M) Ch. 2
Mid-term week		
10/03/2022	- Forward and futures prices - Distributing Assignment 2	(M) Ch. 5
17/03/2022	- Hedging with futures	(M) Ch. 3
24/03/2022	- Interest rate futures and swaps 1	(M) Ch. 6, 7, 33
31/03/2022	- Interest rate futures and swaps 2	(M) Ch. 6, 7, 33
07/04/2022	- Options on futures, currency derivatives, and exotic options	(M) Ch 17, 18, 26
21/04/2022	- Introduction to structured products - Monte Carlo simulation - Assignment 2 is due	(M) Ch. 22
28/04/2022	- Presentation and discussion	
05/05/2021	- Presentation and discussion - Q&A and wrap up	

BACHELOR OF ECONOMICS
THAMMASAT UNIVERSITY

Course Syllabus

FN 428: INVESTMENT BANKING

Instructor: Dr. Worapong Janyangyuen

Prerequisites FN311

Course Objectives and Course Description

The course includes a study of investment banking business. The course will emphasize on methods for value maximization, valuation for mergers and acquisitions, and business reorganizations and other topics. The course covers a variety of investment banking activities such as debt restructuring, initial public offering, privatization, debt issuance and venture capital. This course is designed primarily to enhance your understanding of the process and responsibility of the investment banking. It introduces students to the world of investment banking and provides an idea on what the main functions of investment banking are. These include external fund raising through debt and equity capital, financial advisory service for corporate and debt restructuring, consultancy on privatization, merger and acquisition and venture capitalist valuation. The class enables students to learn from theories of capital structure through the utilization of the theory on the real company case. Through various rich examples and practice problems as well as the workshop, students are expected to learn what the investment bankers are doing.

After you complete the course, you are expected:
1. To understand the basic functions performed by the investment bankers
2. To master the use of the computer spreadsheet in financial modeling
3. To be able to create long-term financial plan, monitor and adjust the assumption and the plan to suit the rapidly changing situation
4. To be able to conduct valuation of the company and its stock
5. To understand the mechanism of venture capitalists and their valuation
6. To understand the step in fund raising through IPOs
7. To understand the step in fund raising through debentures
8. To understand the process in corporate and debt restructuring and rationale behind the corporate and debt restructuring
9. To understand the process in REITs
10. To understand the process in merger and acquisition

Please note here that the course assumes solid financial accounting and thorough understanding of financial statements. It is mandatory that you read the material before the beginning of the class and be prepared for the class discussion for every single class. All cases are prepared for you to understand and use your strategic thinking to identify problems, causes of problems and solutions to the problems. Please make sure you read the case before attending every class. You are also expected to contribute to enhance the learning of the class through active participation in case discussion and negotiation on a regular basis.

Schedule

Session	Topics
1	Overview of Investment Banking and the Role of Investment bankers
2	Understanding the financial statement and Building the financial model that works
3	Exercises on financial modeling
4	Business valuation and stock valuation Quiz 1
5	Exercises on valuation
6	Understanding the mechanism of venture capitalists and their valuation
7	Capital Structure Theory and its firm decision: Fund raising through debt and equity capital Case presentation Case study 1 Due
8	Capital Structure Theory and its firm decision: Fund raising through debt and equity capital Quiz 2
9	IPOs and mechanism of Thai stock market
10	Bond issuance and underwriting
11	Merger and Acquisition Quiz 3
12	Merger and Acquisition
13	REITS Case discussion Case study 2 due
14	Debt restructuring Quiz 4
15	Project due Project presentation
	Final Exam

Pedagogy

The course consists of a blend between lecture, cases discussion, financial modeling workshop using MS Excel and project

Grading

1. Case Study presentation	20	Percent
2. Quizzes	40	Percent
3. Final Exam	20	Percent
4. Project	20	Percent

Required Textbook

- Damodaran Aswath, Applied Corporate Finance (ACF), John Wiley and Sons, Latest edition
- Additional handouts

References and Recommended Readings:

- Brealey, Richard A. and Myer, Steward C. "Principles of Corporate Finance", 5th Edition, McGraw-Hill, 1996

- Brigham, Eugene F. and Gapenski, Louis C. "Financial Management", 9th Edition, Harcourt College Publishers (2001)

- Brigham, Eugene F. and Houston, Joel F. "Fundamental of Financial Management", 9th Edition, Harcourt College Publishers (2001)

- Bygrave, William D. "The Portable MBA in Entrepreneurship Case Studies", John Wiley & Sons, Inc.

- Damodaran, Aswath "Investment Valuation", University Edition, John Wiley & Sons, Inc.

- "Readings in Venture Capital", Association for Investment Management and Research

- Gompers Paul A., Sahlman William A. "Entrepreneurial Finance", John Wiley & Sons, Inc.

- Keown, Arthur J., Taylor, A.H., Martin, John D. and Petty, J. William "Basic Financial Management", 7th Edition , Prentice Hall, 1996

- Lee, Cheng F., Finnerty, Joseph E. and Norton, Edgar A.. "Foundation of Financial Management", West (1997)

- M. Glasgo, Phillip W., William J. Landes and A. Frank Thompson "Bank Discount, Coupon Equivalent and Compound Yields", Financial Management, Autumn 1982, 82-84

- Philip J. Adelman and Alan M. Marks, Entrepreneurial Finance - Finance for small business 2nd Edition, Prentice Hall, 2001

- Ross, Stephen A., Westerfield, R.W. and Jordan, B.D., "Principles of Corporate Finance", Irwin, 1991

- Sherrerd, Katrina F. "Equity Markets and Valuation Methods", CFA program Edition, The Institute of Chartered Financial Analysts

- Smith, Janet Kiholm and Smith Richard L. "Entrepreneurial Finance", John Wiley & Sons, Inc.

- White, Gerald L., Sondhi, Ashwinpaul C. and Fried, Dov "The Analysis and Use of Financial Statements", CFA program Edition, John Wiley & Sons, Inc.

Course Outline

Course Title: FN 451 Equity Securities Analysis

Prerequisite: FN 312

Course Description:

The main focus of this course will be on valuing a company for investment purposes. This course is intended to provide practical tools for valuing a company's securities. We will cover several valuation models in this class.

Security Analysis is primarily an applications course. It introduces very little new theory beyond that covered in prior finance course (introduction to finance, corporate finance and investments). This course focuses on the implementation of finance theory to valuation problems. An understanding of accounting is essential for this course. Computers are used throughout this course. Extensive use is made of Microsoft Excel.

Course Objectives:

1. Acquaint students with the analytical tools that are necessary to become future equity analysts or investment advisors.
2. Develop understanding of the relationship between investment environment, market valuation, and intrinsic valuation.
3. Familiarize students with tools for evaluating stock prices.
4. Provide updates on current thinking and practice of securities investment and valuation.
5. Familiarize students with quantitative and computing tools for equity analysis and equity asset management.

Instructors:

Name: Bin Zhao

Main Texts:

(R1) Damodaran, A., Investment valuation: Tools and techniques for determining the value of any asset, Wiley, 2012 (individual chapters available on line)

Recommended Texts & Materials:

(R2) Stowe et. al. Equity asset valuation, Wiley. Available on line.

(R3) Class notes

Local business newspapers, The Asian Wall Street Journal, BusinessWeek,

The Economist,

Forbes, Fortune, various financial and economic Websites, etc.

Euromonitor (From library.tbs.tu.ac.th access) Login with your TUID: pwd, your national ID. Talk to business school librarian or university librarian if you have problems with login.

TV: CNBC, Money Channel, The Economist

Class web:

Suggested readings: None

Grading:

Midterm Examination	30%
Final Examination	30%
Quizzes	20%
Project	20%
Total	**100%**

Expected Learning Outcomes

	1. Morality and Ethics	Expected Learning Outcomes
●	1.1 Possess honesty, sacrifice, self-, social-, and environmental responsibility.	Attend class regularly, no plagiarism in reports, no copying of homework.
N/A	1.2 Value "sufficiency" theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	
●	1.3 Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	Punctuality
N/A	1.4 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	
	2. Knowledge	**Expected Learning Outcomes**
●	2.1 Acquire knowledge on and understand the important concepts in equity analysis.	Learn different ways to value equity.
●	2.2 Acquire knowledge on and understand the important social and science concepts related to equity analysis.	Describe market environment relating to equity trading.
N/A	2.3 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.	
●	2.4 Acquire the knowledge on academic advancement and professional development in equity analysis including	Understand career path of equity analysts and apply learning objectives to

	the understanding of the situational adaptability and its impact on investment.	put together stock report and provide investment recommendation.
	3. Intellectual Development	**Expected Learning Outcomes**
○	3.1 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.	Research for equity analysis project
●	3.2 Be able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	Exams and equity research project
○	3.3 Be able to collectively propose equity investment ideas and analyze impact on as individual stock and as portfolio.	Research for equity analysis project
	4. Interpersonal Skills and Responsibilities	**Expected Learning Outcomes**
○	4.1 Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	Group work
○	4.2 Be creative and constructively criticize to solve problem of the team.	Presentation Q&A
○	4.3 Be responsible in lifelong learning to develop self and professional career.	Research for equity analysis project
	5. Quantitative Analysis, Communication and Information Technology	**Expected Learning Outcomes**
●	5.1 Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	Apply stats and maths tools in equity research project.
●	5.2 Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business.	Class presentations
●	5.3 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.	Research for equity analysis project and presentation.
○	5.4 Be able to utilize the information technologies or others to support the business operations.	Research for equity analysis project

Tentative class schedule

Session/Date & Time	Topics	Activities/Text & Materials/ Media
#1:	Introduction, Role of equity analysts Market microstructure of equity markets	Chapters 1,2 - R1 Chapter 1 R2
#2:	Economic and Industry Analysis	Handouts
#3:	Discount Rate	Chapter 7,8 R1
#4:	Debt in Cost of Capital Earnings and Cash Flow	Chapter 9, R1
#5:	Cash Flow Estimation	Chapter 10, R1 Handout
#6:	Growth	Handout, Chapter 11
#7	Loose ends in Valuation	Handout, Chapter 12
	Mid-term exam	
#8:	Dividend discount model	Chapter 13, R1 Chapter 2, R2
#9:	Presentations of industry analysis	
#10:	Residual income model	Handout, Chapter 5 - R2
#11	Market multiples: Fundamental principals of relative valuation Earnings multiples	Chapter 17, 18, R1 Chapter 4 R2
#12:	Market multiples: Book value multiples Revenue and sector specific multiples	Chapter 18, 20, R1 Chapter 4 R2
#13:	Real Option Valuation	Chapter 28, 29, R1
#14:	Value Special Firms	Chapter 21, 24, R1

#15:	Stock report presentations and discussions	
	Final exam	

Details on Assignments:

Industry and stock report

Equity analysis report: Students will be assigned firms at the beginning of the semester. They are asked to submit a short industry report a week after mid-term not exceeding 7 pages and a final report including equity valuation. The final report should not exceed 15 pages (including all appendices figures, tables). The report must conform to professional equity analyst formats. Each group must deliver a 15-minute industry analysis and a final stock idea presentation on a stock selected, followed by 5-10 minutes of questions. A list of stocks will be given for you to pick. Final report and presentations must be in English. The industry report and presentation can be in Thai, but use of English is encouraged.

Evaluations

You will be evaluated mainly by, but not limited to, the following criteria: numerical analysis, concept and intuition, clear writing and communication of ideas.

Note

This project is a group assignment. **You may discuss the project with your own group members only, but not with other groups or anybody else**. You must provide proper citations in your report for reference sources. Plagiarism is considered cheating and will be subject to the university's policy.

Notes to students:

You are responsible to work on end-of-chapter problems yourselves. Solutions will be provided for your own self-test. There will be no make-up quizzes if you miss them.

Course Syllabus
MK 311 Consumer Behavior

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

Instructor: รองศาสตราจารย์ ดร. กฤษฎารัตน์ วัฒนสุวรรณ

Associate Professor Dr. Kritsadarat Wattanasuwan

Department of Marketing, Thammasat Business School

Course Description:

A study of concepts and theories of behavioral analysis in order to understand consumer and their behavior. Topics include both traditional thinking, which emphasizes psychological and behavioral theory for purchasing decision-making process, as well as contemporary alternative theories, which emphasizes understanding consumer from social and cultural dimensions. This course covers the understanding of both individual and organizational behavior that influences the purchasing decision.

Prerequisite: MK 201

Course Objectives:

1. To understand consumer behavior as a vital constituent of marketing.
2. To be able to explicate the concept and process of consumer behavior.
3. To be able to critically analyze consumer behavior and to define relevant influences on the consumer's purchasing decision.
4. To be able to apply the students' knowledge of consumer behavior in their marketing careers and their everyday lives.

Main Texts:
Solomon, Michael (2018), *Consumer Behavior: Buying, Having, and Being*, Twelfth edition, Upper Saddle River, New Jersey: Pearson Prentice Hall.

Grading:

Class Participation	10 %
Assignments	20 %
Term Paper and Presentation	30 %
Final Examination	40 %
Total	100%

Teaching Philosophy:

In class, teaching and learning aims to pursue a process of joint learning with students. That is, the lecturer introduces concepts and theories of Consumer Behavior to the class; then students share their experiences regarding the lectured concepts and theories. Hopefully, we learn from each other for ultimately we all are consumers!!!

Outside class, students are encouraged to do their own self-study as much as possible. As consumer behavior is a 'dynamic subject', assignments and the term paper intend to provide some of the necessary analytical skills needed.

Assignments and Term Project:

1. Assignments
   Each assignment is an individual work, which students are required to submit via email: kritsadarat@tbs.tu.ac.th. The email should identify the subject as MK 311-BE, Student ID, Assignment Topic. Presentation of the work may also be required. Grading will be based on the quality of the discussion and/or presentation.

2. Term Paper
   Students are required to form a term paper group (max. 8 people). Participation and involvement in the group's work by each individual will be taken into account for grading. That is, peer evaluation will be assessed. The term paper is to study a particular topic of consumer behaviour of the group's interest. The paper should be approximately 30 pages long (double-spacing typed A4). Time allow for each presentation is maximum 30 minutes.

Expected Learning Outcome (TQF 3 Curriculum Mapping)

Morality and Ethics	Expected Outcome
1.4 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	1.4 Acquire knowledge on and understand how to treat consumers ethically.
Knowledge	**Expected Outcome**
2.1 Acquire knowledge on and understand the important concepts in business management.	2.1 Acquire knowledge on and understand the important concepts in Consumer Behavior.
Intellectual Development	**Expected Outcome**
3.1 Be able to search and process information and utilize various concepts appropriately in a given circumstance.	3.1 Be able to employ various concepts in consumer behavior to acquire consumer insights; which will be useful for developing effective marketing strategies accordingly.
Interpersonal Skills and Responsibilities	**Expected Outcome**
For Curriculum 2556/2558 4.2 Be creative and constructively criticize to solve problem of the team. For Curriculum 2561 4.1 Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	4.2 Be able to discuss in order to gain better understanding of consumer behavior. 4.1 Be able to conduct a group project to study consumer behavior successfully.
Quantitative Analysis, Communication and Information Technology	**Expected Outcome**
5.3 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.	5.3 Be able to give a presentation on the study of consumer behavior to others.

Class Schedule

Session Date&Time	Topics	Activities/ Text & Materials/Media
#1: Thursday 16 Jan 2020	Introduction to the Course • Course Description and Objectives • Teaching Philosophy • Course Administration • Course Schedule and Outline Overview of Consumer Behavior • Consumers in the Marketplace • Importance of Consumer Behavior • Consumer Behavior and Marketing • Scope of Consumer Behavior Study	Explain course outline Read Chapter 1-2
#2: Thursday 23 Jan 2020	Consumers as Individuals • Perception	Read Chapter 3 Class discussion
#3: Thursday 30 Jan 2020	Consumers as Individuals • Learning and Memory	Read Chapter 4 Class discussion on assignment
#4: Thursday 06 Feb 2020	Consumers as Individuals • Motivation • Consumer Fantasy, Fun and Escapism • Involvement • Emotions	Read Chapter 5 Class discussion on assignment
#5: Thursday 13 Feb 2020	Consumers as Individuals • Attitudes • Attitude Change	Read Chapter 8 Class discussion on assignment
#6: Thursday 20 Feb 2020	Consumers as Individuals • The Self: Traditional View • The Self: Alternative View Consumers and Symbolic Consumption: An Alternative View to Understand Consumers • Consumer Identity and Symbolic Consumption • Consumers and Meaning Appropriation • Possessions and the Extended Self	Read Chapter 6, and class handout Class discussion on assignment
#7: Thursday 27 Feb 2020	Consumers as Individuals • Personality • Lifestyle and Values	Read Chapter 7 Class discussion on assignment

<table>
<tr><th>Session
Date&Time</th><th>Topics</th><th>Activities/
Text & Materials/Media</th></tr>
<tr><td colspan="3">No Class during Midterm Examination Week: 01-08 Mar 2020</td></tr>
<tr><td>#8:
Thursday
12 Mar 2020</td><td>Consumers as Social Beings
• Consumers and Social Structure
• Consumers and Demographics
• Consumers and Social Class</td><td>Read Chapter 6, 12
Class discussion on assignment</td></tr>
<tr><td>#9:
Thursday
19 Mar 2020</td><td>Consumers as Social Beings
• Consumers and Reference Groups
• Consumers and Family</td><td>Read Chapter 11 & 13
Class discussion on assignment</td></tr>
<tr><td>#10:
Thursday
26 Mar 2020</td><td>Consumers as Social Beings
• Consumers and Culture
• Consumers and Subcultures
• Cultural Changes and Diffusion
o Media & Digital Society
o Body Culture
o Globalization</td><td>Read Chapter 13-14
Class discussion on assignment</td></tr>
<tr><td>#11:
Thursday
02 Apr 2020</td><td>Consumers as Decision Makers
• Individual Purchase Decision Process
• Consumer Satisfaction</td><td>Read Chapter 9 & 10
Class discussion on assignment</td></tr>
<tr><td>#12:
Thursday
09 Apr 2020</td><td>Consumers as Decision Makers
• Group Decision
• Consumers and Family Decision</td><td>Read Chapter 9
Class discussion on assignment</td></tr>
<tr><td colspan="3">No Class during Songkran Holidays (11-17 April 2020)</td></tr>
<tr><td>#13:
Thursday
23 Apr 2020</td><td>Other Sides of Consumers
• The Dark Side of Consumer Behavior
Consumer Behavior and Marketing
• Marketing and Consumer Responsibility
• Marketing and Consumer Research</td><td>Read Chapter 1</td></tr>
</table>

Session Date&Time	Topics	Activities/ Text & Materials/Media
#14-15* Thursday 07 May 2020 *14:00-20:00	Group Project Presentation	Group Project Submission And Presentation
Friday 15 May 2020 13:30-16:30	Final Examination	Textbook, notes, iPad & notebook computer are allowed; providing that all communication devices are turned off.

Course Outline

MK 316 Distribution Channel Management

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

Instructor: Assoc. Prof. Dr. Kedwadee Sombultawee

Office hours: By appointment

Course Description

A study of distribution channel systems for traditional and modern trade, their roles, constraints on their management, and their integration into marketing strategy. Analysis of dynamic market factors, design and distribution of channels for effective and efficient management distribution networks, and strategic deployment of multi-channel marketing decisions to gain competitive advantages. Focus is on the roles, attitudes, and behavior of channel members, dimensions of channel power, management of channel conflict, channel incentive programs, coordination of channel relationships, and management of indirect channels. Particular attention is paid to the development, control, and evaluation of a distribution channel in both consumer and business markets.

Prerequisites: *Curriculum 2018: MK201*

Course Objectives

1. To understand the distribution channel management as part of Marketing Mix as the big picture or integrated perspective
2. To understand the factors influenced to the distribution channel and the management process
3. To understand the developing of distribution channel
4. To able to analyze & identify gap with recommendation from the actual cases given of the distribution channel case study
5. To understand the distribution channel management process
6. To able to develop the recommendation of channel management process

Course rules, Grading criteria

1. Class attendance is treated as one of the priorities of this course.

2. The preparation of text reading and the given assignments have to be fulfilled before the beginning of each session.

3. The lecture would focus on main topics with emphasis on interesting points for discussion among the class members.

4. Assignments base on individual and group efforts will be periodically given.

Grading:

1. Class Participation, Quiz, and Homework	10%
2. Peer Evaluation for Assignment 1	5%
3. Peer Evaluation for Assignment 2	10%
3. Assignment 1 (Group)	20%
4. Assignment 2 (Group)	20%
5. Assignment 2 (Individual)	5%
6. Final Exam	30%
Total	100%

Reference material

Main Text: "Marketing Channel" by Bert Rosenbloom, South_Western Cengage Learning, 2013

Suggested readings: "Marketing Channels" by Anne T. Coughlan, Erin Anderson, Louis W. Stern and Adel I. El-Ansary, 7th Edition, Pearson Education Inc., Upper Saddle River, New Jersey, 2006

Course plan

Session/Date & Time Instructor/Guest Speaker	**Topics**	**Activities/Text & Materials/ Media**
1. January 15, 2022. 09:00-12:00 Asst. Prof. Dr.Kedwadee Sombultawee	✓ Introduction to Channel Marketing Management ✓ Understanding of detailed course outline & assignment preparation ✓ Self-Introduction Part 1: Marketing Channel System • Chapter 1: Marketing Channel Concept	Class Participation Power point Chapter1
2. January 22, 2022. 09:00 –12:00 Asst. Prof. Dr.Kedwadee Sombultawee **Submit Group Name List**	Part 1: Marketing Channel System • Chapter 1: Marketing Channel Concept • Chapter 2: Channel Participants ✓ Individual Assignment Detail & Topic Explanation ✓ Submit Group Name List ✓ Group Assignment 1 Explanation	Class Participation Power point Chapter 2 Individual Assignment Sheet
3. January 29, 2022. 09:00-12:00 Asst. Prof. Dr.Kedwadee Sombultawee	Part 1: Marketing Channel System • Chapter 3: The Environment of Marketing Channels ✓ Group Assignment 1 Topic Submission and Short Presentation	Textbook Chapter3 Class Participation Power point Chapter3 Group Assignment Sheet
4. February 5, 2022. 09:00-12:00 Asst. Prof. Dr.Kedwadee	Part 1: Marketing Channel System • Chapter 4: Behavioral Processes in Marketing Channels	Textbook Chapter4 Class Participation

Session/Date & Time Instructor/Guest Speaker	Topics	Activities/Text & Materials/ Media
Sombultawee		Power point Chapter4
5. February 12, 2022. 09:00-12:00 Asst. Prof. Dr.Kedwadee Sombultawee	Part 2: Developing the marketing channel • Chapter 5: Strategy in Marketing Channels • Chapter 8: Target Market and Channel Design Strategy ✓ Assignments Progress Report	Textbook Chapter5&8 Class Participation Power point Chapter5&8
6. February 19, 2022. 08:30-13:00 Asst. Prof. Dr.Kedwadee Sombultawee	• Group Assignment1 Presentation • Last day of Individual Assignment Submission • Feedback Group Assignment 1	15 Minutes per group + 5 Minutes for Comments
7. February 26, 2022. 13:00-16:00 Dr.Narathip Amtiengtrong	• Marketing Channels for B2C and B2B OR relevant topic	**Special topic**
	Mid term Examination	
8. March 12, 2022 (After Midterm) 09:00-12:00 Dr. Paweena Kolkitchaiwan	Part 2: Developing the marketing channel • Chapter 6: Designing Marketing Channels ✓ Submit + Prepare Short Presentation: Topic for Group Assignment 2	Textbook Chapter6 Class Participation Power point Chapter6
9. March 19, 2022. 09:00-12:00 Dr. Paweena Kolkitchaiwan	Part 2: Developing the marketing channel • Selecting the Channel Members Part 3: Managing the Marketing Channel Motivating the Channels Members	Textbook Chapter7,9&14 Class Participation Power point Chapter7&14
10. March 26, 2022. 09:00-12:00 Dr. Paweena Kolkitchaiwan	Part 3: Managing the Marketing Channel • Product, Price & Promotion in Channel Management	Textbook Chapter10-12 Class Participation Power point Chapter10-12
11. April 2, 2022. 09:00-12:00 Dr. Paweena Kolkitchaiwan	Part 3: Managing the Marketing Channel • Logistic and Channel Management Evaluation Channel Member Performance	Textbook Chapter 13 &9 Class Participation Power point Chapter 13&9
12. April 9, 2022. 09:00-12:00 Dr. Paweena Kolkitchaiwan	Part 4: Additional Perspectives on Marketing Channels • Electronic Marketing Channel and Omni Channel	Textbook Chapter 15 - 16 Class Participation
13. April 23, 2022. 09:00-12:00 Dr. Paweena Kolkitchaiwan	Part 4: Additional Perspectives on Marketing Channels • Franchise Marketing Channel	Textbook Chapter17-18 Class Participation

Session/Date & Time Instructor/Guest Speaker	Topics	Activities/Text & Materials/ Media
	• Marketing Channel for Services • Pre-Meeting Workshop for Group Assignment 2	Power point Chapter17-18
14. April 30, 2022. 08:30-13:00 Asst. Prof. Dr.Kedwadee Sombultawee Dr. Paweena Kolkitchaiwan	Group Assignment Presentation ✓ Review for Final Exam	20 Minutes per group (Max) + 10 Minutes for Q&A Question & Answer for Final Exam
	Final Exam Tuesday 9-25 May Time 13:00-16:30	

Detail of Assignments:

Assignment1 (Group)

Around 5 to 6 students per group - submit student name and group name on 22 January, 2022. Each group has to select the product of your own interest. The product has to be in Thai market. Your group has to find at least one other group that choose product within the same industry. For example, your group chooses Pepsi, another team may select Big Cola.

- ✓ Topic submission on January 29, 2022.
- ✓ Project Scope
  1. Situational Analysis (the analysis tools should cover but not limit to)
     - o 3Cs (Competitors, Consumers, Company)
     - o The Environment of Marketing Channels (from Ch3)
     - o Behavioral Process in Marketing Channels (from Ch4)
     - o SWOT Analysis focusing on Marketing Channels
     - o STP
     - o Strategy in Marketing Channels
  2. Exiting Marketing Channel Analysis
     - o Explain the Marketing Channel Structure and Analyze the Channel Flows
     - o Analyze the Channel Members
       - o Who are they
       - o Sales revenue of each channel member, contributing to the firm.
  3. Comment and Suggestion
     - o Comment on the existing marketing channel (appropriateness, pros, cons, etc.), providing supported reason.
     - o Suggestion for gaining more sales from competitor(s), providing supported reasons. – must set the target to achieve

- ✓ **Submission** has to be done in oral and written communication.
  - o Written: Maximum 20 A4 pages – not include appendix.
  - o Report + slide via email on February 17, 2022 within 6:00PM

Oral presentation: 15 minutes presentation + 5 minutes for Q&A (February 19, 2022). 20% of the total score for this project will be given individually according to each student's performance during the presentation.

Assignment2 (Group and Individual)

Each group has to select the product of your own interest. The product has to be the new product (never been existed in Thai market).

- ✓ **This is a role playing assignment – 2 roles**

1st Role: Team of Channel Managers that has to present the designed marketing channels for this new product to the Top Executive Board. Each team has to act as the real Team of Channel Managers that has to defense their idea of marketing channels for the selected new product to the company's Top Executives. (20% as a group)

Submission

Written: Maximum 30 A4 pages – not include appendix

- Final report: soft copy of report on April 28, 2022 within 6:00PM

- Oral presentation: Maximum of 20 minutes presentation + 10 minutes for Q&A.
- 20% of the total score for this project will be given individually according to each student's performance during the presentation.

2nd Role: Top Executive Board that has to give (a lot of) comments to the Team of Channel Managers' marketing channels. (5% individually)

Submission

Written and Verbal: each student need to ask question after the presentation from the other teams. You have to submit the questions in written format after the session. The score will depend on both quantity and quality of your questions that have been used to ask the other teams.

******Plagiarism is a serious issue. If plagiarism is found, students will receive zero point for the assignment. Furthermore, if plagiarism is found more than one time from the same student, F grade would be given to the student unconditionally.***

MK319 Course Outline

Prerequisite: MK312

Course Description:
Digital marketing strategy course is to educate students to understand how to apply digital technologies to craft marketing strategies in responding to consumer and business markets in the digital era. The content of this course contains four parts that are issues and challenges of digital technologies in marketing competitive landscape, leveraging digital technologies to gain competitive advantage, digital marketing strategy formulation, and designing metrics to measure the success of digital marketing strategy.

Course Objectives:
a) Students can analyze digital technologies' impact on the competitive landscape, driving to digital transformation.
b) Students understand digital technologies as tools to craft a digital marketing strategy
c) Students can apply digital technologies as part of a digital marketing strategy in developing an organization's competitive advantage.
d) Students can determine key performance indicators to align with digital marketing strategy

Course Instructors	Assoc. Prof. Dr. Aurathai Lertwannawit
Email	Aurathai@staff.tu.ac.th
Office Hour	Monday 5:00 PM – 6:00 PM

Grading:

	EVALUATION CRITERIA	Percentage
a)	**Class Participation** [Individual] [Morality and Ethics+ Knowledge + Intellectual Development] - In-class discussion - Student self-reporting method	10 + 5
b)	**Class Attendance** [Individual] [Morality and Ethics + Responsibility]	5
c)	**Individual Assignments** [Individual] page 5 [Morality and Ethics + Responsibility + Knowledge + Intellectual Development]	35
d)	**Digital Marketing Strategy Group Report and Presentation** [Group] page 3 [Interpersonal Skills and Responsibilities + Knowledge + Intellectual Development + Morality and Ethics]	45

Tentative class schedule

Week	Topic	Content
Module I: Issues and challenges of digital technologies in marketing competitive landscape		
1 10-1-22	MK319 Class Introduction Session	• Course Outline • Review of marketing strategy formulation process • Digital Marketing Strategy Landscape
2 17-1-22	Digital Transformation	• Process, People, and Technology • Business Model Development
3 24-1-22 3:00-6:00 PM	Consumers in the Digital Era: Customer Decision Journey	• Customer decision journey [Moment of truth] • Customer centricity and insight
4 31-1-22	Consumers in the Digital Era: Customer Decision Journey	• Segmentation, Targeting, Positioning Review • Marketing funnel
Module II: Designing Objectives and Metrics to measure the success of the digital marketing strategy		
5 7-2-22	Digital Marketing Objectives and Digital Marketing Metrics	• Digital marketing objectives development • Marketing funnel review • Volume Metrics • Value Metrics • Cost Metrics
6 14-2-22	Online Value Proposition (OVP) Development	• Online value proposition development
7 21-2-22 3:00-6:00 PM	Online Value Proposition (OVP) Development	• Service blueprint • Go to Market Strategy
Module III: Digital Marketing Strategy Formulation		
8 7-3-22	Digital Marketing Channels: Delivering the digital customer experience	• Omni Channel • O2O Channel • E-Marketplace
9 14-3-22	Digital Marketing Communication: Campaign Planning	• Digital Advertising
10 21-3-22 3:00-7:00 PM	Digital Marketing Communication: Campaign Planning	• Content Marketing • Campaign planning
Module IV: Leveraging Digital Technologies to Gain a Competitive Advantage		
11 28-3-22	Chat Marketing	• Line OA + Line MyShop • Chatbot
12 4-4-22	Website Marketing and Search Marketing	• Website Marketing • Search Engine Optimization (SEO) • Search Engine Marketing (SEM)
13 18-4-22	Social Media Marketing	• Facebook Marketing
14 25-4-22	Project Consultation	
15 2-5-22	Student presentation	• Digital marketing strategy project presentation

Digital Marketing Strategy Project Report and Presentation (Group)

This class requires five teams for the project and presentation.

Objectives: a) students understand the process to develop digital marketing strategy
b) students can apply digital technologies and knowledge study throughout this course in generating a digital marketing strategy

Setting: Students can choose the project based on their preferences. The requirement is that the project shows students' ability to adopt digital technologies as part of marketing strategy. The examples of the project topic describe below. But this is not the specific project topic to follow.

<u>Alternative #1</u>: Develop new products or services with digital technologies as a core component. For example, Grab is the application developed from the gain/pain of the consumer in getting a taxi service. Multiple features have been created to provide convenience to the user, such as food delivery service, convenience store shopping, etc.
Thus, alternative #1, students assume that your team is the start-up team, which present their project to get funding from venture capital firm.

<u>Alternative #2</u>: Your team adopts digital technologies to create a competitive advantage to solve the problem (or crisis) or seize the opportunity based on existing products and services. The technology can be part of any element of 4Ps or 7Ps.

Example 1: Value communication and delivery
During the Covid-19 lockdown, The Penguin Eat Shabu restaurant offered a shabu set with free shabu pot and distributed it through the Eventpop website. And the company keep partnering with existing digital technology provide in creating a channel to deliver the product to their customer. Thus, the company can survive during the crisis.

Example 2: Integrated Marketing Communication Campaign
Coke in Hong Kong would like to increase awareness of the TVC advertisement. Chok Chok campaign was developed by incorporating a mobile application app, combining gamification with point redemption. The campaign is one of the most successful campaigns in Hong Kong, both performance and brand impact.

Example 3: Business Diversification to match with the new shopper behavior.
Central is one of the big retail businesses in Thailand. The immigrating of consumers from offline to online channels challenge Central to join the e-commerce platform. The launching of central online cannot generate impact to the market. In 2018, Central joint venture with JD, China's largest retailer under JD Central's name.

Thus, alternative #2, students assume that your team is the company's marketing department, which presents their project to get budget approval in implementing the project.

<u>Report and Presentation Content</u>
Students can adjust the heading to match the content and storyline you want to deliver. However, you have to ensure that the content covers the following topics

- **INTRODUCTION**
  This section includes the rationale for utilizing digital technology in creating a competitive advantage in this digital marketing strategy report and presentation
- **DIGITAL MARKETING STRATEGY: TOWS MATRIX**
  This section includes the marketing landscape analysis, which provides essential SWOT analysis, used to create strategic alternatives based on the TOWS matrix.
- **DIGITAL MARKETING OBJECTIVE**
  This section includes the SMART digital marketing objective. The marketing objective should lead to a financial objective, consisting of short-term, middle-term, or long-term depending on the topic selection.

- **TARGETING**
  This section explains the characteristics of the target market for the online value proposition. It should consist of the justification in terms of financial and marketing benefits in penetrating this market.
- **POSITIONING STATEMENT**
  Besides the position statement, this section should include a complete explanation for the online value proposition.
- **DIGITAL MARKETING STRATEGY**
  This section answers the strategic direction to deliver the online value proposition to the targeting, which enables the organization to succeed, as stated in the objective.
- **DIGITAL MARKETING TACTICAL PLAN**
  This section includes the proposal of a tactical plan, which dictates how the digital marketing strategy will implement. The section can be organized based on 4Ps or 7Ps marketing mix, which is developed based on the market landscape.
- **DIGITAL MARKETING METRICS**
  This section includes all marketing metrics, which assign to be key performance index (KPI) for each tactical plant. This section has to align with the digital marketing strategy objective section, which is the end goal for this report.
- **BIBLIOGRAPHIES**
  All the information from secondary sources has to be cited in APA format. You can download the EndNote program from this link https://library.tu.ac.th/academic-support/endnote. Or you can use online "citationmatchine" to generate citation https://www.citationmachine.net/apa/cite-a-book

Report Style Instruction

- Page size : A4 size
- Font size : Heading Level 1 – Arial Font 12 pt. and Bold, left align
  Heading Level 2 – Arial Font 10 pt. and Bold, left align
  Body Text - Arial Font 10 pt. and Regular,
  For new paragraph indent by 0.5 cm and 1.5 line spacing
- Line spacing : Single Space
- Margin : 1” for all 4 sides
- Bibliographies : APA style
-
- Page Limitation : Report Proposal - *no more than 5 pages inclusive**
  Final Written Report - *no more than 30 pages inclusive**
  **Title page (member namelist) + Appendix are excluded.*

Grading on Written Report and Oral Presentation

The marks will assign for written clarity based on the following evaluations
- Did you communicate ideas, data, and conclusions?
- Did you write with precision, clarity, and economy?
- Did you do extraordinarily well or do more of it than is expected? (This is the realm of not just doing the research report but doing something extra. I will know it when I read it.
- If elements are missing from the paper, it is subject to mark deduction.

Each group will have 15 minutes to present and 10 minutes for Q & A. And your **Oral Presentation** will be graded based on the following criteria:

a) Clarity: Does the presentation easy to understand and adequately motivated by material?	30 Points
b) Coherence: Did the presenter provide information in an ordered, logical, professional manner?	30 Points
c) Creativity: Did the presenter generate something extra? (I cannot identify, but I will know it when I see it)	20 Points
d) Use of graphic aids: Were the figures, table, or other media aid easy to read and effectively illustrate the presenter's points?	20 Points

Submission Instruction

Report and presentation files have to submit via MS team assignment as scheduled. The file should include

- Report file
- PowerPoint file
- Other filetypes that use in the presentation

All file name should structure as **MK319-BE-ProjectName-FileContent**

Ex. MK319-BE-Coke-Report.docx, MK319-BE-Coke-Presentation.ppt, MK319-BE-Coke-Clip.mp4

Individual Assignment: Digital Marketing Skill Development

Part I: The proposal's content (1 page+appendix) should include the following info.

The main objective of this assignment is to allow students to develop digital marketing skills based on their preferences. There is no fixed format for this assignment.

- Specify the selected skill (s) - This should be part of your personal branding, which will benefit your internship or career path, especially digital-related professional
- Explain how the selected skill (s) link with digital marketing
- The current level of the chosen skill
- The expected level or outcome after pass through the practicing process. You need to ensure that it's a challenging level.
- Timeline of the practicing/learning/implementing process
- 1 A4-size page. + Appendix (no limit)
- Rubrics for proposal are relevant, challenging, communicable, coherent

Part II: The content of the final report (2 pages+appendix) should include the following info.

There is no fixed format for this assignment. The final report's main objective is to conclude what you have learned for 2 months and 15 days as part of students' digital marketing skills. The final report content should include the following info.

- Output skills (+Outcome) that you have learned or developed - Weblink, Fan page, IG, etc.
- Key Takeaways: What were the key takeaways for yourself. Students have to summarize what you have learned during the learning process. As indicated in your proposal, you can use this section to identify factors that make you cannot succeed.
- 2 A4-size page. + Appendix (no limit)
- Your write-up should be conclusive, communicable, understandable, and persuasive.
- Rubric for the final report are effort & output, report content, coherent/communicable/persuasive writing style

Submission Instruction

Microsoft team

Course Outline:

MK321 Entrepreneurial Marketing

Prerequisite: MK312

Course Description:
A study of key entrepreneurial marketing theories, concepts, and strategies that can be applied to both established and start-up firms operating in fast-changing, volatile business environments. The course begins with a discussion of the evolution of the interface between marketing and entrepreneurship and continues with an exploration of the underlying elements of entrepreneurial marketing. The main emphasis of this course is on how to proactively identify, evaluate, and exploit market opportunities in order to acquire and retain profitable customers. Through a series of hands-on case studies, students will learn how to formulate entrepreneurial marketing strategies using innovative approaches to risk management, resource leveraging, and value creation.

Course Objectives:

This course examines the aspects of marketing that are unique to the entrepreneurial process. Specifically, the successful entrepreneur must 1) identify an unfulfilled customer need that 2) the entrepreneur alone can satisfy (initially). In addition, 3) entrepreneurs are usually in a "low-power" position, with respect to competitors. They may need to explain an innovation's benefits to a potential customer. They do not have the benefit of an established brand. They must develop their own distribution channels. They often have limited resources and often have trouble attracting others to join them in their risky venture.

However, despite having these challenges, successful entrepreneurs are able to convert his or her creative knowledge into efficient solutions to problems that customers will pay for. In addition, successful entrepreneurs may be born or made, but all have some common capabilities in:

- Recognizing value.
- Creating new ideas and screening them for potential.
- Developing customers.
- Selling a solution.
- Being willing to act.

This course seeks to develop these skills for each student. The course requires active participation from each student and relies heavily on case discussions, projects presentations and the search of interesting things on entrepreneurship everywhere.

Instructor:

Name: Ajarn Nattakrit Wu
E-mail: Nattakrit.wu@gmail.com

Course Co-ordinator:

Teaching Assistant:

Main Texts: n/a

Required readings/ course materials:
All cases for the will be handed out to student one class prior to the scheduled topic.

Suggested readings:
All topics related on entrepreneurship online (requirement for journal entries)

Grading:

Class participation***	35%
Journal entries	30%
Course Project	35%
Total	**100%**

IMPORTANT:

A) *** Due to the nature of the course subject, class participation is a key component for learning. The students' class participation grades will be weighed against the class attendance. Reason? 'you need to be present to participate'.

(Example: A student is actively participating in the class but has missed lots of classes. The student will not be given a full grade no class participation.)

B) Preparation for the class is the key to any effective learning and discussion throughout the course. Instructor expects students to have prepared themselves for the classes with reading materials assigned. Should the instructor believe there weren't enough preparations, necessary steps will be taken to ensure students prepare for class.

C) Most important of all, expect to not get clear instructions on your assignments. Entrepreneurs don't simply listen to what others tell them to do. Do expect any diversions from the planned structure. It is just a plan.

Expected Learning Outcomes:

	1. Morality and Ethics	**Expected Learning Outcomes**
N/A	1.1 Possess honesty, sacrifice, self-, social-, and environmental responsibility.	
○	1.2 Value "sufficiency" theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	Understanding the concept of "value-based" entrepreneurship, which in many cases known as 'Social Entrepreneurship', through the use of case studies and intensive in-class interactions.

N/A	1.3 Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	
N/A	1.4 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	
	2. Knowledge	**Expected Learning Outcomes**
N/A	2.1 Acquire knowledge on and understand the important concepts in business management.	
N/A	2.2 Acquire knowledge on and understand the important social and science concepts related to business management.	
N/A	2.3 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.	
○	2.4 Acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on business.	Understanding challenges of new enterprises with regards to limited resources which requires greater creativity toward establishing oneself against competition through use of case studies and intensive in-class interactions.
	3. Intellectual Development	**Expected Learning Outcomes**
N/A	3.1 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.	
●	3.2 Be able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	Understanding challenges of new enterprises and how a well-written business plan is both beneficial for new ventures while it can be a big limitation in most cases through case studies and intensive in-class interaction.
●	3.3 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.	Understanding the concept of "value for whom" and how it evolves through various stages of a venture journey with required real-life experiments of the assignments.
	4. Interpersonal Skills and Responsibilities	**Expected Learning Outcomes**
N/A	4.1 Be able to work in team, possess interpersonal skills and leadership skills,	

	and be professionally adaptive to a given situation.	
○	4.2 Be creative and constructively criticize to solve problem of the team.	Understanding the concept of 'getting to plan B', the nature of which a new venture never really ended with what they set out to be through case studies and intensive in-class interactions.
○	4.3 Be responsible in lifelong learning to develop self and professional career.	Understanding the general concept of 'entrepreneurship' is as important in a large corporation as it is for becoming a business owner.
	5. Quantitative Analysis, Communication and Information Technology	**Expected Learning Outcomes**
N/A	5.1 Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	
○	5.2 Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business.	Understanding the relative skills of pitching to stakeholders on new venture ideas with in-class assignments and presentations.
N/A	5.3 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	5.4 Be able to utilize the information technologies or others to support the business operations.	

Tentative class schedule

Session/Date & Time	Topics	Activities/Text & Materials/ Media
#1: Saturday August 17, 2019	Exploration exercise	Come to class with comfortable walking shoes and backup batteries for your smart phone(s)
#2: Saturday August 24, 2019	Introduction to entrepreneurship	Reading: The Day of the Flying Fish
#3: Saturday August 31, 2019	Value Creation	

	Opportunity Canvas	
#4: Monday September 7, 2019	Problems and opportunities identification IDEO Shopping cart Innovation is Not a Straight Line	
#5: Saturday September 9, 2019	Back of the envelop	Case: Walnat Back of the Envelop for project idea
#6: Saturday September 14, 2019	Rapid Prototyping	KlongDinSor
#7: Saturday September 21, 2019	Technology-based Entrepreneurship	Case: Palm Computing
#8: Monday October 7, 2019	Service Innovation	Case: Bank of America
#9: Saturday October 19 , 2019	Creating Impacts – Problem Driven Enterprise	In class movie: Money Ball
#10: Saturday October 26, 2019	Bootstrapping Winning with less	
#11: Monday October 28, 2018	Raising funds	Case: Walnut 2
#12: Saturday November 9, 2018	Investment: Evaluating opportunities	
#13: Saturday November 16, 2018	Business Plan	
#14: Saturday November 23, 2018	Presentation Workshop	
#15: Saturday November 30, 2018	Final Presentation	

BACHELOR OF ECONOMICS
THAMMASAT UNIVERSITY

Course Outline

MK322: RETAIL MANAGEMENT

Number of Credit: 3

Prerequisite: MK 311

Course Description:

The course is designed to provide B.E. students a comprehensive understanding of retail management concepts and theories. This course will offer students the opportunity to develop and strengthen their retailing strategies as they will be required to formulate new retail business that will prepare them to become successful marketing managers in the future. Students will also be exploring retail marketing problems and apply concepts to real life cases as this course enhances both a strategic marketing perspective combined with the actual implementation of the retailing process. Student participation is one of the key learning success factors since this course will allow students to create and share ideas with one another either being in group or individual work.

Course Objectives:

1. To provide students an in-depth understanding of Retail Businesses and its elements.
2. To explain retailing and the concept of retail marketing on a strategic level for both on local & international platforms.
3. To identify, explore and work on practical marketing cases and apply retail marketing concepts In business and non-business enterprises to further strengthen the understanding of retail management.
4. To prepare students to become effective marketing managers by developing, apart from in-depth understanding of the strategic retail management process, but also in the area of analytical thinking, creativity, innotion and presentation, skills needed to succeed in the corporate world.

Instructor:

Name: Ajarn Suwalya Khemvaraporn

Group Project Presentation and Report: 35%

Note: The Project begins on the first day of class with the formation of the project team. The team is required incorporate theories, concepts, models, and other relevant information (ex. Facts, figures, external source data) into the analysis for the project term paper as group work progress will be gradually developed throughout the semester via project mini presentations. The final presentation of approximately 20 mins. (TBC) will take place on the last day of class. The booklet will be due on the day of the final Exam.

Attendance and Class participation: 10%

Attendance and class participation (individual and group) will contribute to 10% of your grade. If you choose learning on site, your attendance will reflect your final choice which goes the same for remote learning for the entire semester. The learning locations (on- site and remote) are not interchangeable.

Participation includes class discussions (including assigned group work) and assignments. There will be open discussions and 'brainstorming' on the context, marketing cases and various business issues.

Individual Assignments: 5%

Individual Assignments will be assigned throughout the semester on various topics discussed in class.

Required Text:

Levy, Weitz, and Grewal (2019) Retailing Management, 10th Edition, McGraw-Hill International Edition, New York, ISBN: 978-1-259-06066-3

Supplementary Reading:

All current International and local news from all sources, particularly on the Internet.

Student Responsibility: -

- Student is expected to do the reading of the chapter in the Smart Book to enhance understanding after lessons covered by instructor.
- Every class assignment (both individual and group) needs to be turned in on time. Late turn-in will be accepted with no score assigned to it.
- The instructor may not, sometimes, cover the whole chapter in detail; however, if those missing details are stated in the course syllabus, it is therefore students' responsibility to review the material.
- Important notice: **Attendance is very important, therefore 3 late equals 1 absent and 3 absents you are not allowed to take the final exam. To be awarded full points, you are encouraged to come on time and attend class.**
- **All Zoom learning recordings will not be available for students**; therefore, students are required to attend each session and sign in the beginning of class and be active in class discussions for class participation credit which applies for both on site and remote learning.

Academic Honesty: You are expected to be honest in all of your academic work. Copying is plagiarism and will be treated as an honor code violation. Potential sanctions include failure in the course: "F" and suspension from the university.

Class Schedule

Week	Date.	Topic	Chapter	Assignments and Activities
1	January 11	**1.1 Smart Book Training** **1.2 Class Introduction** Review Syllabus Expectations **1.3 Introduction to the World of Retailing** The Importance of Retailing Types of Retailers	1	**Group Work:** Group Formation, Introduction, Retail Exercise

Week	Date.	Topic	Chapter	Assignments and Activities
		1.4 Retailing Exercise Successful Retail Businesses		
2	January 18	**2.1 Introduction to the World of Retailing** Retailing Activities Impact of the Changing Retail Industry Opportunities in Retail **2.2 Types of Retailers** Different Characteristics that Define Retail Different Retail Types **2.3 Multichannel Retailing** **Importance of Multichannel** Opportunities and Challenges Experiential Shopping	1,2,3	**Group Work:** Project Mini-Presentation 1: Chosen Retail Business
3	January 25	**3.Customer Buying Behavior** Process in Making Retail - Patronage/ Buying Decisions Different Types of Buying Process Social & Economical Influences Benefits of Market Segmentation	4	**Group Work:** Project Mini-Presentation 1: Chosen Retail Business

Week	Date.	Topic	Chapter	Assignments and Activities
4	February 1	**4.Retail Market Strategy** Building sustainable Competitive Advantage Strategic Growth Opportunities Steps in Developing Strategic Plan	5	**Group Work:** Project Mini-Presentation 2
5	February 8	**5.Financial Strategy** Strategic Objectives of a Retail Firm Strategic Profit Model Analyzing Growth Analyzing Financial Risks Performance Measures	6	**Group Work:** Project Mini-Presentation 3
6	February 15	**6.Retail Locations** Types of Retail Locations Characteristics of Different Retailers Match Locations to Retailer’s Strategy	7	**Group Work:** Project Mini-Presentation 4
7	February 22	**7.Retail Site Location** Factors Considered to Locating a Number of Stores Characteristics and Analyzing Trade Area/Site Site Selection Process	8	**Group Work:** Project Mini-Presentation 5
8	**March 1**	**8.Midterm Exam**	**3:00-5:00 PM**	

Week	Date.	Topic	Chapter	Assignments and Activities
9	March 8	**9.1 Human Resource Management** Objectives of HRM Activities Retail Employees Undertake Legal Issues to HRM **9.2 Information Systems and Supply Chain Management** Strategic Advantage Generated by the Supply Chain Information/Merchandising Flow Retailer & Vendor Collaboration	9,10	**Group Work:** Project Mini-Presentation 6
10	March 15	**10.Customer Relationship Management** CRM Processes Consumer Shopping Data and Analysis Implementation of Successful CRM Programs	11	**Group Work:** Project Mini-Presentation 7
11	March 22	**11. Managing the Merchandise Planning Process** Successful Merchandising Practices Organization & Performance Measures Merchandise Management Decisions	12	**Group Work:** Project Mini-Presentation 8

Week	Date.	Topic	Chapter	Assignments and Activities
12	March 29	**12.1 Buying Merchandise** Branding Options Building Strategic Relationships with Vendors **12.2 Retail Pricing** Retailer Price Setting Pricing Techniques to Increase Sales & Profits Legal & Ethical Issues	13,14	**Group Work:** Project Mini-Presentation 9
13	April 5	**13. Retail Communications Mix** New &Traditional Media Elements Building Brand Image and Customer Loyalty Developing Retail Communications Program	15	**Project Consultation Session**
14	April 19	**14.1 Managing the Store** Recruiting, Socializing, & Training Managing Workers Store Manager Leadership **14.2 Store Layout, Design and Visual Merchandising** Criteria for Designing a Store Best Technique for Merchandise Presentation Creating Customer Shopping Experience	16,17	**Project Consultation Session**
15	April 26	**15.Customer Service**	18	**Group Work & Project Consultation Session**

Week	Date.	Topic	Chapter	Assignments and Activities
		Building Competitive Advantage via Customer Service Methods of Providing High-quality Service		Project Mini-Presentations 10: Store Layout, Design &Visual Merchandising
16	May 3	**16. Final Project Presentation**	All groups presentations	**Final Project Presentations**
17	**May 25**	**17. Final Exam**	**1:30 – 4:30 PM**	**Project Booklet Due** **Peer Evaluation Due**

Course Outline

MK326: INTERNATIONAL MARKETING

Number of Credit: 3

Prerequisite: MK 201 Principles of Marketing

Course Description:

The course is designed to provide B.E. students a comprehensive understanding of international marketing theories and practices. This course will offer students the opportunity to develop and strengthen their international marketing strategies as they will be required to formulated new international businesses that will prepare them to become successful marketing managers in the future. Students will also be exploring global marketing problems and apply concepts to real life cases as this course enhances both strategic marketing perspectives combined with the actual implementation of the international marketing process. Student participation is one of the key learning success factors since this course will allow students to create and share ideas with one another either being in group or individual work.

Course Objectives:

1. To provide students an in-depth understanding of International Marketing in both theory and practice.

2. To identify, explore and work on practical international marketing cases and apply marketing concepts in business enterprises to further strengthen the understanding of how marketers operate in different countries.

3. To prepare students to become effective marketing managers by developing, apart from in-depth understanding of the strategic retail management process, but also in the area of analytical thinking, creativity, innovation and presentation, skills needed to succeed in the corporate world.

Instructor:

Name: Ajarn Suwalya Khemvaraporn

Group Project Presentation and Report: 35%

Note: The Project begins on the first day of class with the formation of the project team. The team is required incorporate theories, concepts, models, and other relevant information (ex. Facts, figures, external source data) into the analysis for the project term paper as group work progress will be gradually developed throughout the semester via project mini presentations. The final presentation of approximately 15 mins. (TBC) will take place on the last day of class. The booklet will be due on the day of the final Exam.

Attendance and Class participation: 10%

Attendance and class participation (individual and group) will contribute to 10% of your grade. If you choose learning on site, your attendance will reflect your final choice which goes the same for remote learning for the entire semester. The learning locations (on- site and remote) are not interchangeable. Participation includes class discussions (including assigned group work) and assignments. There will be open discussions and 'brainstorming' on the context, marketing cases and various business issues.

Individual Assignments: 5%

Individual Assignments will be assigned throughout the semester on various topics discussed in class.

Required Text:

Philip R.Cateora, R.Bruce Money, Mary C. Gilly and John L.Graham, International Marketing (2020) 18th Edition, McGraw-Hill Education, New York, ISBN: 978-1-260-54787-0

Supplementary Reading:

All current International and local news from all sources, particularly on the Internet.

Student Responsibility: -

- Student is expected to do the reading of the chapter in the Smart Book to enhance understanding after lessons covered by instructor.
- Every class assignment (both individual and group) needs to be turned in on time. Late turn-in will be accepted with no score assigned to it.
- The instructor may not, sometimes, cover the whole chapter in detail; however, if those missing details are stated in the course syllabus, it is therefore students' responsibility to review the material.
- Important notice: **Attendance is very important, therefore 3 late equals 1 absent and 3 absents you are not allowed to take the final exam. To be awarded full points, you are encouraged to come on time and attend class.**
- **All Zoom learning recordings will not be available for students**; therefore, students are required to attend each session and sign in the beginning of class and be active in class discussions for class participation credit which applies for both on site and remote learning.

Academic Honesty: You are expected to be honest in all of your academic work. Copying is plagiarism and will be treated as an honor code violation. Potential sanctions include failure in the course: "F" and suspension from the university.

Class Schedule

Week	Date.	Topic	Chapter	Assignments and Activities
1	January 13	**1.1 Smart Book Training** **1.2 Class Introduction** Review Syllabus Expectations **1.3 AN OVERVIEW: The Scope and Challenge of International Marketing**	1	**Group Work:** Country- Project Group Formation, Introduction, in class exercise
2	January 20	**2.1 The Scope and Challenge of International Marketing** **2.2 The Dynamic Environment of International Trade**	1,2	**Group Work:** Project Mini-Presentation 1: Chosen Country to develop Business
3	January 27	**THE CULTURAL ENVIRONMENT OF GLOBAL MARKETS** **3.1 History and Geography: The Foundation of Culture** **3.2 Cultural Dynamics in Assessing Global Markets**	3, 4	**Group Work:** Project Mini-Presentation 1: Chosen Country to Develop Business
4	February 3	**THE CULTURAL ENVIRONMENT OF GLOBAL MARKETS** **4. Culture, Management Style and Business Systems**	5	**Group Work:** Project Mini-Presentation 2

Week	Date.	Topic	Chapter	Assignments and Activities
5	February 10	**5.1 The Political Environment: A Critical Concern** **5.2 The International Legal Environment: Playing by the Rules**	6,7	**Group Work:** Project Mini-Presentation 2
6	February 17	**ASSESSING GLOBAL MARKET OPPORTUNITIES** **6. Developing a Global Vision through Marketing Research**	8	**Group Work:** Project Mini-Presentation 3
7	February 24	**ASSESSING GLOBAL MARKET OPPORTUNITIES** **7.1 Economic Development and the Americas** **7.2 Europe, Africa, and the Middle East** **7.3 The Asia Pacific Region**	9,10,11	**Group Work:** Project Mini-Presentation 4
8	**March 3**	**8.Midterm Exam**	**3:00-5:00 pm**	
9	March 10	**9.GLOBAL TRADING SIMULATION**		**In Class Activity/ Group Work:** Project Mini-Presentation 5
10	March 17	**DEVELOPING GLOBAL MARKETING STRATEGIES**	12	**Group Work:** Project Mini-Presentation 6

Week	Date.	Topic	Chapter	Assignments and Activities
		10. Global Marketing Management: Planning and Organization		
11	March 24	**DEVELOPING GLOBAL MARKETING STRATEGIES** **11. Products and Services for Consumers**	13	**Group Work:** Project Mini-Presentation 7
12	March 31	**DEVELOPING GLOBAL MARKETING STRATEGIES** **12. International Marketing Channels**	15	**Group Work:** Project Mini-Presentation 8
13	April 7	**DEVELOPING GLOBAL MARKETING STRATEGIES** **13. Integrated Communications and International Advertising**	16	**Group Work:** Project Mini-Presentation 9
14	April 21	**DEVELOPING GLOBAL MARKETING STRATEGIES** **14.1 Personal Selling and Sales Management** **14.2 Pricing for International Markets**	18	**Group Work:** Project Mini-Presentation 10
15	April 28	**15. Group Consultation Session**		**Group Consultation for Project Work**
16	May 5	**16.. Final Project Presentation**	All groups presentation	**Final Project Presentations**

Week	Date.	Topic	Chapter	Assignments and Activities
17	May 19	17. Final Exam	1:30 – 4:30 pm	Project Booklet Due Peer Evaluation Due

EL204 English Presentations (for Economics Students)

Course Description

This course focuses on practicing and delivering presentations in English in both academic and business settings. Students will learn how to create an introduction and how to state a purpose as well as an effective opening of a presentation. Students will practice using signposting, formality of language, useful expressions, and exploring visuals. Students will compose sound scripts and perform appropriate articulation, stress, and intonation. This course also emphasises basic presentation techniques such as focusing, softening, repetition, and handling questions.

Course Objectives and Learning Outcomes

Objective 1: Students will be able to present in English professionally and efficiently
Learning Outcome 1.1: preparer a 2-3 minute presentation focusing on the interests of their audience **Learning Outcome 1.2:** present in English with logical ideas and explain the benefits of their talk to others in 2-3 minutes. **Learning Outcome 1.3**: present in English for 5-7 minutes using attractive and informative visual aids **Learning Outcome 1.4**: critically evaluate their presentations for continual improvement
Objective 2: Students will be able to use non-verbal gesture in presentation effectively
Learning Outcome 2.1: observe and respond to non-verbal cues during a 3-4 minute presentation **Learning Outcome 2.2**: control the speed, tone and volume of their voice to enhance clarity and impact **Learning Outcome 2.3**: use confident gesture, move with purpose, and connect through direct eye contact

Course Materials

Online VDO clips on presentations

Model presentation language, evaluation forms, handouts for practicing presentation skills, additional materials provided by your instructor.

Course Contents

Presentation language

Presentation techniques

Use of visual aids

Course Evaluation

Assignments	**Visuals**	**Length**	**Points**
Presentation 1: Starting and ending a presentation (COLO 1.1)	X	2 minutes	10
Presentation 2: Organising ideas (COLO 1.2, 1.4, 2.1)	X	3 minutes	10
Presentation 3: Speaking Clearly (COLO 2.2, 1.4)	X	3 minutes	20
Presentation 4: Body Language (COLO 1.4, 2.2, 2.3)	X	3 minutes	20
Presentation 5: Using Visuals (COLO 1.3, 1.4)	/	3 minutes	20
Presentation 6: Group presentations | Answering Questions (COLO 1.1, 1.2, 1.3, 1.4, 2.1, 2.2, 2.3)	/	7 minutes	20
		TOTAL	**100**

Tentative Learning and Teaching Schedule

Week	Date	Contents/Acitivities
1		**Course Overview** Introduction and baseline survey on presentation
2		**Starting and ending a presentation** - Students study from a VDO clip on how to start and end a presentation. - In class, students work together to learn how English is used in starting and editing a presentation (a worksheet is provided.) - Individually, students prepare a 2-minute presentation on Week 3.
3		**Presentation 1** (Starting and Ending) (10%)
4		**Organising your ideas** - Students study different types of including ideas (a worksheet is provided) - In pairs, students think of a logical idea of a topic provided by the instructor. - Individually, students prepare a 3-minute presentation on Week 5.
5		**Presentation 2** (Organising ideas) (10%)
6		**Speaking clearly** - In class, students work on a worksheet on how to pronounce words and sentences correctly. - Class activity: In pairs, students take turn saying a script and have their partner fill in missing words correctly. - Individually, students prepare a 3-minute presentation on Week 7
7		**Presentation 3** (Speaking clearly) (20%)
	MIDTERM EXAM BREAK	
8		**Body language** - Students watch two VDO clips and judge which clip is more interesting - Students work in groups of 3 and practice gesture movement and eye contacts. - Individually, students prepare a 3-minute presentation on Week 9
9		**Presentation 4** (Body language) (20%)
10		**Designing and using visuals** - Students watch two VDO clips and judge which clip is more interesting - In groups of 3, students work together to plan how to add visual aids to a sample presentation script on economics. - In class, students take turns presenting their ideas. - Students evaluate their peers' presentation. Include how well or how to improve adding visual presentations.
11		**Describing facts, statistics and graphs** - Students watch a VDO clip on presentation with graphs and charts - In class, students learn how to describe graphs, statistics and graphs effectively (a worksheet is provided). - Individually, students prepare a 3-minute presentation using visual aids in Week 12
12		**Presentation 5** (Visual aids) (20%)

Week	Date	Contents/Acitivities
13		**Advanced presentation techniques** - Students watch two VDO clips and decide which one is more interesting. - Students practice pitching and using idioms in presentation (a worksheet is provided). - In pairs, students design a presentation and plan how to hedge the presentation as well as how to use idiomatic expressions in presentation.
14		**Answering questions** - In class, students are provided with thought-provoking questions on economics (a worksheet is provided). - Randomly, each student answers the questions. - In class, discuss how well the students answered the questions and how to improve them. - In groups of 3-4 members, prepare a 7-minute group presentation on an economic topic. Use some primary and secondary resources to support the topic.
15		**Group presentation 6** (20%)

BACHELOR OF ECONOMICS
THAMMASAT UNIVERSITY

Course Outline

Course ID: IS201

COURSE TITLE: DIGITAL TECHNOLOGY FOR BUSINESS

Number of Credit: 3 credits

Prerequisite:

Course Description:

The key forces for change in business, how digital technology disrupts traditional business, digital business transformation, rethinking and redesigning of digital business, the new technology, applications, data and information platforms of digital business, managing digital business IT/IS infrastructure, Cyber security awareness and technology, and understanding how to use software for planning and decision making support of digital business operations in the agile environment.

Course Objectives:

1. To understand of role of information technology and communications in business and its impact on business / business process disruption.
2. To provide fundamental concepts and trends in information technology and information systems, and ethics / cyber security concerns.
3. To use software tool for fundamental business data collection and analysis of digital business operations.

Instructor:

Name: Dr. Manit Satitsamitpong

Office Hours: Available upon request

Main Text:

1. Laudon, Kenneth C., and Laudon, Jane P.)2020(Management Information Systems: Managing the Digital Firm, 16 ed., Pearson Education Inc
2. New Perspectives on Microsoft® Excel® 2013, Comprehensive, 1st Edition by June Jamrich Parsons, Dan Oja, Roy Ageloff, Patrick Carey, Carol DesJardins

Recommended Texts & Materials

Grading Criteria:

Midterm Examination	30%
Final Examination	30%
IT News individual presentation	5%
Attendance, Quizzes, Assignment	15%
Group Presentations	20%
Total	**100%**

Expected Learning Outcomes:

	1. Morality and Ethics	**Expected Learning Outcomes**
N/A	1.1 Possess honesty, sacrifice, self-, social-, and environmental responsibility.	
N/A	1.2 Value "sufficiency" theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	
●	1.3 Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	Students have disciplines, pay respects to a teacher, and comply with regulations set in class and by the university.
N/A	1.4 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	
	2. Knowledge	**Expected Learning Outcomes**
●	2.1 Acquire knowledge on and understand the important concepts in business management.	Students understand the concepts of management, digital technology, and how companies use digital technology to help manage the organizations.
N/A	2.2 Acquire knowledge on and understand the important social and science concepts related to business management.	
N/A	2.3 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	2.4 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	Expected Learning Outcomes
●	3.1 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.	Students understand the concepts of information systems to take in data and convert into valuable information.
N/A	3.2 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	3.3 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	**Expected Learning Outcomes**
●	4.1 Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	Students can work in a team and at the end make a professional presentation.
N/A	4.2 Be creative and constructively criticize to solve problem of the team.	
N/A	4.3 Be responsible in lifelong learning to develop self and professional career.	
	5. Quantitative Analysis, Communication and Information Technology	**Expected Learning Outcomes**
N/A	5.1 Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	
N/A	5.2 Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business.	
N/A	5.3 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.	
●	5.4 Be able to utilize the information technologies or others to support the business operations.	Students understand how to apply the knowledge about IT and digital technologies to improve business operations and processes.

Tentative Class Schedule:

Session	Date & Time	Topics	Text
1	19/08/2022	Introduction to the course	**1**
2	26/08/2022	Innovation in Digital Technologies and Impacts on Business	**1**
3	02/09/2022	Strategies and Digital Technologies	**1**
4	TBA	Strategies and Digital Technologies (2)	**1**
5	09/09/2022	Business Analytics	**1**
6	16/09/2022	Cybersecurity and Ethics	**1**
7	23/09/2022	Blockchain Technology and its Application	**1**
8	07/10/2022	Using Microsoft EXCEL for fundamental information management (1) - Set up a workbook - Manipulate workbooks - Manipulate worksheets	**1**
9	14/10/2022	Using Microsoft EXCEL for fundamental data analysis (2) - Work with data and EXCEL tables - Perform calculation on formulas and cell references - Use basic functions (Count and Sum, Financial, Statistical functions)	**1**
10	21/10/2022	Using Microsoft EXCEL for fundamental data analysis (3) Create charts and graphic - Format worksheet, cells, and define styles - Print worksheets and charts	**2**
11	28/10/2022	Using Microsoft EXCEL for fundamental data analysis (4)- -Goal seek -PivotTable -SUMPRODUCT -SUMIF	**2**
12	04/11/2022	Advanced Features Vlookup, Hlookup, Breakeven point analysis	**2**
13	11/11/2022	Excel Wrap up	**2**
14	18/11/2022	Excel Quiz	
15	25/11/2022	Group Presentation	

BACHELOR OF ECONOMICS
THAMMASAT UNIVERSITY

Course Outline

OM201: Operations Management

Number of Credits: 3 credits (3-0-9)

Instructors:

Instructor's Name: Assistant Professor Panuwong Kumpirarusk, Ph.D.

Office Hours: As appointments

Course Description:

Study of concepts, techniques and tools to design, analyze, and improve core operational capabilities, and their application to a broad range of industries. Topics include operations strategy, productivity, product/ service design, process design, quality management, inventory management, project management, supply chain management, operational performance measurement, and operations for sustainability.

Course Objectives:

The objective of this course is to provide students with basic concepts and techniques in managing the operations of a production unit and/or a service organization, which leads to achieve excellent and sustainable operation and supply chain.

Teaching Materials and Resources:

Main Texts:

"***Operations Management: Sustainability and Supply Chain Management***" Global edition, 13th Edition, By Jay Heizer, Barry Render, Chuck Munson, Pearson, Published: 2020.

Required Readings/Course Materials:

Teaching notes and coursework from lecturer will be uploaded to MS Team.

Evaluation Methods:

Methods/Activities	Week	Weighted score
Individual and group in-class assignments (4 x 5%)	3, 9, 11, 13	20%
Group reports and presentations (2 x 10%)	6, 14	20%
Class participation		5%
Class attendance		5%
Midterm exam		25%
Final exam		25%
Total		**100%**

Grading Criteria:

Grades	Percentage	1/2019	2/2019	1/2020	2/2020	1/2021
A	85-100	8%	24%	18%	7%	13%
B+	75-84	19%	66%	31%	55%	19%
B	70-74	23%	5%	25%	34%	10%
C+	65-69	27%	-	8%	4%	21%
C	60-64	11%	-	10%	-	6%
D+	50-59	4%	-	4%	-	15%
D	40-49	4%	-	-	-	2%
F	0-39	-	-	-	-	-
W		4%	5%	4%	-	14%

Teaching-Learning Methods:

- Lecture on theoretical concepts
- Case discussion and assignments
- Group reports

Class Policy:

- Students shall read suggested textbooks or teaching notes before classes.
- Students shall contribute reasonable effort to classes and group assignments.
- Students shall check plagiarism and grammar in their reports before submission.
- Students shall prepare and submit their reports and assignments according to given instructions. Late submission may be rejected or lead to point deduction.
- Students shall not eat and chat during the class.
- Students are encouraged to operate the camera during online classes.

Expected Learning Outcomes:

	1. Morality and Ethics:	**Expected Learning Outcomes:**
●	1.1 Possess honesty, sacrifice, self-, social-, and environmental responsibility.	- Attend classes with good manners and punctuality. - Plagiarism and wrong grammar in reports or assignments shall be not apparent. - Submit assignments and reports on time. - Corporate social responsibility, social enterprise and other sustainability concepts shall be integrated in reports.
N/A	1.2 Value "sufficiency" theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.	
N/A	1.3 Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	
N/A	1.4 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.	
	2. Knowledge:	**Expected Learning Outcomes:**
N/A	2.1 Acquire knowledge on and understand the important concepts in business management.	
●	2.2 Acquire knowledge on and understand the important social and science concepts related to business management.	- Major social and science concepts related to business management shall be applied in reports or assignments.
●	2.3 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.	- Major operations management concepts shall be tested in midterm and final examinations.
●	2.4 Acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on business.	- Analysis of real cases with poor operations shall be done in reports.
	3. Intellectual Development:	**Expected Learning Outcomes:**
N/A	3.1 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.	
●	3.2 Be able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings.	- Analysis of real cases with poor operations shall be done in reports.

N/A	3.3 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:	**Expected Learning Outcomes:**
●	4.1 Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.	- Accomplish group assignments and group presentations with reasonable effort. - Human relations and other social skills shall be gradually improved.
N/A	4.2 Be creative and constructively criticize to solve problem of the team.	
N/A	4.3 Be responsible in lifelong learning to develop self and professional career.	
	5. Quantitative Analysis, Communication and Information Technology:	**Expected Learning Outcomes:**
○	5.1 Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.	- Statistical and quantitative analysis shall take part in midterm and final examinations.
N/A	5.2 Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business.	
●	5.3 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.	- Well-organized structure of written reports or assignments shall be apparent. - Professional presentation shall be proven and competitive in reports.
○	5.4 Be able to utilize the information technologies or others to support the business operations.	- Solutions and recommendations based on recent technologies shall be proposed in reports.

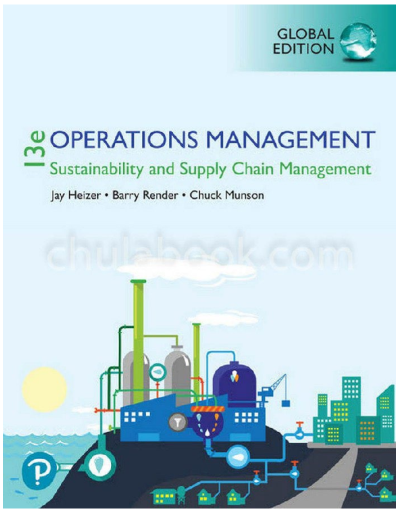
Teaching Plans:

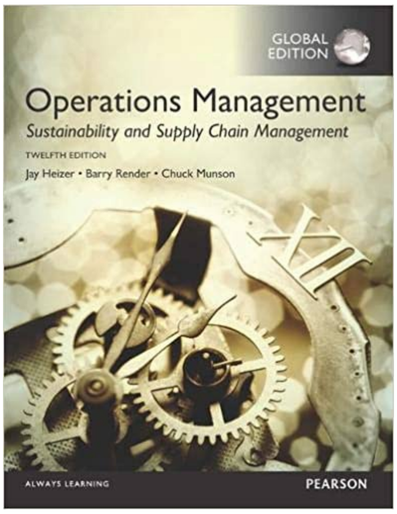
Week	Date	Topic	Business Plan Competition
1	14 January 2022	**Course Introduction** • Course Syllabus • Learning Expectation **Introduction to Operations Management (1/2)** • What is Operations Management? • Characteristics of Goods and Services	Lecture & Discussion **Chapter 1**
2	21 January 2022	**Introduction to Operations Management (2/2)** • Single Factor and Multi-Factor Productivities • Ethics, Social Responsibility, and Sustainability in OM	Lecture & Discussion **Chapter 1 & 2**

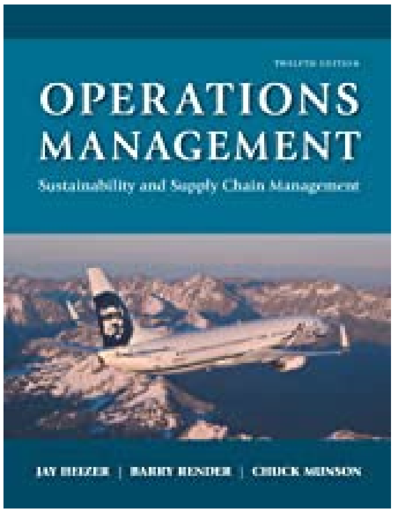
Week	Date	Topic	Business Plan Competition
		• Exercises on Productivity Calculation **Operations Strategies for Sustainability (1/2)** • Mission and Vision • Core Competencies, Competitive Advantage, and Outsourcing • Instruction on Group Report #2: Strategy Formulation	
3	28 January 2022	**Operations Strategies for Sustainability (2/2)** • Low Cost, Differentiation, and Response Strategies • Global Operations Strategies **Individual Assignment on Productivity Calculation**	Lecture & Discussion **Chapter 2** Individual Assignment #1 (5%)
4	4 February 2022	**Product and Service Design** • Product Development Process • Product Life Cycle • Service Blueprinting • Elements of Good Design • Instruction on Group Report #1: Product & Service Design	Lecture & Discussion **Chapter 5**
5	11 February 2022	**Process Design** • Process Type Selection and Strategies • Facility Layout • Process Analysis and Design • Seven Wastes • Process Tools and Improvement • Service Process Design	Lecture & Presentation **Chapter 7**
6	18 February 2022	**Presentation of Group Report #1 on Product & Service Design**	Presentation Group Report #1 (10%)
7	25 February 2022	**Wrap up for Midterm Examination**	Summary & Discussion
Midterm Examination with proctor monitoring on Friday, March 4, 2022; 3.00 – 5.00 PM (25%)			
8	11 March 2022	**Quality Management (1/2)** • Definition and Importance of Quality • Determinants of Product Quality & Service Quality • Cost of Quality • Total Quality Management Concepts	Lecture & Discussion **Chapter 6**
9	18 March 2022	**Quality Management (2/2)** • ISO 9001 • Basic 7 QC Tools	Lecture & Discussion **Chapter 6** Individual Assignment #2 (5%)
10	25 March 2022	**Inventory Management (1/2)** • Definition and Importance of Inventory • ABC Model	Lecture & Exercise **Chapter 12**
11	1 April 2022	**Inventory Management (2/2)** • Basic EOQ Model • Inventory Control & Management	Lecture & Exercise **Chapter 12** Group Assignment #3 (5%)

Week	Date	Topic	Business Plan Competition
12	8 April 2022	**Project Management (1/2)** • Importance of Project Management • Project Planning, Scheduling, and Controlling • Roles of Project Manager • Project Network Drawing • Critical Path Method: CPM	Lecture & Exercise **Chapter 3**
13	22 April 2022	**Project Management (2/2)** • Cost-Time Trade-Offs and Project Crashing	Lecture & Exercise **Chapter 3** Group Assignment #4 (5%)
14	29 April 2022	**Presentation of Group Report 2 on Strategy Formulation**	Presentation Group Report #2 (10%)
15	6 May 2022	**Supply Chain Management** • Definition and Importance of Supply Chain • Sourcing Strategies • Performance of Supply Chain **Wrap up for Final Examination**	Lecture & Discussion Chapter 11
Final Examination with proctor monitoring on Tuesday, May 24, 2022; 1.30 – 4.30 PM (25%)			

Suggested Texts: Recent Editions







Thammasat University
Bachelor of Economics Program
EL 296 English for Academic Purposes

Course Syllabus

This course focuses on students' English listening, speaking, reading and writing skills in English academic purposes. The course content includes summarising, giving definitions, presenting arguments, explaining cause and effect relationships, and describing compare and contrast relationships.

Course Objectives and Learning Outcomes (COLO)

Objective 1: Students will be able to listen and speak in academic English efficiently.
Learning Outcome 1.1: Listen to/watch a 2-3 minute economic talks/lectures and summarise the issue(s) in a graphic form. **Learning Outcome 1.2**: Listen to/watch a 2-3 minute economic talks/lectures and discuss the issues verbally or in a written form with concrete examples and/or reasons. **Learning Outcome 1.3**: Present and argue for/against an economic topic of interest based on a well-researched study.
Objective 2: Students will be able to write English paragraphs correctly and efficiently.
Learning Outcome 2.1: Write a 100-word paragraph of giving definitions on economic topic(s) with correct conjunctions and complex sentence structures. **Learning Outcome 2.2**: Write a 150-word paragraph of presenting arguments for and against an issue. **Learning Outcome 2.3**: Write a 150-word paragraph explaining cause and effect relationships on economic topics with technical economic words and complex sentence structures.
Objective 3: Students will be able to produce academic reports in English efficiently.
Learning Outcome 3.1: Read, summarise and write a 1000-word informative economic report based on primary and secondary sources. **Learning Outcome 3.2**: Write a 1000-word comparison and contrast report on an economic topic based on primary and secondary sources.

Course Materials

Articles from the Economists, Harvard Business Reviews, and local newspapers

Suggested readings:

Askari, M. & Rahim, M. S. (2014). *Advanced reading with the economist*.
https://www.bookskiki.com/2019/03/advanced-reading-with-economist.html
Bailey, S. (2015). *Academic writing: A handbook for international students.* 4th ed. Routledge.
McCormack, J. & Slaght, J. (2012). *Extended writing & research skills.* Garnet Education.
Pallant, A. (2012). *Writing: Course book.* Garnet Education.

Course Contents

1. Note-taking and summarising
2. Academic paragraph writing
3. Academic reading, research and writing skills

Course Evaluation

<table>
<tr><th colspan="2">3 Assignments</th><th>Grading criteria</th></tr>
<tr><td>1) A personal reflection</td><td>15%</td><td rowspan="4">A = 80% and above
B+ = 75 - 79%
B = 70 - 74%
C+ = 65 - 69%
C = 60 - 64%
D+ = 55 - 59%
D = 50 - 54%
F = Below 50%</td></tr>
<tr><td>2) 3 written assignments (20% each)
- Writing definition
- Argumentative writing
- Cause and effect writing</td><td>60%</td></tr>
<tr><td>3) An economic report</td><td>25%</td></tr>
<tr><td>TOTAL</td><td>100%</td></tr>
</table>

Details of assignment

Tasks	Details
Assignment 1 (15%) A personal reflection	**COLO**: 1.1, 1.2 What to do: 1. Watch/listen to a 2-3 minute clip or read an article on any economic-related topic(s) 2. Take notes and make a graphic summary based on the issue(s) presented on the program. 3. Write a personal reflection on what you think about the issue(s). What to submit: 1. A 1-page graphic summary of the economic issue (5%) 2. A 150-word reflection on what you think about the issue (10%)
Assignment 2 (60%) 3 written assignments	**COLO**: 2.1, 2.2, 2.3 What to do: 1. Each week, you will be assigned to write a paragraph on an economic topic. You need to write on the issue with the assigned type of paragraph accordingly. 2. Write a 100-150-word paragraph on an economic topic. What to submit: Assignment 2.1: A 100-word paragraph of defining definitions on an economic issue Assignment 2.2: A 200-250-word paragraph of an argument on economic policy Assignment 2.3: A 250-word paragraph of cause and effect relationships in economics (Each assignment worths 20%; Criteria: content 5%, organisation 5%, language 10%)
Assignment 3 (25%) An economic research project	**COLO**: 3.1, 3.2, 1.3 What to do: 1. In groups of 4-5 members, design a survey topic on how TU students plan their budget. Specifically, your group should decide on an aspect of economic issue. 2. Design a questionnaire and collect data from the samples 3. Write a group report to present data 4. Write an individual reflection on the findings What to submit: 1. A group report of 1000 words presenting the data analysis (20%) 2. A 200-word self-reflection on your roles in the project and how you think about the findings based on additional reading/listening and your personal concrete examples (5%)

Active Learning Activities

Each assignment denotes active learning experience for the students who take this course. In the first assignment, students need to listen and write a summary based on their personal reflections. This helps develop students' critical and analytical skills for an economic issue. In the written assignments, students can progressively develop their academic writing skills through both group and pair activities. This not only helps students master their writing proficiency, but also promotes each individual reflection on how to use English eloquently. In the last assignment, interpersonal communication and academic research skills are promoted. This is for students to work collaboratively on a research project, thereby supporting advanced academic study in their prospective discipline.

Thammasat University Plagiarism Policy

Thammasat University students are required to refrain from any kind of plagiarism, i.e. an act of copying other people์s work, such as language, thoughts, or expressions, without crediting the original author(s). Copying any sentences or paragraphs from any sources, e.g. websites, books, etc., and pasting them into their assignments are thus considered cheating, which will result in a mark of zero for the assignment or even an F grade. Please refer to Thammasat University's regulations on students' disciplines here and examination here.

Instructors, Days and Times

Section	Days	Time	Classroom Invitation Links	Instructors
046405	Mondays	09.00 - 12.00	https://classroom.google.com/c/Mzc3MjIyNDQ2MjA1?cjc=zdtohgk (GC class code: zdtohgk)	A. Benjamin Moore benjamin.m@litu.tu.ac.th
046406	Mondays	09.00 - 12.00	https://classroom.google.com/c/Mzc1NTE1MDY1MTAx?cjc=35maup3 (GC class code: 35maup3	A. Graeme Hunter graeme.h@litu.tu.ac.th
046401	Thursdays	14.00 - 17.00	https://teams.microsoft.com/l/team/19%3a7rqWyZ4x4CxSm-4Qqo-BKeQ8gUbnyyNe3N2a5q9k7RM1%40thread.tacv2/conversations?groupId=98ed2ee2-2abe-42bc-b0ac-ba7f3ac5b21f&tenantId=0a43deb9-efb0-4f46-8594-71899230fda6 (Microsoft Team)	A. Joshua D. Bernstein joshua.b@litu.tu.ac.th
046402	Thursdays	14.00 - 17.00	https://classroom.google.com/c/Mzc1ODc5NDE0OTgw?cjc=ukiczwe (GC class code: ukiczwe)	A. Matthew P. Miklas matthew.m@litu.tu.ac.th
046403	Thursdays	14.00 - 17.00	https://classroom.google.com/c/MzcyNDM1NTA5NzM0?cjc=bbtasis (GC class code: bbtasis)	Dr. Monthon Kanokpermpoon monthon.k@litu.tu.ac.th
046404	Thursdays	14.00 - 17.00	https://classroom.google.com/c/MzcyNDQwNTIzNzk1?cjc=ocon6b2 (GC class code: ocon6b2)	A. Jonathan W. Jones jonathan.j@litu.tu.ac.th

Tentative Teaching and Learning Schedule

Week	Date	Contents + Assignments
1	9 - 13 August 21 *Holiday 12/08/21	**Course Introduction** **My English Learning Experience** - Ice-breaking game - A pair-work activity on how students learn English and their academic discipline
2	16 - 20 August 21	**Summarising skills** **Reading and summarising activity** - An Economist's article on 'Wealth by degrees' (2014) - Identify facts and opinions and design a graphic summary based on the reading - In groups of 3 members, compare each summary and comment on how to develop the graphic summary better. (Reference: Bailey, 2012, Unit 1.6)
3	23 - 27 August 21	**Summarising skills** **Listening and summarising activity** - A short talk on YouTube on 'Is college a waste of money? College Degrees that will get you RICH' https://youtu.be/3Bp-vSiXdR4 - In pairs, take notes on what characteristics a speaker suggested for getting or not getting a degree. - Compare notes among groups. - In class, discuss students' opinions on the listening issue. (Reference: Bailey, 2012, Unit 1.7) **Assignment 1**: A personal reflection *Due in week 4.
4	30 Aug - 3 Sep 21	**Writing definitions** - Practice the structure of how to write for definitions (Bailey, 2012, Unit 2.6) - In pairs, study and discuss how to write definitions on an economic issue (https://www.ukessays.com/essays/economics/definitions-concepts-economics-studies-7921.php) - In groups of 3 members, write a draft to define what economics is. Then, each group compares their definitions. **Assignment 2.1**: Each student will be assigned an economic term/concept. What they need to do is to define the term in their own words. The 100-word paragraph is due in week 5. ***** Assignment 1 Due**
5	6 - 10 Sep 21	**Understanding arguments** - A class discussion on developing English using TED Talks - An Economist's article on 'Ideas reinvenTED' (2014) - In groups of 3 members, read the article and identify arguments for and against TED Talks. - Identify how argumentative structures are used in the passage. (Refer to Bailey (2012), Unit 2.1 for argumentative structures) - In class, discuss how they agree or disagree with the article. ***** Assignment 2.1 Due**

Week	Date	Contents + Assignments
6	13 - 17 Sep 21	**Presenting arguments** - In groups of 3 members, read an article on economic policy in Thailand (Sources are drawn from English newspapers in Thailand.) - In the same groups, write an argumentative essay on the economic policy using technical terms in economics and complex English structures - Students may refer to the following link for economic argumentative essay writing: https://howtowrite.customwritings.com/post/economics-argumentative-essay-guide/) **Assignment 2.2**: Students choose their own topic on an economic policy and write an argumentative essay of 200-250 words on the issue.
7	20 - 24 Sep 21	**Understanding causes and effects** - An Economist's article on 'Decluttering the company' (2014) - In groups of 3 members, read and identify causes and effects in the article. - In class, discuss in what way a company in Thailand could do to manage its capitals in response to the changing economy. ***** Assignment 2.2 Due**
Midterm Examination Break (26 Sep - 3 Oct 21)		
8	4 - 8 Oct 21	**Writing causes and effects** - In class, study the structures of causes and effects (refer to Pallant, 2012, Unit 7) - In pairs, one student writes a cause paragraph on an economic problem, and another write an effect paragraph for the same issue. Then, students compare how well they develop their thoughts and how complicated their language is used in writing. **Assignment 2.3**: Students choose their own topic on an economic problem and write a cause-and-effect essay of 250 words on the issue.
9	11 - 15 Oct 21 *Holiday 13/10/21	**Designing a research project** - Class activity: A game on spending behaviour - The class discusses their spending behaviour findings - In pairs, read a small-scale research article on 'student budgeting and spending behaviour by Singh, Gupta, Jarin, Kabra & Gupta (2020). Notice how the research article is developed. - Discuss in class what components of a research article consist of. **Assignment 3**: An economic research project on TU students' spending behaviour, budgeting or any related topic. This is to be due in Week 15.
10	18 - 22 Oct 21	**Incorporating literature in research writing** - In class, students practice paraphrasing and how to include references in writing (refer to McCormack & Slaght, 2012, Unit 3). - In the team project group, work together to research existing literature from websites or library. - In the same group, take notes and do a summary from the literature found. - In the same group, write a draft introduction and aims of the study, including references in their writing.

Week	Date	Contents + Assignments
11	25 - 29 Oct 21	**Designing a questionnaire** - In the team project group, students study how to write questions for the questionnaires (Refer to https://www.uxbooth.com/articles/the-essential-guide-to-writing-effective-survey-questions/) - In the same group, write 10-20 questions for a research topic. - In class, take turns commenting on how well or how to improve the questions. Assignment: Distribute the questionnaire to targeted samples and collect data.
12	1 - 5 Nov 21	**Describing data and findings** - In class, students study how to incorporate and data and illustrations from McCormack & Slaght (2012), Unit 7. - In the team project group, work on how to describe data of the findings. Distribute tasks to team members to describe the graphs. - In the same group, recheck and improve graph descriptions.
13	8 - 12 Nov 21	**Comparison and contrast writing** - In class, students study how to write compare and contrast from Pallant (2012), Unit 8. - In the team project group, use the summary table from Week 10 to compare and contrast the findings of the group. - In the same groups, write a draft discussion part to include in the literature to conclude the report. Assignments: 1) Prepare the final draft of group report for Week 15 2) Prepare the individual reflection for the research project
14	15 - 19 Nov 21	**Presenting findings professionally** - In the term project group, present key feature findings of the project for 5-10 minutes. - Each group evaluate how well the presentation groups are. Give comments on how to improve writing, if possible. - In the same group, revise and improve the final draft group report from presentation comments.
15	22 - 26 Nov 21	Wrap up and review how academic English presentations and writings can be improved. ***** Assignment 3 Due**
FINAL EXAMINATION BREAK (29 Nov - 17 Dec 21)		

TU 116 MAN AND ARTS: VISUAL ART, MUSIC, AND PERFORMING ARTS Credits 3(3-0-6)

Thammasat University, General Education Program,

Coordinator: Archarn Thiptawan Uchai From Faculty of Communication Arts, Bangkok University. Email: thiptawan.u@bu.ac.th

Instructors:

Music Section: Archarn Tan Onwimon (ธัญญ์ อ่อนวิมล) Website : http://www.tanonwimon.com
Email: tan.onwimon@gmail.com, B.A. in Film Scoring, Berklee College of Music, USA

Visual Art and Performing Arts Section: Archarn Thiptawan Uchai (ทิพย์ตะวัน อุชัย) From Faculty of Communication Arts, Bangkok University. Email: thiptawan.u@bu.ac.th

Course Description: This course is a study of art in relations to its function and development of people, society and environment by focusing on, music, visual arts, and performing arts. It explores how socio-political and cultural context have an impact on global, local, and individual perceptions and philosophy, which in turn shape the creative works of arts. This course also aims to raise student's appreciation for the arts.

Course Objectives : Students will….

1) Increase the basic knowledge and awareness of how cultures, and socio-political context have an impact on global, local, and individual perceptions, which in turn shape the creative works of arts.
2) Gain appreciation for various art forms (visual art, music, performing arts(theatre))
3) Understand the essential roles of music, visual art, performing arts in the human experience.

Class Format:

This course covers four different fields of art: Music, Visual art, and Performing Arts (theatre). Each filed will be taught by a field's specialist through different methods of teaching range from lecture, discussion, class assignment, to activity. **Each instructor will be responsible for the student's learning outcome (scores) through project-based assignment, test or examination.** Student shall pay close attention to each instructor's assignments.

Classroom Decorum: In order to facilitate a pleasant learning experience, mutual respect, mutual attention, and decorum are necessary:

- Turn off your mobile phones or other devices that might be distracting to the class.
- Be on time to class.
- Do your assignments (such as reading, attending events, writing papers, etc.).

- ➢ Turn in assignments on time.
- ➢ Attend class regularly. Maximum - 3 absences are allowed in this course (1 absence is allowed for 1 instructor).
- ➢ Be aware that dishonesty/ cheating/plagiarism (copying works from others) will not be tolerated
- ➢ There will be no make-up examination if you are absent on the day of the exam. You will not get a grade for that part of the course.

Teaching Materials and Resources:

Required Textbooks and/or readings: PDF Files/ Sheets

For PDF Files of certain reading assignments, as told by specific instructor, please download from the MS Team (or MOODLE page).

Certain reading Packets might be available for copy making at the B.E. Xerox shop. If assigned, please make sure that you obtain the reading packet **before** attending class.

Visual Arts:

Sachant, Pamela and Peggy Blood. **Introduction to Art: Design, Context, and Meaning**. University of North Georgia Press, 2016. (PDF)

Music: **"**Art of Modern Classical Music" (PDF)

Performing Arts: Arnold, Stephanie. **The Creative Spirit**: **An Introduction to Theatre**. Mountain View, Mayfield Publishing, 2001-2014, 6th Edition.

Suggested Readings :

The AB Guide to Music Theory Part 1 by Eric Taylor (ABRSM)

30,000 Years of Art : the Story of Human Creativity across Time and Space. London ; New York :Phaidon, 2007.

Gombrich, E. H. **The Story of Art**. New York: Phaidon Publishers; distributed by Oxford University Press,1966.

Kamien, Roger. **Music, An appreciation** 12th ed. McGraw-Hill Education, 2018.

Moretti, Dan & Matthew Nicholl & Oscar. **Essential Grooves**. Stagnaro Sher Music Co.

Fischer-Lichte, Erica. **The Routledge Introduction to Theatre and Performance Studies 1st Edition.**

Wilson, Edwin. **The Theatre Experience**. (14th Edition.) McGraw Hill, 2019.

โกวิทย์ ขันธศิริ. ดุริยางคศิลป์ตะวันตก (เบื้องต้น) สำนักพิมพ์จุฬาลงกรณ์มหาวิทยาลัย.

รศ.ดร.ณรุทธ์ สุทธจิตต์. สังคีตนิยม: ความซาบซึ้งในดนตรีตะวันตก.พิมพ์ครั้งที่ 11. กรุงเทพ: สำนักพิมพ์จุฬาฯ, 2018.

**** Each instructor will be responsible for student's attendance, participation, and examination for each field.**

**** Student should do a teaching evaluation for each instructor separately.**

Part Evaluation	**Percentage (%)**	**Attendance, Assignments, Quizzes, Exam**
Music	30	
Visualarts	30	5/ 5+5/ 15 = 30
Performing Arts (Theatre)	40	
Total	**100**	

Grade Scale:

Score	**Grade**
90-100	**A**
86-89	**B+**
80-85	**B**
76-79	**C+**
70-75	**C**
66-69	**D+**
60-65	**D**
0-59	**F**

Tentative Class Contents, Activities and Assignments

**For Instructor: There will be a PC , Screen and Projector, Wifi provided in the classroom.

Week	Date	Instructor	Content/Activity	Assignment Due:	Sources
1	10-1-2021 13:00-17:00	Archarn Tan Onwimon	• **Intro to TU 116, agreements, attendance and marking criteria** □ Introduction to Musical Elements (Archarn Tan) -Foundation of knowledge and vocabulary for discussing and analyzing musical expressions.	-	
2	17-1-2021	Archarn Tan Onwimon	□Scales , The Orchestra & Musical Instruments	Short essay on the student's favorite kind of music and how it express their personality. (10 pts)	
3	24-1-2021	Archarn Tan Onwimon	□The Planets - Program Music by listening to Gustav Holst's The Planet and discuss each of the musical piece in the series	1-Page Essay on one's vision on classical piece *'Firebird Suite (1919 Version)'* by Stravinsky (20 pts)	
4	31-1-2021	Archarn Tan Onwimon	• Modern Western Music History & Society -World Music and learn their different elements and origins	HOME QUIZ: Musical Instruments (20 pts)	**For Music Section** PDF "Art of Modern Classical Music"
5	7-2-2021 Change to 14:00-17:00	Archarn Thiptawan Uchai	**Chapter 1:** What is Art ? What is Visual Art? Who is Considered an Artist? What Does It Mean to Be An Artist? The Role of the Viewer ?	2-Pages Final essay on the student's selection of music. (40 pts)	

6	14-2-2021		**Definitions of Art** **History of Art:** Hellenistic to Roman		
7	21-2-2021		**History of Art: From** Medieval to Renaissance		
	28-2-2021		**No Class**	**Midterm Exam on Visual Arts Part I Only:**	
8	7-3-2021		**Continue Visual Arts Part II Chapter 2:** **2-D, 3-D, 4-D Art** **Modern and Contemporary Art**	**Reading Due:** p. 32-49	
9	14-3-2021		Impulse to Perform: from Personal, Community, Ritual, to Professional	**Reading Due:** The Creative Spirit : p.3-16	**For Theatre Arts Section: PDF: The Creative Spirit**
10	21-3-2021		Theatre and Society: Theatre as Social Force: Greek Theatre	**Reading Due**: Chapter 2: Theatre and Society, p.19 - 46	(*TBC: Please watch 1 play performance by Week 15 and write one play critique. See Guidelines on how to write it)
11	28-3-2022		Theatre as : Mirror to Society, and Social Change	**Reading Due**: Chapter 2: Theatre and Society, p.40-46	

12	4 -4-2022		Theatre as : Mirror to Society, and Social Change	**Reading Due:** p. 51-55, Chapter 11 p.349-368	
13	11-4-2022		Modern Theatre: Death of a Salesman Contemporary Theatre in Thailand	**Quizz Play**: *Death of a Salesman*	
14	18-4-2022		Special Topic: Theatre / Film Criticism	**Essay Play/Film Critique Due** on MS Team Assignment Channel	
15	25-4-2022		**Final Exam (Visual Arts Part II and Performing Arts Only),**		

Writing Guidelines:

Theatre Performance / Film Critique (3-4 pages, typed, Font Type Calibri 12) Guidelines:

1) Give a title to your paper. Type your name and student ID on the top of the page.

2) State the important facts : title of the performance, performance venue, date and time, Key Artists: Director, Playwright/Script Writer, 2-3 Main actors as Main Characters

3) Summarize the whole story within 4-5 lines, or 1 paragraph (Synopsis). What is the play/film about ?

4) Pick only 2 elements from the performance you want to discuss, or comment on such as:

   Play Writing (well-written, well-thought out, logical within the world of the play),

   Acting (Pick key actors to focus on, acting out characters effectively or not, acting believability , characterization, diction, physical expression, interaction with others, etc.),

   Directing (well-cast, poorly cast, interpretation of the script, unity of the show through acting, design, sound, total atmosphere, ensemble quality (team work unity), professionalism, etc.)

   Designing (well thought out, gives underlining meaning, support not hinder the actors, provide good imagination, etc.)

   All of the above aspects of theatre need to prove with examples to support your arguments on the paper.

5) Summarize your total experience. What did you learn about this experience of watching this artistic expression ? What are the key messages from the play/film ? Why do you think that these messages matter to the modern day audiences?

6) Always plan your writing, have a main idea, supporting ideas, and evidences to your ideas. It is important that you write well and proofread your paper before submission**.**

Plagiarism (copying works from others) will not be tolerated.

Course Outline

TU 122 Law in Everyday Life

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

Instructor: Associate Professor Dr. Munin Pongsapan

Prerequisite: None

Course Description:
To study general aspects of law as correct patterns of human conduct in society. To equip learners with basic principles of public law (rules of law), and its values which are associated with citizens' moral core. To provide basic knowledge in public law and private law, involving the issues of rights and duties, dispute settlement, Thai Justice procedures, the usage and interpretation of law principles, with an emphasis on case studies in our daily lives.

Course Objectives:
This course is aimed at providing students with basic knowledge of various areas of law, mainly private law, public law and criminal law, which are involved in everyday life. The students are expected to be able to identify legal issues and understand legal arguments.

Main Texts:
Raymond Wacks, *Law: A Very Short Introduction* (OUP 2008)
Michael Doyle, *Doyle's Practical Guide to Thailand's Business Law* (Seri, Manop & Dolye Ltd 2009)

Required readings/ course materials:
Required reading will be uploaded to the BE website or distributed in class on a weekly basis.

Suggested readings:
Twekiat Menakanit, *General Principles of Criminal Law* (Faculty of Law Thammasat University 2014)
Andrew Harding and Peter Leyland, *Constitutional System of Thailand: A Contextual Analysis* (Hart Publishing 2011)

Grading:

Midterm Examination	30%
Final Examination	40%
Assignment	20%
Attendance	10%
Total	**100%**

Tentative class schedule

Session/Date & Time	Topics	Activities/ Text & Materials/ Media
#1: 9 Aug 21	Introduction to Thai law	Lecture / discussion
#2: 16 Aug 21	Introduction to Thai law & Classification of Private Law Rights (1)	Lecture / discussion
#3: 23 Aug 21	Classification of Private Law Rights (2)	Lecture / discussion
#4: 30 Aug 21	Formation of Contract, Validity of Contract, and Breach of Contract (1)	Lecture / discussion
#5: 6 Sep 21	Formation of Contract, Validity of Contract, and Breach of Contract (2)	Lecture / discussion
#6: 13 Sep 21	Formation of Contract, Validity of Contract, and Breach of Contract (3)	Lecture / discussion
#7: 20 Sep 21	Formation of Contract, Validity of Contract, and Breach of Contract (4)	Lecture / discussion
26 Sep-3 Oct 21	**Mid-Term Examination (TBA)**	
#8: 4 Oct 21	Juristic Persons (1)	Lecture / discussion
#9: 11 Oct 21	Juristic Persons (2)	Lecture / discussion
#10: 18 Oct 21	Tort Law (1)	Lecture / discussion
#11: 25 Oct 21	Tort Law (2)	Lecture / discussion
#12: 1 Nov 21	Criminal Law and Criminal Offences (1)	Lecture / discussion
#13: 8 Nov 21	Criminal Law and Criminal Offences (2)	Lecture / discussion
#14: 15 Nov 21	Criminal Law and Criminal Offences (3)	Lecture / discussion
#15: 22 Nov 21	Criminal Law and Criminal Offences (4)	Lecture / discussion
29 Nov - 17 Dec 21	**Final Examination (TBA)**	

BACHELOR OF ECONOMICS
THAMMASAT UNIVERSITY

Course Outline

TU 106: Creativity and Communication

Prerequisite: None

Course Description:
Creative thought processes, with critical thinking as an important part, as well as communication of these thoughts that lead to suitable results in social, cultural and environmental contexts, at personal, organisational and social levels.

Course Objectives:
The purpose of this course is for students to develop a coherent understanding in creativity and critical thinking. Students will also be able to communicate and interchange their ideas creatively.

Recommended Text and Materials:

1. Bono, E.D., Creativity Workout: 62 Exercises to Unlock Your Most Creative Ideas.
2. Pope, R., (2005), Creativity: Theory, History, Practice, Oxon: Routledge

Course Evaluation:

Attendance	10%
Class Activities	20%
Design Thinking	20%
Project	40%
Final Examination	10%

*Score proportion might be justified due to the variants of situation

Class Attendance:

- Students who miss more than 13 hours of class but less than 22 hours must seek instructor's approval for eligibility to take the final exams and approval by the dean. The dean's decision is considered final.
- Students who miss more than 22 hours of class are NOT eligible to take the final exams and results in course failure.

- Feigning other student signatures or failure to attend class after signing in results different level of penalty imposed.
    - Level 1 penalty: First time rule breakers will be considered as “Absent” for that actual class time. And a warning letter issued to first-time rule breakers.
    - Level 2 penalty: Second time rule breakers receive an “F” for the course and will not be considered for BBA scholarships, exchange student programs and other awards.
    - Level 3 penalty: Third-time rule breakers are given one semester of class suspension.

Course Schedule:

Session/ Date & Time	**Topics**	**Activities/ Text & Materials/ Media**	**Remark**
1. 23/01/21 9.00-12.00 hrs. (Group 1-2)	Course Introduction	Game/ Case Study/ Discussion	
2. 30/01/21 9.00-12.00 hrs. (Group 1-2)	Creative Workshop 1	Game/ Case Study/ Discussion	
3. 06/02/21 9.00-12.00 hrs. (Group 1-2)	Creative Workshop 2	Game/ Case Study/ Discussion	

4. 13/02/21 9.00-12.00 hrs. (Group 1-2)	Creative Workshop 3	Game/ Case Study/ Discussion	
5. 20/02/21 9.00-12.00 hrs. (Group 1-2)	Creative Workshop 4	Game/ Case Study/ Discussion	
6. 27/02/21 9.00-12.00 hrs. (Group 1-2)	Creative Workshop 5	Game/Case Study/Discussion	
7. 06/03/21 9.00-12.00 hrs. (Group 1-2)	Creative Workshop 6	Game/Case Study/ Discussion	
8. 20/03/21 9.00-12.00 hrs. (Group 1-2)	Design Thinking 1	Lecture / Case Study / Demonstration	
9. 27/03/21 9.00-12.00 hrs. (Group 1-2)	Design Thinking 2	Workshop	
10. 03/04/21 9.00-12.00 hrs. (Group 1-2)	Design Thinking 3	Workshop	
11. 10/04/21 9.00-12.00 hrs. (Group 1-2)	Design Thinking 4	Presentation	
12. 24/04/21 9.00-12.00 hrs. (Group 1-2)	Project 1	Workshop/Consult	
13. 01/05/21 9.00-12.00 hrs. (Group 1-2)	Project 2	Workshop/Consult	
14. 08/05/21 9.00-12.00 hrs. (Group 1-2)	Project 3	Workshop/Consult	
15. 15/05/21 9.00-12.00 hrs. (Group 1-2)	Project 4	Workshop/Consult	

* Topics might be justified due to the variants of situation