

Course Outline

BA291 Introduction to Business

Semester S/2019 (June 8 – August 1, 2020)

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

Lecture Time: Monday, 1 – 4 p.m.

Lecture Venue: Online via Moodle and Zoom

Faculty of Economics, Thammasat University, Tha Prachan campus

Instructors:

Instructor's Name: Ms. Sojira Karnasuta

Office: Room 131, Business English Communication International Program, Faculty of Liberal Arts, Thammasat University, Rangsit Campus

Office Hours: Tuesday and Thursday 1.00 p.m. – 4.00 p.m.

Contact Information: sojira.k@econ.tu.ac.th; Sojira.k@arts.tu.ac.th

Course Description:

Understand and able to apply business organization, structure, and its existence in general, including types of ownership, business administration process and activities, especially in crucial business function i.e. marketing, finance, accounting to give general ideas of various business function. This course allows participants to gain comprehension in different activities of each business type through real business experience.

Course Objectives:

1. Students will be able to understand business system and its functions
2. Students will be able to use different frameworks and method to analyze business priorities
3. Students will be able to choose appropriate method to analyze a business and execute basic business function
4. Students will be able to perform basic business activities
5. Students will be able to set up a strategy in each business area
6. Students will be able to evaluate and measure business outcomes through key financial figures
7. Students will be able to identify circumstances that require integrity and be able to take correct course of action

Teaching Materials and Resources:

Required textbook and reading:

Bovee, Courtland L. & Thill, John V. (2017) *Business in Action 8th edition*. Pearson Education Limited. New York, NY. ISBN-13: 978-0134129952

Recommended readings:

SWOT Analysis I: Looking Outside for Threats and Opportunities, an excerpt from *Strategy: Create and Implement the Best Strategy for Your Business* (2006). Harvard Business School Press. Boston, MA. ISBN-13: 978-1422105528

Porter, Michael E. The Five Competitive Forces That Shape Strategy. *Harvard Business Review*. January 2008. Boston, MA.

Osterwalder, Alexander & Pigneur, Yves. (2010) *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. John Wiley and Sons. New Jersey, NY. ISBN-13: 978-0470876411

Evaluation Methods: Your participation will be assessed continuously throughout the semester. Although part of your grade will relate to individual work, you will also be assessed on your participation with other students in class discussions and involvement in activities.

| | | |
|-----|--------------------------------------|------|
| 6.1 | Attendance/class work/ participation | 10% |
| 6.2 | After-class quizzes | 15% |
| 6.3 | Midterm exam | 25% |
| 6.4 | Group Presentation and Report | 20% |
| 6.5 | Final exam | 30% |
| | Total | 100% |

After-class quizzes:

These quizzes, available on Moodle, are intended to give you a review of lesson learnt each week. You may attempt to take the quiz more than one time.

Group presentation:

Students are expected to form a group of 5-6 members to present applicable case studies related to the assigned topics, before the end of the semester. The presentation should not take more than 30 minutes, including Q&A and discussion with classmates.

Grading Criteria:

| | |
|----|------------|
| A | = 90 % up |
| B+ | = 85-89.99 |
| B | = 80-84.99 |
| C+ | = 75-79.99 |
| C | = 65-74.99 |
| D+ | = 60-64.99 |
| D | = 55-59.99 |
| F | = below 55 |

*can also be adjusted as according to group performance

Teaching-Learning Methods:

- Instructor presentations and lectures
- Reading and discussion of various business case studies
- Guest speaker discussion
- Group presentation
- Other activities, including in-class assignments and quizzes on Moodle
- Self-study

Class Policy:

Class attendance

- Students with more than 3 absences will not be allowed to take the final examination.
- Students must arrive on time. Coming to class more than 10 minutes late is considered as one late and if you come to class late 3 times, it will be counted as one absence.
- The only acceptable reason for an absence that will not result in deduction is illness proved by a medical certificate.

Make-up exams/ quizzes

The instructor will not make up any tests or exam that occur on the day students are absent. Please talk to the instructor beforehand if there is any conflict in your schedule.

Late work

It is students' responsibilities to know the deadline of each assignment, late work will not be accepted.

Teaching Plans:

| Week | Date | Topics | Notes |
|-------------|----------------------|--|--------------|
| 1 | 9 Jun | Introduction Developing Business Mindset - Chapter 1 | |
| 2 | 11 Jun | Understanding Basic Economics - Chapter 2 | |
| 3 | 16 Jun | Competitiveness · Five Forces Model · SWOT Analysis | |
| 4 | 18 Jun | The Business Model Canvas | |
| 5 | 23 Jun | Forms of Ownership – Chapter 5 | |
| 6 | 25 Jun | Entrepreneurship and Small-Business Ownership – Chapter 6 | |
| 7 | 30 Jun | Business Ethics and Corporate Social Responsibility – Chapter 4 | |
| | 2-4 July, TBA | Midterm Exam | |
| 8 | 7 Jul | The Art and Science of Marketing – Chapter 13 Product and Pricing Strategies – Chapter 14 | |
| 9 | 9 Jul | Distribution and Marketing Logistics – Chapter 15 Customer Communication – Chapter 16 | |
| 10 | 14 Jul | Financial Information and Accounting Concepts – Chapter 17 | |
| 11 | 16 Jul | Production Systems – Chapter 9 | |
| 12 | 21 Jul | Organization and Teamwork – Chapter 8 Management Roles, Functions, and Skills – Chapter 7 | |
| 13 | 23 Jul | Employee Motivation – Chapter 10 Human Resources Management – Chapter 11 | |
| 14 | 28 Jul | Presentation | |
| 15 | 30 Jul | Presentation | |
| | 3-5 Aug, TBA | Final Exam | |

ACADEMIC CALENDAR & HOLIDAY

Semester S/2019

(June 8 - August 1, 2020)

ACADEMIC CALENDAR & HOLIDAY

| Semester S/2019 (June – August, 2020) | |
|---------------------------------------|--------------------|
| Registration Period (Reg TU) | May 6 – 8, 2020 |
| Tuition payment period | May 6 – 9, 2020 |
| Classes Begin | June 8, 2020 |
| Add-drop period | June 8 - 15, 2020 |
| Tuition payment period | June 8 - 16, 2020 |
| Mid-term Examination Period | July 2 – 4, 2020 |
| Withdrawal period with “W” on record | July 8 - 13, 2020 |
| Last day of class for Semester S/2019 | August 1, 2020 |
| Final exam period | August 3 - 5, 2020 |

CONTACT INFORMATION

BE International Program, Faculty of Economics, Thammasat University

Address: 2 Prachan Road, Pranakorn, Bangkok 10200 Thailand

Tel: +66 (0)2613 2437-8

Fax: +66 (0)2224 0150

Email: be@econ.tu.ac.th

Website: www.be.econ.tu.ac.th

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