

Course Outline

BA 291: Introduction to Business (Sec.046402)

Semester 1/2022 (August 8th – November 26th, 2022)

Number of Credit: 3

Prerequisite:

Course Description:

The course is designed to provide B.E. students a basic understanding of business concepts and practical application in conducting today's modern businesses focused on covering areas of Human Resources, Marketing/Digital Marketing, Finance and Operations Management in addition to others. Students will be presented with case studies and assigned to work together as groups to design and propose business plans. A team of specialist instructors and professionals will be teaching basic concepts and methods in their field of expertise, which will enhance students' learning in strategizing and executing plans for their final group projects. Student participation and group work is a key factor for effective learning in this course.

Course Objectives:

1. To provide students an understanding of business systems and its functions with goals to be able to perform basic business activities, set up strategies, evaluate and measure business outcomes and identify circumstances that require integrity and be able to take corrective action.
2. To identify, explore and work on practical business cases in developing successful business strategies by applying practice and concepts from main areas of H.R., Marketing, Finance and Operations management.
3. To prepare students to become effective business managers by developing, apart from in-depth understanding of the strategic management process, but also in the area of analytical thinking, creativity, innovation and presentation, skills needed to succeed in the corporate world.

Class Time and Logistic

Class day: Mondays

Class time: 9:00 - 12:00 hrs.

Venue: Room 206, 2nd Floor, Faculty of Economics

Teaching Materials Platform: [BE Moodle / Google Classroom / MS Team / Facebook Group / etc. [Please specify with an actual URL or access code.](#)]

Course Instructor/Coordinator:

Name: Ajarn Suwalya Khemvaraporn

Email: suwalya@econ.tu.ac.th

Phone: 081-842-2043

Instructors:

Asst. Prof. Akekarin Yolrabil

E-mail: akekarin@tu.ac.th

Asst. Prof. Dr. Somboon Kulvisaechna

E-mail: somboon@tbs.tu.ac.th

Dr. Winai Homsombat

E-mail: win.homsombat@gmail.com

Ajarn Sirimuk Panudom

E-mail: Sirimuk.m@gmail.com

Main Text: Pride, Hughes, and Kapoor (2022), Foundations of Business 7th Edition, Asia Edition, Cengage, Singapore ISBN:978-981-5059-45-8

Suggested Readings: News from all sources, particularly on the Internet

Grading Criteria:

1. Individual Attendance/Assignments/Participation	10%
2. Group Case Study and Mini Presentations (3)	30%
3. Final Group Project Booklet & Presentation	30%
4. Final Exam	30%
 Total Score	 100%

Details of Assessment:

Final Exam (Nov.28,2022)	30%
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<u>Individual Class Attendance/Assignments/Participation</u>	10%
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Participation includes attendance, discussions and assignments. There will be open discussions and 'brainstorming' in the context, business cases and various business issues.

<u>Group Case Study and Mini Presentations</u>	30%
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Three major case studies and group presentations are planned for 3 sections: Human Resource Management (10%), Digital Marketing (10%) and Operations Management (10%).

<u>Final Group Presentation</u>	30%
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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 final project presentation as group work progress will be gradually developed throughout semester via project mini presentations. The final presentation will be divided into 2 days. Every student must attend both days since there is Q&A and group assessments as participation scores for each group.

NOTE: At the end of the course, all students are required to fill the Self and Team (peer) Evaluation. Further details will be provided in class.

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 will understand and comply with rules and regulations and practice good work ethics in both team projects and individual class participation to achieve quality results.
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.	
●	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.	Students can understand, adapt and apply all concepts, frameworks and theories into designing the business strategy in detail and create impactful project presentations and reports.
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
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.	Ongoing Group Project work will allow students to showcase “Plan, do, check act” by synergizing prior knowledge to various business concepts in order to propose sound business strategies and solutions.
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
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.	Intensive group project assignments and case analysis will provide students’ opportunity to create strong teamwork and provide the opportunity to brainstorm, analyze market situations and create different business projects at satisfactory level.
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.	
●	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	Students will be creating impactful business presentations and reports by achieving the following Assessment Criteria

	for different groups of audience both in business context and in other contexts.	• thorough, focused and thoughtful analysis • strategic thinking • creative solutions • effective use of tools, techniques and concepts from the course • realism; and • communication and persuasion
N/A	5.4 Be able to utilize the information technologies or others to support the business operations.	

Tentative Class Schedule:

Session	Date.	Topic	Instructor
1	Aug 8	1.Class Introduction -Review Syllabus -Expectations -Introduce Specialist Teaching Team 1.1 Group Formation 1.2 Introduction to Business	Ajarn. Suwalya
2	Aug 15	2. Business Overview 2.1 Economics Overview 2.2 Situational Analysis Strategies 2.3 Competitive Analysis Strategies	Ajarn Suwalya
3	Aug 22	3. Marketing Overview 3.1 The Changing Environment 3.2 Product Innovation 3.3 Marketing Communications	Ajarn Suwalya
4	Aug 29 (4:00- - 7:00 p.m.)	4.People Management in the Digital Era -I	Dr. Somboon
5	Sep 5 (4:00 – 7:00 p.m.)	5.People Management in the Digital Era-II	Dr. Somboon
6	Sept 12 (4:00 – 7:00 p.m.)	6. Case Study and Presentation (10% of final grade)	Dr. Somboon

7	Sep 19	7. Digital Marketing 7.1 Ecommerce and Digital Marketing Landscape 7.2 Digital Marketing Funnel and Platform 7.3 Digital media Planning 7.4 How to Optimize and allocate Marketing Budget	Ajarn Sirimuk
8	Oct 3	8. Case Study and Presentation (10% of final grade)	Ajarn Sirimuk
9.	Oct 10	9. Financial Overview	Dr. Winai
10.	Oct 17	10. Pricing Decisions for Business	Dr. Winai
11.	Oct 24 (make up)	11. Marketing Research	Ajarn Suwalya
12.	Oct 31	12. Operations Management	Asst. Prof. Akekarin
13	Nov 7	13. Case Study and Presentation (10% of final grade)	Asst. Prof. Akekarin
14	Nov 14	14. Final Project Presentation (Day 1)	Ajarn Suwalya
15	Nov 21	15. Final Project Presentation (Day 2)	Ajarn Suwalya
Final Exam	Nov 28	Final Exam	9:00 to 12:00 hrs. Booklet Due Peer Evaluation Due

ACADEMIC CALENDAR & HOLIDAY SEMESTER 1/2022

Semester 1/2022 (August 8 – November 26, 2022)	
Registration at REG TU (*ID.62-64)	July 11 - 14, 2022
Registration at REG TU (*ID.65)	July 26, 2022
Tuition Fee Payment Period (Via TU Greats App)	July 15 - 17, 2022
Classes Begin	August 8, 2022
Add-drop period	August 8 – 21, 2022 <i>(from 9.00 AM of August 8 to 10.30 PM of August 21)</i>
<i>H.M. Queen Sirikit The Queen Mother's Birthday*</i>	<i>August 12, 2022</i>
Tuition Fee Payment Period (Via TU Greats App)	August 22 – 24, 2022 <i>(9 AM - 10.30 PM)</i>
Mid-term Examination Period	September 25 – October 2, 2022
Withdrawal period with "W" on record	August 26 – October 16, 2022 <i>(from 9.00 AM of August 26 to 10.30 PM of October 16)</i>
<i>H.M. King Bhumibol Adulyadej The Great Memorial Day*</i>	<i>October 13, 2022</i>
<i>King Chulalongkorn's Day*</i>	<i>October 23, 2022</i>
<i>Substitution for King Chulalongkorn's Day*</i>	<i>October 24, 2022</i>
Last day of class for Semester 2/2021	November 26, 2022
Final exam period	November 28 – 30, December 1 – 4, 6 – 9, 13 – 16, 2022
<i>H.M. King Bhumibol Adulyadej The Great's Birthday*</i>	<i>December 5, 2022</i>
<i>Constitution Day*</i>	<i>December 10, 2022</i>
<i>Substitution for Constitution Day*</i>	<i>December 12, 2022</i>
Submitting Forms for Degree Conferral	August 8 – 21, 2022

Remark * Holiday, No classes during this period