



**(Tentative) Course Syllabus  
for  
Economics Courses  
Semester S/2013**



# B.E. International Program

## Faculty of Economics, Thammasat University



### Course Syllabus

## EE391 Thai Rural Studies

Semester S/2013 (3<sup>rd</sup> June – 25<sup>th</sup> July 2014)

**Number of credits:** 6 credits

**Lecture Time:** 12 hours of orientation lecture, 6 weeks stay in rural community

**Prerequisites:** EE390 or Lecturer's consent

**Instructor:** Nondh Nuchmorn

Email [nondh@econ.tu.ac.th], Facebook [Nondh Econ TU]

Office: Room#17 (60<sup>th</sup> anniversary building)

### Course Description:

Field studies to analyze Thai rural area, both quantitatively and qualitatively, in designated area by living with farmers in rural area within certain period of time. Collecting and analyzing data regarding the potential, physical, economic, social and political issues within the area. Identifying and analyzing problems, cause of problems, and the potentials of the area.

### Evaluation

Evaluation of this course is of 2 levels, Satisfactory (S) and Unsatisfactory (U)  
At least 65% of total scores would be considered 'S'.

### Rules of Conduct for Field Study

1. Student must observe and strictly follow Thammasat University's rules of regulations concerning student's conduct
2. Students must stay in the assigned rural area the whole period of field study
3. Students are allowed to be absent from the assigned area *only* in necessary case (which would be considered case by case; and the absence must not exceed 4 days successively)

4. Students must inform *the host family* and *the instructor* every time that the students have to leave the assigned area and/or stay overnight elsewhere

In case that the students violate or do not follow the above rules of conduct, it will affect the evaluation of students' performance, that is, the students will get "U" (Unsatisfactory) for the course enrolled.

### **Theme of Study**

*"Indigenous Livelihoods in a Globalized World: Towards Social Inclusion, Modernization, and Sustainability"*

### **Venue**

Maewin Subdistrict, Maewang District, Chiangmai province, Thailand

### **Time Schedule**

<b>Date</b>	<b>Activity</b>
31 <sup>st</sup> May and 1 <sup>st</sup> June 2014	Workshop (9AM-4PM) <ul style="list-style-type: none"> <li>- Introduction</li> <li>- Data collection, working techniques with the community, analytical framework</li> </ul> (Tha Phrachan)
3 <sup>rd</sup> and 4 <sup>th</sup> June 2014	<ul style="list-style-type: none"> <li>- Departure to Chiangmai province</li> <li>- Meet the governor of Maewin Tambon Administrative Office</li> <li>- Orientation at the Inter Mountain Peoples Education and Culture in Thailand Association -IMPECT</li> <li>- Meet the host families</li> </ul>
14 <sup>th</sup> and 15 <sup>th</sup> June 2014	First progress seminar [in the community]
26 <sup>th</sup> and 28 <sup>th</sup> June 2014	Second progress seminar [in the community]
15 <sup>th</sup> -18 <sup>th</sup> July 2014	Action days with the community
24 <sup>th</sup> July 2014	Goodbye party with the community
25 <sup>th</sup> July 2014	Departure to Bangkok
1 <sup>st</sup> August 2014	Presentation (Tha Phrachan)
4 <sup>th</sup> August 2014	Deadline for final report submission



**(Tentative) Course Syllabus  
for  
Non Economics Courses  
Semester S/2013**



# B.E. International Program

Faculty of Economics, Thammasat University



## Course Outline

### FN 241 Risk Management and Insurance

#### Course Objective:

1. Explore Insurance Industry and its determinants, products, rule and regulations in the users perspective.
2. To enable students to understand framework, role, and function of financial department of business; goal and importance of financial risk management
3. To introduce the basic concept of financial risk management and insurance business including its roles in business world.
4. To equip students with analytical and problem-solving skills using MATLAB and its programming to solve basic risk management in finance world.
5. To provide students broad financial knowledge, corporate and investment, suffices for any business related functions.

#### Instructors:

Asst. Prof. Dr. Sarayut Nathaphan

#### Required Text and Materials:

1. Crouhy, Michel, Dan Galai, and Robert Mark, "The Essentials of Risk Management", Mc Graw Hill 2007 (CGM)
2. George, E. Rejda, "Principal of Risk Management and Insurance, 11<sup>th</sup> edition", Pearson, 2011 (GR)

#### Grading:

Final Examination	50%
Presentation	10%
Project	20%
Quiz and Assignments	20%
<b>Total</b>	<b>100%</b>

#### Approximate Grading Scale:

90-100 = A; 80-89 = B+; 75-79 = B; 70-74 = C+; 65-69 = C;  
60-64 = D+; 50-59 = D; Below 50 = F

I deserve my rights to change score weights by which beneficial to the students.

**Tentative Course Schedule:**

<b>Session</b>	<b>Topic</b>	<b>Reading</b>
1	Introduction to the course: Introduction to risk management: A Helicopter View <b>Introduction to MATLAB 1</b>	CGM Chp. 1
2	Introduction to Risk management and Insurance Probability concept Risk and its treatment <b>Introduction to MATLAB 2</b>	GR Chp. 1 Chp. 2
3	Corporate Governance and Risk Management Introduction to Probability Introduction to Random Variables	CGM Chp.4 and Handout
4 - 6	A User-Friendly Guide to the Theory of Risk and Return  <b>MATLAB workshop</b>	CGM Chp. 5 Lecture Note
7	The Insurance Mechanism Fundamental of Risk Management	GR Chp. 3
8	Additional Topics in Risk Management Introduction to Enterprise Risk Management (ERM)	GR Chp. 4 Lecture Note
9	Legal Principles in Insurance	GR Chp. 5
10-11	Analysis of Insurance Contracts The liability risk Life Insurance	GR Chp. 6 -10
12	Corporate Risk Management	CGM Chp. 2
13	Value at Risk	CGM Chp 7 Class Lecture
14-15	Project Presentation	

**Examinations:**

The final examination will be administered in class. The tests consist of discussion questions and problems covering contents in the lectures and assignments.

**Assignments:**

There will assignments as deemed appropriate to accommodate effective learning. Each assignment will be graded based on the quality of the research, clarity of exposition, and professional presentation of the analysis.

**Term Project:**

Topic of the term project is “Thai Insurance in the Next Decade: Boom or Bust?” Each group select specific type of insurance product (life or non-life), explore in depth regarding the following aspects; 1. Business environment, 2. Competitive situation, 3. Growth, 4. product varieties, and other aspects deemed appropriate, analysis and put ideas on whether the particular section of insurance business is boom or bust

### **Presentation:**

Professional presentation style will be rewarded high score. It is my rights in assigning score on this section. Every member of each group must present his/her work.

### **Other Course Policies:**

**Lectures** will stress the most important issues addressed in the readings. You are responsible for all material covered in class and assigned readings. Lectures certainly go beyond the scope of the textbook. Therefore, it is important for you to attend class. **You are responsible for all announcements and changes made in class.** You must bring a calculator/computer to class so that you may work on problems and participate in class.

Any **academic misconduct** including, but not limited to, accessing unauthorized materials and communicating with fellow students during examinations and quizzes and using the work of another student will immediately result in a failing grade for the course. Additional sanctions by the Faculty may also be imposed if it deems necessary.

### **Make-up Test:**

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.



# B.E. International Program

## Faculty of Economics, Thammasat University



### Course Outline

## MK422 Marketing Strategy for Entrepreneures

#### Prerequisite:

MK202

#### Course Description and Goal:

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. 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 funds. And, often they have trouble attracting others to join them in their risky venture.

However, despite having these limited resources, the successful entrepreneur is 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 a sales competition to challenge and motivate the entrepreneurial drive inside each person.

#### Required Texts and Materials:

There are 2 books assigned for this course:

David E. Gumpert, Burn Your Business Plan

Guy Kawasaki, Reality Check

In addition the course will use case studies and handouts that will be distributed by way of the web board, or in class.

## Grading:

<u>Group Assessment</u>	
Technology marketing	10%
Group In-class Assignments	15%
Final Business Plan Presentation	25%
<u>Individual Assessment</u>	
Entrepreneurial Hero	5%
In-class Quizzes (2)	15%
Final Examination	30%
<b>Total</b>	<b>100%</b>

## Expectations:

Entrepreneurship is an activity which requires full participation. You will perform best in this class, and get a more rewarding educational experience if you come prepared to take on every challenge that the course will offer. This will not only pay off during the course and at assessment time, but also later on when you decide to launch your own venture.

## Course Schedule:

	<b>Date</b>	<b>Topic, In-class Case &amp; Assignments</b>
<b>1</b>	<b>Session 1</b> Songpathara	<b>Finding Business Ideas</b> – introduction to the course, places and resources to get new ideas from & 7 Domains Framework <i>Case: Marston Ventures</i> Assignment: Find 3 business ideas per student group
<b>2</b>	<b>Session 2</b> Songpathara	<b>The Entrepreneurial Character &amp; Journey 1</b> – simulate out what do entrepreneurs actually do and dispel the common myths of entrepreneurship <i>Case: Ken Hakuta</i> Assignment: Entrepreneurial Hero (due in last class) & 3 more Business Ideas per student group
<b>3</b>	<b>Session 3</b> Dr. Edward	<b>The Entrepreneurial Character &amp; Journey 2</b> – simulate out what do entrepreneurs actually do and dispel the common myths of entrepreneurship & 5 Questions Ideas Screening Tool <i>Case: Jim Poss</i> Assignment: 3 Ideas Evaluation using 5 Questions
<b>4</b>	<b>Session 4</b> Dr. Edward Songpathara	<b>Ideas Session</b> – students present their ideas to a panel of “investors” and receive feedback and advice on their ideas Assignments: 5 Questions Ideas Screening on term project idea
<b>5</b>	<b>Session 5</b> Songpathara	<b>Blue Ocean Strategy</b> – creating superior customer value and out-thinking the competition

		<i>Case: Cirque du Soleil</i> Assignment: Strategy Canvas for term project idea & read <i>The Four Steps to the Epiphany</i>
<b>6</b>	<b>Session 6</b> Songpathara	<b>Entrepreneurial Marketing</b> – entering markets guerrilla style Assignment: market entry strategies for business ideas & technology marketing research Assignment: Marketing plan for term project
		<b>MIDTERMS</b>
<b>7</b>	<b>Session 7</b> Dr. Edward	<b>Will the Idea Work? The Back of the Envelope</b> <i>Case: Walnut</i> Assignment: Back of Envelope Financials for term project
<b>8</b>	<b>Session 8</b> Dr. Edward	<b>Raising Funds</b> <i>Case: Walnut 2</i> & <b>Quiz 1</b>
<b>9</b>	<b>Session 9</b> Songpathara & Guest Lecturer	<b>Thinking Big: Technology-based Entrepreneurship</b> – and intellectual property strategy for entrepreneurs <i>Case: Palm Computing</i>
<b>10</b>	<b>Session 10</b> Nati & Songpathara	<b>Technology for Entrepreneurs</b> – exploiting technology to lower costs and increase revenues Assignment: technology marketing assignment (web, video commercial, social network)
<b>11</b>	<b>Session 11</b> Songpathara	<b>Entrepreneurial Presentation Skills</b> – how entrepreneurs communicate and persuade audiences to action <b>Quiz 2</b> Assignment: create final presentation for business idea
<b>12</b>	<b>Make-up Class</b>	<b>Final Presentation Workshop</b> – teams get hands on coaching on their final business plan presentations
<b>13</b>	<b>Session 12</b> Dr. Edward & Songpathara	<b>Final Business Plan Presentations</b> – students present their business ideas to “investors” and receive detailed feedback on their ideas
<b>14</b>	<b>Session 13</b> Songpathara	<b>Changing the World: Social Entrepreneurship</b> <i>Case: Kiva</i>
		<b>FINAL EXAMINATION</b>