



(Tentative) Course Syllabus
for
Economics Courses
Semester S/2014



B.E. International Program

Faculty of Economics, Thammasat University



COURSE OUTLINE

EE 555/EE 551 Selected Topics in International Economics 1

(Contemporary Issues of ASEAN Business and Economics Environment: CLMV Focus)

Semester:	S/2014 (June 8th – July 10th, 2015)
Instructor:	Dr. Nessara Sukpanich Dr. Monthien Satimanon
Lecture Time:	Monday to Thursday: 9.00 – 12.00 and 1:30-3.00 p.m. Friday: 9.00 – 12.00
Office Hours:	
Lecture Venue:	Faculty of Economics

Course Description:

A problem based learning course regarding contemporary issues of ASEAN economic and business environment. In this program, the student can learn both from lectures (by invited professors and expertise in each topic) in the classroom and field trips to and interview relevant agents in various sectors in Thailand and/or another ASEAN member country regarding issues of focus for the program in that academic year.

Evaluation:

Individual Assignments	10%
Group project or group assignments	50%
Final exam	40%

Topics:

1. Introduction to ASEAN economy (3 hours)
2. Cambodia, Laos, Myanmar and Vietnam (CLMV) economy in brief
3. CLMV and international economic integration
4. CLMV trade and investment policy
5. Trade and Foreign Direct Investment (FDI) to CLMV: Motives and Determinant
6. The role of Official Development Assistance (ODA) in CLMV
7. Business experience in CLMV



B.E. International Program

Faculty of Economics, Thammasat University



COURSE OUTLINE

EE565/EE561 SELECTED TOPICS IN DEVELOPMENT ECONOMICS 1

(Contemporary Issues of ASEAN Political, Social, Environment and Development

Economy: CLMV Focus)

Semester: S/2014 (June 8th – July 10th, 2015)

Instructor: Dr. Nessara Sukpanich
Dr. Monthien Satimanon

Lecture Time: Monday to Thursday: 9.00 – 12.00 and 1:30-3.00 p.m.
Friday: 9.00 – 12.00

Office Hours:

Lecture Venue: Faculty of Economics

Course Description:

A problem based learning course regarding contemporary issues of ASEAN political, social, environment, and development. In this program, the student can learn both from lectures (by invited professors and expertise in each topic) in the classroom and field trips to and interview relevant agents in various sectors in Thailand and/or another ASEAN member country regarding issues of focus for the program in that academic year.

Evaluation:

Individual Assignments	10%
Group project or group assignments	50%
Final exam	40%

Topics:

1. Cambodia, Laos, Myanmar and Vietnam (CLMV) political environment
2. CLMV and international integration
3. CLMV and public policy
4. CLMV and development issues
5. CLMV and environmental issues



B.E. International Program

Faculty of Economics, Thammasat University



Course Syllabus

EE391 Thai Rural Studies

Semester S/2014 (9 June – 31 July 2015)

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: Patamawadee Pochanukul

Email: pat@econ.tu.ac.th

Office: Room 508

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

"Rural Livelihoods in Transition"

Venue

Aow Bandon, Surat Thani Or Palian District, Trang

Time Schedule

Date	Activity
June 9, 2015	Workshop)9AM-4PM ((Tha Phrachan - Introduction - How to live and how to learn in a village
June 20-23	- Departure to Surat Thani province - Meet the governor of Surat Thani Province - Orientation - Meet the host families
June 29- July1	Instructor visit, Problem Solving
July 12-14	Progress seminar [in the community]
July 25-26	Presentations to the Communities
	Goodbye party with the community
	Departure to Bangkok
July 28	Wrap Up at Tha Prachan
July 31	Deadline for final report submission



(Tentative) Course Syllabus
for
Non - Economics Courses
Semester S/2014



B.E. International Program

Faculty of Economics, Thammasat University



Course Outline

MK422 Marketing Strategy for Entrepreneurs/ Entrepreneurial Marketing

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

Prerequisites: MK201 or MK202

Instructors:

Songpathara Snidvongs (Gee)	– 083 274 4456, Songpathara@gmail.com
Kongkrai Maksrivorawan (Kong)	– 086 778 0007, Kong@minddojo.me
Sanjay Popli (Sanjay)	– 081 754 1089, Sanjay.popli23@gmail.com
Surathin Sathitlert (Joe)	– 087 999 1525, surathin@genwhyconsulting.com

Course Coordinator:

Kongkrai Maksrivorawan

Class Time and Venue:

Date:	Tuesdays & Thursdays
Time:	9.00 a.m. – 12.00 p.m.
Venue:	Faculty of Economics, Thammasat University Tha Prachan Campus
Mid-Term Exams :	Thursday, July 2, 2015 09.00-12.00 hrs.
Final Exams :	Monday, August 3, 2015 09.00-12.00 hrs.

Course Description (Curriculum 52)

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 Description (Curriculum 56)

A study of marketing strategy specifically for entrepreneurial business. This course raises the unique characteristics and challenges of entrepreneurial marketing. The content includes discussion on management and operation for the survival and long-term growth of small business and practical skills and strategy of entrepreneurs with an emphasis on flexibility to adapt to the changing business environment with the concerns of ethical professional norm.

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 can satisfy in an effective way. In addition, 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:

1. Osterwalder, Pigneur. **Business Model Generation** (1st Edition July 2010) Wiley. ISBN: 978-0470876411
2. Ries. **The Lean Startup** (September 13, 2011), Crown Business ISBN: 978-0307887894

Students will also require the **Instructor’s Handouts & Course Reading Pack**

Active Participation on **Facebook Group: TU BE MK422 2015 Marketing Strategy for Entrepreneurs** is also required

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

A study of marketing strategy specifically for entrepreneurial business. This course raises the unique characteristics and challenges of entrepreneurial marketing. The content includes discussion on management and operation for the survival and long-term growth of small business and practical skills and strategy of entrepreneurs with an emphasis on flexibility to adapt to the changing business environment with the concerns of ethical professional norm.

Grading:

Final Examination (individual)	30%
Mid-Term Presentation (group)	20%
Final Group Project (group)	30%
In-class Quizzes	10%
Participation	10%
Total	100%

Course Schedule:

	<i>Date</i>	Topic	Activities/Assignments
1	Tues 9 June	Introduction to Entrepreneurship: Characteristics of Entrepreneurs & their visions	Entrepreneurial Case Discussion
2	Thurs 11 June	Consumer Insight with Design Thinking Process	Wallet Activity
3	Tues 16 June	Mega Trends	Trends framework
4	Thurs 18 June	Building a Sustainable Business: The 10 Talents of Successful Entrepreneurs	EP10 ~ Entrepreneurial Profile 10 (viaGallupStrengthsCenter.com) ~ Optional ~
5	Tues 22 June	Blue Ocean Strategy	Strategy canvas
6	Thurs 25 June	Business Model: Making Money from Your Idea/BMC	Business Model Canvas Activity
7	Thursday, July 2, 2015 09.00-12.00 hrs.	Business Idea Presentations: 10 mins presentation for 3 business ideas per group	Just the initial idea

8	Tues 7 July	Lean-Start Up: Build-Measure-Learn Loop- Asking the right questions And Persevere or Pivot	Design Minimal Viable Product/Innovation Accounting (Dashboard) Pivoting Exercise
9	Thurs 9 July	Your Entrepreneurial Brand: Identify your strengths to define your personal mission & vision	CSF ~ Clifton StrengthsFinder (via Gallup StrengthsCenter.com)
10	Tues 14 July	Married to Your Brand: Creating customers for life	Customer Engagement hierarchy
11	Thurs 16 July	Advertisement- Message and Digital Media	Storyboarding & message design activity
12	Tues 21 July	Sales & Pricing Strategies	Persuasion tools, sales pipelines and dashboards
13	Thurs 17 July	Change Management	REP change framework & cases
14	Tues 23 July	Presentation & Pitching Skills	3Vs & SUCCESS & presentation template
15	Thurs 28 July	Final Presentation (Subject to change)	Business Model, Marketing Strategy, Positioning Statement, Advertisement concept (VDO)



2014 International Summer Program at Thammasat University (Thailand)

July 08-28, 2015

MK391/MK341 Special Topics in Marketing 1

(International Marketing in Emerging Economies)

Course objective:

The International Summer University Thailand, held in cooperation with Faculty of Economics and Thammasat Business School, Bangkok, Thailand, aims to provide students with an in-depth understanding of international marketing challenges in a globalized landscape. Particular emphasis will be placed on marketing idiosyncrasies in emerging markets and the role of culture in international marketing. In addition, marketing research and international marketing mix decisions will be key topics. By means of a real world market research project, students will be able to gain first-hand experience on how to assess consumer behavior in a foreign country and how to work in inter-cultural teams.

Through participating in the summer university, students will learn to understand the challenges in contemporary international marketing and management, with a particular focus on cultural aspects and peculiarities of emerging markets.

Teaching methods:

The course integrates various teaching methods, such as lectures, discussions, guest speakers, company visits and a group project. A substantial classroom discussion is encouraged and expected. All students are required to work on the group project during the summer program. Each team will consist of TU and WU students working on the fieldwork. To this end, the course will also include individual coaching sessions with each group to guide students in their development of the final projects.

>> Attendance throughout the course is mandatory. <<

Course contents and schedules:

Week 1

Date	Topic	Instructor
July, 8, 2015 08.30 -09.00	Welcome Session and Project Kick-Off	Dr. Somboon and Ms. Agnieszka
July 8, 2015 09.00–12.00	Business Environment in Thailand • History, political system, immigration patterns • Thai economy, foreign investment in Thailand, Thai investment overseas • Thai business culture • Thai trading relationships	Dr. Suthikorn
July 9, 2015 09.00–12.00	Consumer behavior in the Thai context • Consumer behavior and consumers' culture in Thailand • Symbolic consumer behavior (values, personality and lifestyle) • Consumer decision making	Dr. Kritsadarat
July10, 2015 09.00–12.00	Branding strategies • Branding strategies and positioning • Lifestyle, symbolic, emotional and functional brands • Branding from a consumers' perspective: brand attitudes, consumer-brand relationship	Ms. Agnieszka
July13, 2015 09.00–12.00	Market research I • Appropriate research design in market research • Challenges in market research • Conducting secondary data research (database, scoreboard, market assessment with secondary data research)	Ms. Agnieszka
July14, 2015 09.00–12.00	Market research II • Qualitative Research Methods • Quantitative Research Methods • Conducting primary data research • Developing a questionnaire	Ms. Agnieszka

Week 2

Date	Topic	Instructor
July 15, 2015 TBA	Corporate visit	Dr. Somboon
July 17, 2015 09.00 – 12.00	Branding in Southeast Asia • Branding process • Branding strategy • Branding activation	Ms. Suwalya
July 17, 2015 13.00 – 16.00	Product management in emerging markets • Product strategies in practice • Product management in emerging markets	Mr. Vorasit
July 20, 2015 09.00 – 12.00	Cross-cultural management • Foundations of cross-cultural management • Analyzing different layers of culture • Cultural studies of Hofstede, GLOBE etc.	Dr. Patnaree
July 21, 2015 09.00 – 12.00	Global market strategy • Dimensions of globalization • Global competition • Value drivers and the resource-based-view of the firm	Prof. Bodo

Week 3

Date	Topic	Instructor
July 22, 2015 09.00 – 12.00	Balancing local responsiveness and global synergies • Contravening forces: global rationalization versus local responsiveness • Environmental barriers to global rationalization • Developing “glocal” strategies	Prof. Bodo
July 23, 2015 09.00 – 12.00	Workshop – group project supervision	Dr. Somboon
July 24, 2015 09.00 – 12.00	Integrated marketing communication • Roles of integrated marketing communication • Effectiveness of brand communication • Global media challenges in emerging markets	Dr. Alisara
July 27, 2015 09.00 – 12.00	Future of international marketing and management • Opposing trends and strategic tensions • Dealing with increased uncertainty • New paradigms of organizational success	Prof. Bodo
July 28, 2015 09.00 – 12.00	Final presentations • Attendance of final presentations: real-life projects • Feedback session on projects • Feedback session on the overall three weeks of study	Prof. Bodo and Dr. Somboon