

## Course Outline

### Introduction to Business - BA291: Section 046402

<b>Semester:</b>	Semester 2/2022 (January 9 – May 6, 2022)
<b>Number of credits:</b>	3 credits
<b>Instructor:</b>	<b>Dr. Hugh Patrick O’Connell</b> E-mail: hugh@planit.co.th Office hours: by appointment
<b>Class Schedule:</b>	Monday, 13.00 - 16.00 hrs.
<b>Class Room:</b>	<b>Room 101</b>
<b>Prerequisites:</b>	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	9 January	Exploring the World of Business and Economics	1
2	16 January	Ethics and Social Responsibility in Business	2
3	23 January	Global Business	3
		Part II: BUSINESS OWNERSHIP AND ENTREPRENEURSHIP	
4	30 January	Choosing a Form of Business Ownership	4
5	6 February	Small Business, Entrepreneurship, and Franchises	5
		Part III: MANAGEMENT AND ORGANIZATION	
6	13 February	Understanding the Management Process	6
7	20 February	Creating a Flexible Organization	7
	27 February	Assignment 1 Due – NO MIDTERM	
9	Makeup Class TBA	Producing Quality Goods and Services	8
		Part IV: HUMAN RESOURCES	
10	13 March	Attracting and Retaining the Best Employees	9
11	20 March	Motivating and Satisfying Employees	10
		Part V: MARKETING	
12	27 March	Building Customer Relationships Through Effective Marketing	11
13	3 April	Creating and Pricing Products That Satisfy Customers	12
14	Makeup Class TBA	Distributing and Promoting Products	13
		Part VI: INFORMATION, ACCOUNTING, AND FINANCE	
15	17 April	Exploring Social Media and e-Business	14

Week	Date	Topic	Chapter
16	24 April	Using Management and Accounting Information	15
	May 9	Assignment 2 Due - Final Exam: 13.30 - 16.30 hrs.	

### **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 7<sup>th</sup> 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: 27<sup>th</sup> February 2023

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: 9<sup>th</sup> May 2023

Word count: 2400 to 2500

In an assigned group you will find and use business information of a pre-selected company, one that you have access to. 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.

## ACADEMIC CALENDAR & HOLIDAY SEMESTER 2/2022

<b>Semester 2/2022 (January 9 - May 6, 2023)</b>	
Registration at REG TU (*ID.62-65)	November 22 – 25, 2022
Tuition Fee Payment Period (Via TU Greats App)	November 27, 2022 – January 7, 2023
Classes Begin	January 9, 2023
Add-drop period	January 9 - 22, 2023 <i>(from 9.00 AM of January 9 to 10.30 PM of January 22)</i>
Tuition Fee Payment Period (Via TU Greats App)	January 9 - 23, 2023 <i>(9 AM - 10.30 PM)</i>
Mid-term Examination Period	February 27 - 28 to March 4, 2023
<i>Makha Bucha Day*</i>	<i>March 6, 2023</i>
Withdrawal period with “W” on record	January 25 – March 19, 2023 <i>(from 9.00 AM of January 25 to 10.30 PM of March 19)</i>
<i>Chakri Memorial Day*</i>	<i>April 6, 2023</i>
<i>Songkran Festival Day*</i>	<i>April 10 - 16, 2023</i>
<i>Coronation Day*</i>	<i>May 4, 2023</i>
Last day of class for Semester 2/2022	May 6, 2023
Final exam period	May 8 – 22, 2023
<i>Royal Ploughing Ceremony Day*</i>	<i>To be announced</i>
Submitting Forms for Degree Conferral	January 9 - 22, 2023

Remark \* Holiday, No classes during this period