

TQF.3

Bachelor's Degree

Master's Degree



College of Hospitality Industry Management

Course Specification

Course Code: CHB1201

Course Title: Principles of Business

Credits: 3(3-0-6)

Program: Tourism Hotel and Event Management

Suan Sunandha Rajabhat University

(SSRU)

Semester : 1 **Academic Year :** 2024

Section 1 General Information

1. Code and Course Title :

Course Code: CHB1201

Course Title (English): Principles of Business

Course Title (Thai): หลักการของธุรกิจ

2. Credits : 3(3-0-6)

3. Curriculum and Course Category :

3.1 Curriculum: Bachelor of Business Administration, Program in **International Business (International Program), Revised in 2024.**

3.2 Course Category:

General Education

Major Course

Elective Course

Others

4. Lecturer Responsible for Course and Instructional Course

Lecturer (s) :

4.1 Lecturer Responsible for Course: Onnapat Muenpaopong

4.2 Instructional Course Lecturer(s): None

5. Contact/Get in Touch

Room Number 401 Tel. 093-4299951 E-mail Onnapat.mu@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 1 Year of Study 2024

6.2 Number of the students enrolled: 31 Students

7. Pre-requisite Course (If any)

Course Code: None Course Title: None

8. Co-requisite Course (If any)

Course Code: None Course Title: None

9. Learning Location

Building: College of Hospitality Industry Management, Nakhonpathom

Building: 36 College of Hospitality Industry Management, Bangkok

10. Last Date for Preparing and Revising this Course:

5th July 2024

Section 2 Aims and Objectives

1. Course Aims

At the end of this course, the student will reach to five domains in the following areas of performance:

3.1 Morals and Ethics

- (1) The ability to deliver or to complete a required task at or the appointed time,
- (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,
- (3) The ability to make decisions in business according to moral concepts and judgments.

3.2 Knowledge

- (1) The ability to understand business theories and solve case studies,
- (2) The ability to analyze and solve real practical problems and issues,,
- (3) The ability to use business knowledge integrated with other disciplines.

3.3 Cognitive Skills

- (1) The ability to gather and summarize information, and conduct research,
- (2) Self-study and sharing information to the class,
- (3) The ability to find original solution and their own method.

3.4 Interpersonal Skills and Responsibility

- (1) The ability to have two responsibilities; they learn for themselves and help group member to learn,
- (2) The ability to use adequate method for interpersonal communication and discussion,
- (3) The ability to create some business ideas and to have leadership skills.

3.5 Numerical Analysis, Communication, and Information Technology Skills

- (1) The ability to use basic ICT skills and apply them to daily life,
- (2) The ability to use statistics data to solve business problems,
- (3) The ability to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real-life experiences.

2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)

According to TQF 5 (Thailand Quality Framework 5: HEd.) for the 2015 academic year, students should develop their abilities as follow:

- (1) Identify, list, define key business terminologies, and critical business concepts.
- (2) Familiar with modern financial issues and understanding the principles of accounting, money, banking, investment, and risk management.
- (3) Demonstrate the understanding of marketing mix: product decisions, distribution decisions, promotions decisions, and pricing decisions.
- (4) Know the contemporary business environment and global context of business.
- (5) Demonstrate the ability to explain the important of line and staff in the organizations and how to manage human resources.
- (6) Know the basic information systems and communication technology.
- (7) Recognize and understand business and economic systems as well as the types of business organizations.
- (8) Demonstrate the ability to write a company analysis of a real world situation as an individual project and present it to the class.

Section 3 Characteristics and Operation

1. Course Outline

Meaning of business, socio-economic role of business, business organizations, business internal and external environment, types of business, government policies dealing with business, and issues in real business world.

ความหมายของธุรกิจ บทบาทของธุรกิจทางเศรษฐกิจและสังคม องค์กรธุรกิจ สภาพแวดล้อมภายในและภายนอกทางธุรกิจ ประเภทของธุรกิจ นโยบายของรัฐบาทที่เกี่ยวข้องกับการดำเนินธุรกิจ และปัญหาในโลกธุรกิจจริง

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self-Study (hours)
48 hours	3+ (if any)	-	96 hours

3. Time Length per Week for Individual Academic Consulting and Guidance

(The lecturer responsible for course identifies the information, for example, 1 hour / week)

3.1 Self consulting at the lecturer’s office: Room Number 306 College of Hospitality Industry Management (Nakhon Pathom Education Center/SSRU)

Room Number 402 College of Hospitality Industry Management (Bangkok Education Center/SSRU)

3.2 Consulting via office telephone: 034 964 946 Ext. 334

3.3 Consulting via E-Mail: Onnapat.mu@ssru.ac.th

3.4 Consulting via Social Media (Facebook/Twitter/Line): Line

3.5 Consulting via Computer Network (Internet/Web board): Moodle

Section 4 Developing Student’s Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) The ability to deliver or to complete a required task at or the appointed time,

- (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,

- (3) The ability to make decisions in business according to moral concepts and judgments.

1.2 Teaching Strategies

(1) The team of students will help to remind other team members to be on time,

(2) Provide an example of integrity in classroom such as no plagiarism,

(3) Provide a case study that explains business ethics.

1.3 Evaluation Strategies

(1) Checking student attendance every class,

(2) Evaluate from how many students cheating in exam,

(3) Evaluate students' responsibility on their contribution on group project.

2. Knowledge

2.1 Knowledge to be acquired

- (1) The ability to understand business theories and solve case studies,
- (2) The ability to analyze and solve real practical problems and issues,

- (3) The ability to use business knowledge integrated with other disciplines.

2.2 Teaching Strategies

(1) Use Problem-based learning,

(2) Use cooperative learning techniques,

(3) Invite guest speaker who is an expert in real world business and business regulation.

2.3 Evaluation Strategies

(1) Pop-quiz, midterm, and final exam,

(2) A group project,

(3) Class Presentation.

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) The ability to gather and summarize information, and conduct research,

- (2) Self-studying and sharing information with others,

- (3) The ability to find original solution and their own method

3.2 Teaching Strategies

(1) Group and individual research presentations,

(2) Participate in real intergroup and interpersonal competitions,

(3) Problem-based learning.

3.3 Evaluation Strategies

- (1) Evaluate individual and group research and studies,
- (2) Evaluate in class activities and personal involvement,
- (3) Class presentations and discussion.

4. Interpersonal Skills and Responsibility

4.1 Interpersonal Skills and Responsibility to be developed

- (1) The ability to have two responsibilities; they learn for themselves and help group member to learn,
 - (2) The ability to use adequate method for interpersonal communication and discussion,
 - (3) The ability to create some business ideas and to have leadership skills.

4.2 Teaching Strategies

- (1) Implement student center learning method and problem-based learning,
- (2) Encourage students to work together in small groups,
- (3) Implement business manner practices and social skills

4.3 Evaluation Strategies

- (1) Assess students' participation in teamwork,
- (2) Observe students business manner and social skills,
- (3) Evaluate students' business creativities and innovativeness by keynote speaker involvement or students contest organization.

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology Skills to be developed

- (1) The ability to use basic ICT skills and apply them to daily life,
- (2) The ability to use statistics data to solve business problems,
- (3) The ability to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.

5.2 Teaching Strategies

- (1) Use case studies that allow students to implement their knowledge of statistics and mathematics to solve business problems,
- (2) Encourage students to use statistics and ICT in research and projects conduction,
- (3) Encourage students to actively use ICT and social media in daily life.

5.3 Evaluation Strategies

(1) Evaluate the correct application of statistics and mathematics to solve problems,

(2) Evaluate effectiveness of ICT usage in research and presentations,

(3) Evaluate their ability to use software and application in their work and studies.

Remark: Symbol ● means ‘major responsibility’

Symbol ○ means ‘minor responsibility’

No symbol means ‘no responsibility’

The above symbols were shown in ‘Curriculum Mapping’ of TQF 2. (Program Specification)

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	Topic 1 Introduction to Business <ul style="list-style-type: none"> • The definition of business • Business objectives • Types of business • Business functions 	3 hrs.	- Pretest - Direct instruction and group discussion	Onnapat Muenpaopong
2	Topic 2 Business structures	3 hrs.	- Direct instruction - Problem based learning: case study	Onnapat Muenpaopong
3	Topic 3 Business environment analysis <ul style="list-style-type: none"> • External environment • Internal environment 	3hrs.	-Lecture and group discussion -Student-centered: Constructivist approaches - Cooperative learning: Jigsaw	Onnapat Muenpaopong
4	Topic 4 Principles of business management <ul style="list-style-type: none"> • Management functions • Organization chart • Types of managers • Influencing factors in 	3 hrs.	- Direct Instruction - Student center: cooperative learning (rally robin)	Onnapat Muenpaopong

	management			
5	Topic 5 Production and operation management (POM) <ul style="list-style-type: none"> • The importance of studying POM • Production process system • Operation planning • Product design 	3 hrs.	<ul style="list-style-type: none"> - Direct Instruction - Student center: cooperative learning (jigsaw activity) 	Onnapat Muenpaopong
6	Topic 6 Production and operation management (POM) (continued) <ul style="list-style-type: none"> • High Production capacity factors • Facility Layout • Material Management • Industrial standard and law • Quality control 	3 hrs.	<ul style="list-style-type: none"> - Direct Instruction - Student center: cooperative learning (round robin) 	Onnapat Muenpaopong
7	Group Presentation	3 hrs.	<ul style="list-style-type: none"> - Oral presentation - Report - Midterm Review 	Onnapat Muenpaopong
8	Midterm Examination	3 hrs.	<ul style="list-style-type: none"> - Paper test - Analysis questions - Essay 	Onnapat Muenpaopong
9	Topic 7 Human resource management <ul style="list-style-type: none"> • Competency • Range of human resource 	3 hrs.	<ul style="list-style-type: none"> - Direct Instruction - Problem based learning: case study - Student center: cooperative learning (role playing) 	Onnapat Muenpaopong

	management			
10	Topic 8 Marketing management <ul style="list-style-type: none"> • Marketing management philosophies • Marketing functions • Market segmentation • Marketing mix 	3 hrs.	-Lecture and group discussion -Student-centered: Constructivist approaches - Cooperative learning: Jigsaw	Onnapat Muenpaopong
11	Topic 9 Accounting and budgeting <ul style="list-style-type: none"> • Financial statement 	3 hrs.	- Direct Instruction - Student center: cooperative learning (round robin)	Onnapat Muenpaopong
12	Topic 10 Strategic business management <ul style="list-style-type: none"> • Configuration of strategic management • Types of strategies • Strategic management & business policy success factors 	3 hrs.	- Direct Instruction - Student center: cooperative learning (rotating feedback)	Onnapat Muenpaopong
13	Topic 11 Business Ethics <ul style="list-style-type: none"> • Ethical evaluation criteria • Ethics levels • Corporates governance • Social responsibility 	3 hrs.	- Direct Instruction - Student center: cooperative learning (TGT: Team Game Tournament)	Onnapat Muenpaopong

14	Topic 12 Small business <ul style="list-style-type: none"> • Types of small business • Business plan 	3 hrs.	- Direct Instruction - Student center: cooperative learning (TGT: Team Game Tournament)	Onnapat Muenpaopong
15-16	Group Presentation	3 hrs.	- Oral presentation - Report - Final Exam review	Onnapat Muenpaopong
17	Final Examination	3 hrs.	- Paper test - Analysis questions - Essay	Onnapat Muenpaopong

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	Ethic and Morals (1) The ability to deliver or to complete a required task at or the appointed time, (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold, (3) The ability to make decisions in business according to moral concepts and judgments.	<ul style="list-style-type: none"> • Class attendance checklist • Individual portfolio 	Throughout semester	10%
2	Knowledge (1) The ability to identify the business theories and describe important case studies, (2) The ability to analyze and solve real practical problems and issues, (3) The ability to use business	<ul style="list-style-type: none"> • Midterm & final examination 		20% & 30%

	knowledge integrated with other disciplines.			
3	<p>Cognitive Skills</p> <p>(1) The ability to gather and summarize information, and conduct research,</p> <p>(2) Self-studying and sharing information with others,</p> <p>(3) The ability to find original solution and their own method.</p>	<p>(1) Cooperative learning</p> <p>(2) Quiz</p> <p>(3) Group discussion</p>	<p>(1) Throughout semester</p> <p>(2) Throughout semester</p> <p>(3) Throughout semester</p>	20%
4	<p>Interpersonal Skills and Responsibilities</p> <p>(1) The ability to have two responsibilities; they learn for themselves and help group member to learn,</p> <p>(2) The ability to use adequate method for interpersonal communication and discussion,</p> <p>(3) The ability to create some business ideas and to have leadership skills.</p>	<p>(1) Cooperative learning</p> <p>(2) Group discussion</p> <p>(3) Group discussion</p>	<p>(1) Throughout semester</p> <p>(2) Throughout semester</p> <p>(3) Throughout semester</p>	15%
5	<p>Numerical Analysis, Communication and Information Technology Skills</p> <p>(1) The ability to use basic ICT skills and apply them to daily life,</p> <p>(2) The ability to use statistics data to solve business problems,</p> <p>(3) The ability to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.</p>	<p>(1) Group activity</p> <p>(2) Group project</p> <p>(3) Group discussion</p>	<p>(1) Week 7</p> <p>(2) Week 15</p> <p>(3) Throughout Semester</p>	5%

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Michael Czinkota, Iikka A. Ronkainen, Michael H. Moffett (2010).

International Business (8th ed.). Wiley

Les R. Dlabay, James L. Burrow, Steven A. Eggland (2005). *Intro to Business* (6th ed.). Thomson

2. Important Documents for Extra Study

Hill, Charles W. L. (2008). *Global Business Today* (6th ed.). McGraw-Hill

3. Suggestion Information (Printing Materials/Website/CD/Others)

Susan M. McHugh, James M. McHugh William G. Nickles (1995). *Understanding Business* (4th ed.). McGraw-Hill

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

1.1 Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. The topics include:

- (1) Content objectives
- (2) The instructional materials
- (3) Learning methods and assessment
- (4) Advisory method

1.2 Observing students' behavior in classroom.

1.3 Using students' suggestion during classroom.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturer observes the class and discusses the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.

- (3) The lecturer uses examples to make the materials easy to understand.
 - (4) The lecturer stimulated interest in the course.
 - (5) The lecturer made the course material interesting.
 - (6) The lecturer is knowledgeable about the topics presented in this course.
 - (7) The lecturer treats students respectfully.
 - (8) The lecturer is fair in dealing with students.
 - (9) The lecturer makes students feel comfortable about asking question.
 - (10) Course assignments are interesting and stimulating.
 - (11) The lecturer's use of technology enhanced learning in the classroom.
- 2.2 The Dean or head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

3. Teaching Revision

Lecturer revises teaching / learning process based on the results from the students' survey question, observation, suggestion, and classroom research.

4. Feedback for Achievement Standards

The evaluation is conducted by the Administrator Committee in order to assessment process and grading.

5. Methodology and Planning for Course Review and Improvement

- 5.1 Revise and develop course structure and learning process every year.
- 5.2 Seek advisory from expertise in order to enhance content and make it up-to-date with the changing environment.

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

Courses	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills		
	● Major Responsibility									○ Minor Responsibility					
Course Category: Business Major Course	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code: CHB1201 Course Title: International Operations Management	●	○	○	●	●	○	○	●	●	●	○	○	○	○	○