



MKO 3

**Course Specification**

<b>University</b>	Siam University
<b>Faculty / Department</b>	Business Administration Graduate School

**1. General Information of Course Outline**

500-601	Basic Financial Accounting
2. Credit (Lecture hour – Lab. Hour – Self Study)	
3 credits (3-0-6)	
3. Academic Curriculum	
3.1 Curriculum name 500-601	IMBA
3.2 Type of Subject	Foundation Course
4. Coordinated Lecturer and Lecturer	
4.1 Coordinated Lecturer	
4.2 Lecturer	Paul Henry
5. Semester / Year	
2 / 2017	
6. Pre-requisites none	
7. Co-requisites	
8. Place of Study	
Siam University	
9. Date of Latest Course Specification Revised	
August 2016 (new)	

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## 2. Purpose and Objection

### 1. Subject Purpose

To explain the importance of financial accounting to achieve successful management of a business and to prepare required financial reports.

### 2. Objective of Subject Revision

Not revised – this is the first.

## 3. Implementation and Procedures

### 1. Course Description

Financial Accounting

### 2. Periods Per Semester

Lecture	Tuition	Laboratory / Field trip / Training	Self Study
48 hours	-	-	

### 3. Period of Consultant per week

Wednesday through Sunday 8:30am to 4:30pm

## 4. Development of Learning Skills

### 1. Ethics

**1.1 Ethics Development** "Processing Integrity" To identify and explain controls designed to ensure processing integrity (Security, confidentiality, and privacy)

### 1.2 Teaching Method

Lecture

### 1.3 Evaluation Method

Class Project (American Eagle Outfitters and The Buckle, Inc.)  
Mid-Term Examination  
Final Exam

### 2. Knowledge Skill

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2.1	<b>Expected Knowledge</b> Knowledge of financial statement analysis including IFRS (International Financial Reporting Standards) vs GAAP; ratio analysis.
2.2	<b>Teaching Method</b> Lecture – Homework
2.3	<b>Evaluation Method</b> Class Project (American Eagle Outfitters-The Buckle Inc. Mid-Term Examination Final Exam
3.	<b>Wisdom Skill</b>
3.1	<b>Required Intelligence Skill Development</b> Develop understanding of financial statement analysis using a decision makers perspective.
3.2	<b>Teaching Method</b> – Lecture
3.3	<b>Evaluation Method</b> Class Project (American Eagle Outfitters) Mid-Term Examination Final Exam
4.	<b>Interpersonal and Responsibility Skill</b>
4.1	<b>Required Interpersonal and Responsibility skill Development</b> Reporting Financial information to the management of cost centers and revenue centers.
4.2	<b>Teaching Method</b>  Lecture
4.3	<b>Evaluation Method</b>  Mid-Term Examination Final Exam
5.	<b>Mathematics Communication and IT Analysis Skill</b>
5.1	<b>Mathematics Communication and IT Analysis skill Development</b> The control objectives for information and related technology. (COBIT) How IT affects financial reporting.
5.2	<b>Teaching Method</b>

3/A

Lecture

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Mid-Term Examination

Final Exam - Class Project (American Eagle Outfitters and The Buckle, Inc.)

5. Lesson Plan and Evaluation

1. Lesson plan				
Week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	A Framework for Financial Accounting	3	Lecture plus class response and power points	Paul Henry
2	The accounting cycle: During the period.	3	Lecture plus class response and power points	Paul Henry
3	The accounting cycle: End of period.	3	Lecture plus class response and power points	Paul Henry
4	Cash and Internal Controls	3	Lecture plus class response and power points	Paul Henry
5	Receivables and Sales	3	Lecture plus class response and power points	Paul Henry
6	Inventory and COGS	3	Lecture plus class response and power points	Paul Henry
7	Long-term assets	3	Lecture plus class response and power points	Paul Henry
8	Mid-Term Examination	3		

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9	Current liabilities	3	Lecture plus class response and power points	Paul Henry
10	Holiday-Chulalongkorn memorial day	3	Lecture plus class response and power points	Paul Henry
11	Long-term Liabilities	3	Lecture plus class response and power points	Paul Henry
12	Stockholder's Equity	3	Lecture plus class response and power points	Paul Henry
13	Statement of Cash Flow	3	Lecture plus class response and power points	Paul Henry
14	Financial Statements	3	Lecture plus class response and power points	Paul Henry
15	Review	3	Lecture plus class response and power points	Paul Henry
16	Final Exam	3	Lecture plus class response and power points	Paul Henry

2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
<b>A Framework for Financial Accounting</b> <b>The accounting cycle: During the period.</b> <b>The accounting cycle: End of period.</b> <b>Cash and Internal Controls</b> <b>Receivables and Sales</b>	Mid-Term Examination	8	35%

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Inventory and COGS Long-term assets			
Current liabilities Long-term Liabilities Stockholder's Equity Statement of Cash Flow Financial Statements	(Using key financial ratios)		
	All of the above – Final Exam	16	50%
Class Project – American Eagle Outfitters	Culmination of the analysis of the financial statements of American Eagle Outfitters and the Buckle, Inc.	16	15%

#### 6. Learning Resources

<b>1. Course Materials</b> Financial Accounting – Spiceland/Thomas/ Herrmann- Fourth edition
<b>2. Important Textbooks and References</b> Financial Accounting Information for Decisions Wild, Shaw Chiappetta and Kwok
<b>3. Recommended Textbooks and References</b> Financial Accounting – Spiceland/Thomas/Herrmann – Fourth edition

#### 7. Course Evaluation and Development

<b>1. Course Evaluation by Students</b>
<b>2. Teaching Evaluation</b>
<b>3. Teaching Development</b>

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Other materials will be introduced.

**4. Recommendation from course coordinator to curriculum coordinator**

.....*Paul Henry*.....

Course Coordinator

(*Dec 20, 2017*)

Date

.....*JF*.....

Curriculum Coordinator

(*Dec 27, 2017*)

Date

*7/17*



### Course Specification (MKO.3)

<b>University</b>
<i>Siam University</i>
<b>Faculty / Department</b>

#### 1. General Information of Course Outline

<b>1. Course Code and Course Name:</b> <i>502-110: Marketing Management</i>
<b>2. Credit :</b> <i>3</i>
<b>3. Academic Curriculum</b>
<b>3.1 Curriculum name</b>
<b>3.2 Type of Subject :</b> <i>Core Course</i>
<b>4. Coordinated Lecturer and Lecturer</b>
<b>4.1 Coordinated Lecturer :</b> <i>Aj Bhumiphat Gilitwala</i>
<b>4.2 Lecturer :</b> <i>Aj Bhumiphat Gilitwala</i>
<b>5. Semester / Year :</b> <i>3/2013 Semester</i>
<b>6. Pre-requisites :</b> <i>None</i>
<b>7. Co-requisites :</b> <i>None</i>
<b>8. Place of Study :</b> <i>Siam University</i>
<b>9. Date of Latest Course Specification Revised :</b> <i>2013</i>

#### 2. Purpose and Objection

<b>1. Subject Purpose:</b> <i>It is expected that upon completion of the course the student</i>
1. <i>Should be able to take most of the responsibilities of Brand Management or Marketing Services Management.</i>
2. <i>Should have an understanding of the interaction among the Marketing mix variables and the implications for product management, promotions management, pricing, distribution management.</i>



<ol style="list-style-type: none"> <li>3. <i>Should be able to design and execute from start to finish a basic strategic marketing plan.</i></li> <li>4. <i>Should be aware of the many sources of marketing management information.</i></li> <li>5. <i>Should have a practical understanding and application of marketing techniques,</i></li> <li>6. <i>Should be able to communicate their strategic marketing plans and defend a set of recommendations, and to argue persuasively for a point of view, recognizing that no one strategic solution for an organization is necessarily correct</i></li> </ol>
<p><b>2. Objective of Subject Revision:</b> <i>To focus on the Marketing functional area.</i></p> <ol style="list-style-type: none"> <li>1. <i>To be able to identify and analyze potential marketing opportunities</i></li> <li>2. <i>To enable students to master the skills of Marketing Management in the consumer, service, and industrial settings.</i></li> <li>3. <i>To learn a comprehensive and systematic approach to the strategic marketing process and to learn to think critically and strategically.</i></li> <li>4. <i>To be able to take the perspective of the Chief Marketing Officer when analyzing a particular case.</i></li> <li>5. <i>To develop an appreciation and understanding of marketing's roles and social responsibilities in a global society.</i></li> </ol>

### 3. Implementation and Procedures

<p><b>1. Course Description :</b> <i>The course is structured around three interrelated components: (1) learning a process for doing market and consumer analysis,(2) learning to develop marketing strategies project plans (3) practicing and applying the process through analyzing cases, interaction with marketing practitioners and undertaking a strategic marketing plan project as part of a group.</i></p>			
<p><b>2. Periods Per Semester</b></p>			
<p><b>Lecture</b></p> <p>36 to 45 hours</p>	<p><b>Tuition</b></p> <p><i>In class discussions and presentations</i></p>	<p><b>Laboratory / Field trip / Training</b></p> <p><i>Case studies</i></p>	<p><b>Self Study</b></p> <p><i>At least 90 hrs</i></p>
<p><b>3. Period of Consultant per week</b></p> <p><i>- A faculty member provides academic advice and guidance as required and on request at all times</i></p>			

### 4. Development of Learning Skills

<p><b>1. Ethics</b></p> <p><b>1.1 Ethics Development</b></p> <ol style="list-style-type: none"> <li><i>Students will become cognisant with the importance of compliance with the rules and regulations that govern the conduct of Marketing.</i></li> <li><i>The concepts of corporate social responsibility (CSR) are impressed upon students.</i>  <i>Responsibility to:-</i> <ol style="list-style-type: none"> <li><i>the market place;</i></li> <li><i>the community</i></li> <li><i>the workforce;</i></li> <li><i>the environment</i></li> </ol> <i>are discussed, related to case studies, and examined.</i></li> <li><i>Issues of cultural difference, the need for cultural sensitivity and the means of effective cross cultural communication are explored in depth.</i></li> </ol>
<p><b>1.2 Teaching Method</b></p> <ol style="list-style-type: none"> <li><i>Lectures of 3 hours at a time, 1 time a week,</i></li> <li><i>The use of power point for delivery of lectures</i></li> <li><i>Provision of course materials in the form of hard copy and via the student website</i></li> <li><i>Vigorous and interactive participatory course management</i></li> </ol>
<p><b>1.3 Evaluation Method</b></p> <ol style="list-style-type: none"> <li><i>An open book final exam only and no mid semester exam</i></li> <li><i>Four in class discussion case studies and this case study to be done individually as an assignment</i></li> <li><i>Group project on Marketing</i></li> </ol>
<p><b>2. Knowledge Skill</b></p> <p><b>2.1 Expected Knowledge</b></p> <ol style="list-style-type: none"> <li><i>Should learn to understanding of the interaction among the Marketing mix variables and the implications for product management, promotions management, pricing, distribution management.</i></li> <li><i>Should be able to decide and execute Value proposition, Segmentation, Targeting and Positioning</i></li> <li><i>Should have a practical understanding and application of marketing techniques</i></li> </ol>
<p><b>2.2 Teaching Method</b></p>

➤ <i>As in 1.2 above</i>
<b>2.3 Evaluation Method</b> ➤ <i>As in 1.3 above</i>
<b>3. Wisdom Skill</b> <b>3.1 Required Intelligence Skill Development :</b> <i>Having students analyze, assess and evaluate the Marketing Mix adopted by multi-national corporations that succeed and fail in the Market</i> <ol style="list-style-type: none"> <li>1. <i>The ability to identify Value proposition</i></li> <li>2. <i>The ability to indentify Target market</i></li> <li>3. <i>The ability to market size.</i></li> </ol> <b>3.2 Teaching Method</b> <ol style="list-style-type: none"> <li>(1) <i>By teaching examples of successful analysis</i></li> <li>(2) <i>Using an interactive participatory teaching regime</i></li> <li>(3) <i>Setting questions that test analytical skills and avoide the pit-falls of rote learning</i></li> <li>(4) <i>Having students debate and argue issues in class.</i></li> <li>(5) <i>Always asking the “why” and “what next” questions.</i></li> </ol> <b>3.3 Evaluation Method</b> <ol style="list-style-type: none"> <li>(1) <i>Four Written individual case studies</i></li> <li>(2) <i>Group project presentation and submission</i></li> <li>(3) <i>Written open book three hour final examinations</i></li> </ol>
<b>4. Interpersonal and Responsibility Skill</b> <b>4.1 Required Interpersonal and Responsibility skill Development</b> <ol style="list-style-type: none"> <li>(1) <i>Punctuality is a must in this course as it is in the international business arena..</i></li> <li>(2) <i>Courtesy, politeness and respect for authority in all its forms are taught as essential to successful business outcomes.</i></li> <li>(3) <i>Both personal conduct and communicatin skills, with an emphasis on cross cultural communication, are studied</i></li> <li>(4) <i>Etiquette, as an aspect of culture is explored.</i></li> <li>(5) <i>Professional conduct, in all respects, is demanded at all times</i></li> </ol>
<b>4.2 Teaching Method</b> <ol style="list-style-type: none"> <li>(1) <i>A Socratic, interactive and participatory teaching mode is adopted.</i></li> <li>(2) <i>Course work on the cultural theory, which emphasises mono-chronic and polychronic cultural traits, and precision, is put into practice in the class room.</i></li> <li>(3) <i>High and low context cultural behaviors are taught; managing business relationships</i></li> </ol>

<p><i>in different cultural contexts</i></p> <p>(4) <i>Practical example, by business savvy teachers, is a key to teaching this course</i></p>
<p><b>4.3 Evaluation Method</b></p> <p>➤ <i>As in 3.3 above</i></p>
<p><b>5. Mathematics Communication and IT Analysis Skill</b></p> <p><b>5.1 Mathematics Communication and IT Analysis skill Development</b></p> <p><i>Numerical analysis is not a key component of this course. Analytical evaluation extends to such issues as demand, price elasticity and advertising budget, costing and other statistical data on demographics, however, relevant</i></p>
<p><b>5.2 Teaching Method</b></p> <p><i>As stated above</i></p>
<p><b>5.3 Evaluation Method</b></p> <p><i>In so far as it is relevant by using the methods outlined above</i></p>

## 5. Lesson Plan and Evaluation

1. Lesson plan				
week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	<ul style="list-style-type: none"> <li>Course Introduction</li> <li>Defining Marketing</li> </ul>	3 hrs	Power point	Aj Bhumiphat
2	<ul style="list-style-type: none"> <li>Developing Marketing Strategies &amp; Plans</li> <li>Gathering Information &amp; scanning the Environment</li> </ul>	3 hrs	Power point	Aj Bhumiphat
3	<ul style="list-style-type: none"> <li>Conducting Marketing Research &amp; Forecasting Demand</li> <li>Case study 1</li> </ul>	3 hrs	Power point	Aj Bhumiphat
4	<ul style="list-style-type: none"> <li>Creating Customer Values, satisfaction, and Loyalty</li> <li>Analyzing Consumer</li> </ul>	3 hrs	Power point	Aj Bhumiphat

	<i>Markets</i>			
5	<ul style="list-style-type: none"> <li>• <i>Analyzing Business Markets</i></li> <li>• <i>Identifying Market Segments &amp; Targets</i></li> </ul>	3 hrs	Power point	Aj Bhumiphat
6	<ul style="list-style-type: none"> <li>• <i>Creating Brand Equity</i></li> <li>• <i>Case study 2</i></li> </ul>	3 hrs	Power point	Aj Bhumiphat
7	<ul style="list-style-type: none"> <li>• <i>Crafting the Brand Positioning</i></li> <li>• <i>Dealing with Competition</i></li> </ul>	3 hrs	Power point	Aj Bhumiphat
8	<ul style="list-style-type: none"> <li>• <i>Setting Product Strategy</i></li> </ul>	3 hrs	Power point	Aj Bhumiphat
9	<ul style="list-style-type: none"> <li>• <i>Designing &amp; Managing Services</i></li> </ul>	3 hrs	Power point	Aj Bhumiphat
10	<ul style="list-style-type: none"> <li>• <i>Developing Pricing Strategies &amp; Programs</i></li> <li>• <i>Case study 3</i></li> </ul>	3 hrs	Power point	Aj Bhumiphat
11	<ul style="list-style-type: none"> <li>• <i>Designing &amp; Managing Marketing Channel</i></li> </ul>	3 hrs	Power point	Aj Bhumiphat
12	<ul style="list-style-type: none"> <li>• <i>Managing Retailing, Wholesaling, &amp; Logistics</i></li> </ul>	3 hrs	Power point	Aj Bhumiphat
13	<ul style="list-style-type: none"> <li>• <i>Designing &amp; Managing Integrated Marketing Communications</i></li> </ul>	3 hrs	Power point	Aj Bhumiphat
14	<ul style="list-style-type: none"> <li>• <i>Managing Mass Communications</i></li> </ul>	3 hrs	Power point	Aj Bhumiphat
15	<ul style="list-style-type: none"> <li>• <i>Managing Personal Communication</i></li> </ul>	3 hrs	Power point	Aj Bhumiphat

<b>2. Learning Evaluation Plan</b>
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<i>Final Exam</i>	<i>50 %</i>
<i>Group Case Analysis</i>	<i>20 %</i>
<i>Group Semester Project</i>	<i>30 %</i>
<i>Total Points</i>	<i>100 %</i>

## 6. Learning Resources

<b>1. Course Materials :</b>
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<i>Marketing Management – 14th Edition by Kotler, Prentice Hall</i>
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<b>2. Important Textbooks and References</b>
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| <ul style="list-style-type: none"> <li>• Other author Marketing Management books</li> <li>• Marketing management case studies for marketing journals</li> </ul> |
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<b>3. Recommended Textbooks and References</b>
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Any real world marketing article
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## 7. Course Evaluation and Development

<b>1. Course Evaluation by Students</b>
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| (1) <i>Promoting interactive in-class participation.</i><br>(2) <i>Maintaining a relaxed, non-hierarchical, teacher /student relationship</i> |
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<b>2. Teaching Evaluation</b>
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| (1) <i>Fully annoumance and confidential evaluation of instructor is done by students at end of the course, this evaluation forms is at no point accessible by the instructor. Instructor is give the result of student evaluation after the grades are released</i> |
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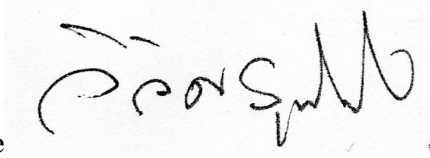
<b>3. Teaching Development</b>
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| (1) <i>Teacher keeps on upgrading his self by keeping touch with new Marketing text and follow with real business world and event in region integration</i><br>(2) <i>Seek to change and upgrade course material and teaching style based on the previous student evaluation</i><br>(3) <i>Attend different Marketing forum and talk to bring real world events to class</i> |
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<b>4. Subject verification of Student Achievement</b>
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| 1. <i>Ensure that students complete four written case studies as per course.</i><br>2. <i>Have written open book applicable and not theoretical final examinations.</i> |
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3. <i>Encourage students to evaluate and express their own views and opinions</i>
<b>5. Revision and Development of Course Effectiveness</b> (1) <i>One practical and real world application using grounded theory.</i> (2) <i>Encouraging student to be more knowledge outcome based rather than grades only</i>

<p style="text-align: center;"><b>Lecturer</b></p> <p><b>Signature. Aj. Bhumiphat Gilitwala</b></p> <p style="text-align: center;">( )</p> <p style="text-align: center;"><b>Date.10/Nov/2012</b></p>	<p style="text-align: center;"><b>Approved by Dean</b></p> <div style="text-align: center;">  </div> <p><b>Signature</b></p> <p style="text-align: center;"><b>(Dr.Vijit Supinit)</b></p> <p style="text-align: center;"><b>Date22/3/25014</b></p>
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### Course Specification (MKO.3)

University	<i>Siam University</i>
Faculty / Department	

#### 1. General Information of Course Outline

1. Course Code and Course Name: <i>504-110 Financial Management</i>
2. Credit : 3
3. Academic Curriculum 3.1 Curriculum name  3.2 Type of Subject : <i>Core Course</i>
4. Coordinated Lecturer and Lecturer 4.1 Coordinated Lecturer : <i>Dr.Sahanon Tungbenchasirikul</i> 4.2 Lecturer : <i>Dr.Sahanon Tungbenchasirikul</i>
5. Semester / Year : <i>Pre-semester</i>
6. Pre-requisites : <i>None</i>
7. Co-requisites : <i>None</i>
8. Place of Study : <i>Siam University, Nong Khaem</i>
9. Date of Latest Course Specification Revised : <i>December 2016</i>



## 2. Purpose and Objectives

1. **Subject Purpose:** *It is expected that upon completion of the course the student*
  - *To provide financial management understandings in both theoretical and practical aspects.*
  - *To demonstrate how to apply financial management concept to explain real business situations and solve problems.*
  - *To enable students to enhance their analytical skills, judgments, and constructive comments by reading actual business and financial reports, and in turn undertaking group assignments.*
2. **Objectives of Subject:**
  - *To teach MBA students how to apply financial management theories in business practices and solving strategic issues in the business organization.*
  - *To provide opportunities for students to conduct group assignments and presentations as well as constructive comments.*
  - *To ensure that the teaching contents are up-to-date and address key topics necessary for financial management practices.*

## 3. Implementation and Procedures

**1.Course Description :** Financial concepts, financial management, the analysis and utilization of financial reports, cash flow management, mobilization of capital in the capital markets, structure of investment budgets, dividends, the cost of capital and emphasis is placed on the principles of high level financial management of financial institutions.

### 2. Periods Per Semester

Lecture	Tuition	Laboratory / Field trip / Training	Self Study
45 hours	<i>In class discussions and presentations</i>	<i>Case studies</i>	<i>At least 90 hrs</i>

### 3. Period of Consultant per week

*- A faculty member provides academic advice and guidance as required and on request at all times*

## 4. Development of Learning Skills

### 1. Ethics

#### 1.1 Ethics Development

- Punctuality.
- Accountability.
- Professional presentation.
- Constructive thinking and comments.
- No plagiarism (students must address sources of data in their presentation).
- Respect lecturer and every classmate (the lecturer won't tolerate offensive behavior).
- Fairness

<b>1.2 Teaching Method</b> <ul style="list-style-type: none"> <li>• Announce the lecturer-student agreement in the first lecture.</li> <li>• Include economic topics and examples that illustrate corporate social responsibilities.</li> <li>• Address sufficient financial management concept in the class.</li> </ul>
<b>1.3 Evaluation Method</b> <ul style="list-style-type: none"> <li>• Provide marks for class attendants in the evaluation policy.</li> <li>• Announce group presentation marks immediately after every group has finished its presentation.</li> <li>• Deduct group presentation mark if students did not display sources of data.</li> </ul>
<b>2. Knowledge Skill</b>
<b>2.1 Expected Knowledge: Foundations of Financial Management including:</b> <ul style="list-style-type: none"> <li>• <i>Basic Financial Management Practices</i></li> <li>• <i>Financing</i></li> <li>• <i>Valuation</i></li> <li>• <i>Investment</i></li> </ul>
<b>2.2 Teaching Method</b> <ul style="list-style-type: none"> <li>• <i>Give lectures about financial management theories and real business examples.</i></li> <li>• <i>Allow students to ask/discuss in the class.</i></li> <li>• <i>Request students to conduct group assignments and presentation using information from public companies listed in the Stock Exchange of Thailand.</i></li> <li>• <i>Require students to address constructive comments on other group presentation.</i></li> </ul>
<b>2.3 Evaluation Method</b> <ul style="list-style-type: none"> <li>• <i>Group assignment (totally 15 marks).</i></li> <li>• <i>Class participation (totally 15 marks).</i></li> <li>• <i>Final examination (totally 55 marks).</i></li> </ul>
<b>3. Wisdom Skill</b>
<b>3.1 Required Intelligence Skill Development :</b> <ul style="list-style-type: none"> <li>• <i>Logical thinking in financial management aspects.</i></li> <li>• <i>Financial statement analysis.</i></li> <li>• <i>Corporate financial evaluation and projection</i></li> <li>• <i>Project feasibility analysis.</i></li> </ul>
<b>3.2 Teaching Method</b> <ul style="list-style-type: none"> <li>• <i>Lectures in both theories and business examples.</i></li> <li>• <i>Allow students to ask/discuss about financial management phenomena.</i></li> <li>• <i>Group assignments and presentations.</i></li> <li>• <i>Take-home Exercises</i></li> </ul>
<b>3.3 Evaluation Method</b> <ul style="list-style-type: none"> <li>• <i>Express their cognitive skills in group presentation and constructive comments.</i></li> <li>• <i>Undertake final examination.</i></li> </ul>
<b>4. Interpersonal and Responsibility Skill</b>
<b>4.1 Required Interpersonal and Responsibility skill Development</b> <ul style="list-style-type: none"> <li>• <i>Leadership</i></li> </ul>

<ul style="list-style-type: none"> <li>• <i>Commitment</i></li> <li>• <i>Compromise</i></li> <li>• <i>Teamwork</i></li> <li>• <i>Punctuality</i></li> <li>• <i>Emotional Intelligence.</i></li> </ul>
<b>4.2 Teaching Method</b> <ul style="list-style-type: none"> <li>• <i>Request students to undertake group assignments and presentations.</i></li> <li>• <i>Require students to express constructive comments on other group presentations.</i></li> </ul>
<b>4.3 Evaluation Method</b> <ul style="list-style-type: none"> <li>• <i>Group assignments (15 marks)</i></li> <li>• <i>2 Take-home Exercises (15 Marks)</i></li> <li>• <i>Class participation (15 marks)</i></li> </ul>
<b>5. Mathematics Communication and IT Analysis Skill</b>
<b>5.1 Mathematics Communication and IT Analysis skill Development</b> <ul style="list-style-type: none"> <li>• <i>An understanding of financial indicators &amp; financial calculation capability (e.g. financial ratios, financial valuation, project feasibility analysis, financial projections)</i></li> <li>• <i>Ability to interpret financial indicators and address financial outlooks based on financial data analysis.</i></li> </ul>
<b>5.2 Teaching Method</b> <ul style="list-style-type: none"> <li>• <i>Illustrate financial management formulas and financial calculation examples during the lectures.</i></li> <li>• <i>Request students to access listed company websites to obtain financial data necessary for this course and completing group assignments.</i></li> </ul>
<b>5.3 Evaluation Method</b> <ul style="list-style-type: none"> <li>• <i>Group assignments (15 marks)</i></li> <li>• <i>2 Take-home Exercises (15marks)</i></li> <li>• <i>Final examination (55 marks)</i></li> </ul>

### 5. Lesson Plan and Evaluation

1. Lesson plan				
Class No.	Content Description	Study Period	Learning Activities & Teaching aids media	Lecturer
1	• <i>Course Introduction</i>	3 hrs	Power point	Dr.Sahanon
2 - 5	• <i>Part 1: Basic Practices</i>	12 hrs	Power point	Dr.Sahanon
6 - 9	• <i>Part 2: Valuation</i>	12 hrs	Power point	Dr.Sahanon
10 - 13	• <i>Part 3: Investment</i> • <i>Submit Take-home Exercise 1</i>	12 hrs	Power point	Dr.Sahanon
13 - 15	• <i>Part 4: Financing</i> • <i>Submit Take-home Exercise 2</i>	6 hrs	Power point	Dr.Sahanon

1. Lesson plan				
Class No.	Content Description	Study Period	Learning Activities & Teaching aids media	Lecturer
	<ul style="list-style-type: none"> <li>Submit Group Assignment</li> </ul>			

2. Learning Evaluation Plan	
• Group Assignment	15%
• 2 Take-Home Exercises	15%
• Class Participations	15%
• Final Examination	55%
• Total	100%

### 6. Learning Resources

<b>1. Course Materials :</b> <ul style="list-style-type: none"> <li>Dr.Sahanon Tungbenchasirikul (2016) <i>Financial Management Lecture Notes</i>, Siam University</li> <li>Eugene F. Bringham and Michael C. Ehrhardt (2013) <i>Financial Management: Theory and Practice</i></li> </ul>
<b>2. Important References:</b> <ul style="list-style-type: none"> <li>Stock Exchange of Thailand (SET) – <a href="http://www.set.or.th">www.set.or.th</a></li> </ul>
<b>3. Recommended Textbooks and References:</b> <ul style="list-style-type: none"> <li>Annual reports of public companies listed in Stock Exchange of Thailand</li> <li>Disclosure Form 56-1 of public companies listed in Stock Exchange of Thailand</li> </ul>

### 7. Course Evaluation and Development

<b>1. Course Evaluation by Students</b> <ul style="list-style-type: none"> <li>Students conduct teaching evaluation by the end of this course.</li> <li>Students undertake self-evaluation in various aspects before and after attending this course.</li> </ul>
<b>2. Teaching Evaluation</b> <ul style="list-style-type: none"> <li>Graduate School of Business dispatches the evaluation form for students to give scores.</li> <li>Discuss with students to check their understandings and feedbacks, and improve accordingly.</li> </ul>
<b>3. Teaching Development</b> <ul style="list-style-type: none"> <li>Gather financial data and interesting articles from news and SET, and update teaching materials.</li> <li>Describe my work experiences concerned with applying financial management concepts in solving problems and supporting strategic decision-making.</li> </ul>
<b>4. Subject verification of Student Achievement</b> <ul style="list-style-type: none"> <li>Students undertake self-evaluation in various aspects before and after attending this course.</li> </ul>

- Students can express their understandings of financial management concepts and relevant examples to support their answers in final exam session.
- Discuss with students to check whether they understand the essence of financial management theories, and thus, they apply such concepts in their business practices.

## 5. Revision and Development of Course Effectiveness

- Adopt students' evaluation results and feedbacks to improve my teaching materials and styles.
- Gather financial data and interesting articles to update teaching materials for every semester.

<b>Lecturer</b>	<b>Head of Department</b>	<b>Approved by Dean</b>
Signature    Sahanon T.  (Dr.Sahanon Tungbenchasirikul) Date 9/December/2016	Signature..... ( Date...../...../.....	Signature..... ( Date...../...../.....



## Course Specification (MKO.3)

University	Siam University
Faculty / Department	Graduate School of Business Administration, International MBA Program

## 1. General Information of Course Outline

1. Course Code and Course Name	500-612 Organization Behavior
2. Credit (Lecture hour – Lab. Hour – Self Study)	3 (3-0-6)
3. Academic Curriculum	3.1 Curriculum name Master of Business Administration, International MBA Program 3.2 Type of Subject (Gen. Ed. / Core Course / Free Elective) Required course
4. Coordinated Lecturer and Lecturer	4.1 Coordinated Lecturer Dr. Hugh O’Connell and Other 4.2 Lecturer Dr. Hugh O’Connell and Other
5. Semester / Year	2/2016
6. Pre-requisites	-
7. Co-requisites	None
8. Place of Study	Siam University, Bangkok, Thailand. Room 19-306
9. Date of Latest Course Specification Revised	Dec 1, 2016

## 2. Purpose and Objective

### 1. Subject Purpose

Organizational behaviour examines what makes people “tick” at work. It draws from many behavioural and social sciences. This course will attempt to provide an overview of these, paying particular attention to those employee behaviours which management can influence. □

### 2. Objective of Subject Revision

This course will provide the student with a thorough introduction to the applied discipline of organizational behavior. The student will gain a fundamental understanding of the behavior of individuals, groups and organizational units, and the implications of OB for the process of management.

## 3. Implementation and Procedures

### 1. Course Description

This course is designed to provide students with an introduction to the major theories and research in the field of organizational behavior. Organizational behavior has its roots in a number of behavioral science disciplines including psychology, sociology, social psychology, and anthropology. Theories and concepts from these fields will be examined and applied to current practical management problems. Organizational behavior is examined at three levels: the individual level, the group level, and the organizational systems level. The course will emphasize application of behavioral science theories and concepts to management practice.

Topics include individual characteristics, personality, values and attitudes, perceptual processes, decision-making, motivation and performance, group behavior, work teams, communication processes, leadership, power, conflict, organizational culture, and organizational change and stress management.

### 2. Periods Per Semester

Lecture	Tuition	Laboratory / Field trip / Training	Self Study
45 hrs.	0	0	90 hrs.

### 3. Period of Consultant per week

- The lecturer will inform the students about his/her office, teaching schedule, and counseling hours.
- At least two hours per week will be provided for student counseling.

## 4. Development of Learning Skills

### 1. Ethics

#### 1.1 Ethics Development

1. Recognize the values of virtues and ethics, dedication and honesty.
2. Discipline, punctual, and responsible for themselves and the society.

3. Have the leadership and followership and are able to work as a team and resolve conflicts and set priorities.
4. Respect others' rights; acknowledge others' comments, and respect human rights and dignities.
5. Respect the rules and regulations of the organization and society.
6. Able to analyze the impact of using management and technological knowledge on individuals, organizations and the society.
7. Observe academic and professional ethics.

### 1.2 Teaching Method

1. Lecture and provide ethical examples to clarify the contents. Utilize question and answer session to solicit ideas on concept applications and actual practices.
2. Assign students to write reports on ethical-related examples, and present the case studies for in-class discussions.

Use ethical-related cases for teaching and learning

### 1.3 Evaluation Method

1. Observe learning behavior expressed in class.
2. Observe attendance rate and punctuality in submitting work assignments.
3. Evaluate case study analysis and presentation.
4. Appraise performances in quizzes, mid-term and final examinations.
5. Evaluate quality of work assignments.

## 2. Knowledge Skill

### 2.1 Expected Knowledge

Be able to perform Managerial Accounting

### 2.2 Teaching Method

Lecturing with PowerPoint, case study analysis, and in-class discussion will be utilized.

### 2.3 Evaluation Method

1. Use quizzes, mid-term and final examinations containing questions that focus on principles and theories to measure students' knowledge.
2. Observe students' aptitude in group discussion.
3. Evaluate students' studies and researches on case study assignments.
4. Grading and appraising students' performance regularly.

## 3. Wisdom Skill

### 3.1 Required Intelligence Skill Development

Develop systematic, critical, and rational thinking skills. Able to research, interpret, and evaluate the marketing environment and situations for the creative solutions of marketing channel management. Responsible for individual assignments and participate in group assignments. Collect, study, analyze, and summarize the marketing channel and logistics management issues. Have the ability to report in written as well as verbal communication properly.



**3.2 Teaching Method**

1. Assign course works that require the preparation and presentation of related case studies.
2. Study and analyze case studies in various contexts.
3. Focus on principles, concepts, and rationale in group discussions.
4. Assign projects that require intelligence skill development.

**3.3 Evaluation Method**

1. Use quizzes, mid-term and final examinations containing questions that focus on students' analytical and critical thinking skills.
2. Observe students' intelligence skill in group discussion.
3. Evaluate students' analysis and presentation on case study assignments.
4. Grading and appraising students' intelligence skill regularly.

**4. Interpersonal and Responsibility Skill****4.1 Required Interpersonal and Responsibility skill Development**

1. Able to build interpersonal relationship skills.
2. Able to assist and facilitate problem solving in various situations within the group playing both the roles of leaders and team members.
3. Able to use knowledge of social science to guide the public in the appropriate direction.
4. Are responsible for both their own and the group's actions.
5. Able to initiated solutions for personal as well as the group's issues, and express personal and team's standpoint reasonably.
6. Responsible for continuous personal and professional learning development

**4.2 Teaching Method**

1. Emphasize teamwork in the implementation of course projects.
2. Assign projects that require independent as well as group studies.
3. Require classroom presentations and discussions of the findings.

**4.3 Evaluation Method**

1. Ask students to appraise themselves and their friends on specific issues.
2. Observe group presentation behavior and team-work activities.
3. Check and measure self-study reports and activities.

**5. Mathematics, Communication and IT Analysis Skill****5.1 Mathematics, Communication and IT Analysis skill Development**

1. Able to use the available tools for Organization Behavior.
2. Able to recommend problem-solving solutions by applying mathematical or statistical techniques creatively.
3. Able to communicate effectively both orally and in writing, and choose the appropriate form of media presentation suitably.
4. Able to use information and communication technologies appropriately.

**5.2 Teaching Method**

1. Assign case studies that require quantitative analysis and problem-solving alternatives recommendation.
2. Assign course assignments that require Thai and English communication as well as the use of modern technology such as e-learning.
3. Assign training tasks that require the analysis of data such as population, measurements of education performance, etc. for future curriculum revision.
4. Require report presentation using appropriate technological approaches.

### 5.3 Evaluation Method

1. Observe students' communication behavior and approaches.
2. Evaluate the suitability of the communication technologies used.
3. Observe students' discussion participations and approaches.
4. Use quizzes, mid-term and final examinations containing questions that focus on students' mathematical, written communication, and IT analysis skills.
5. Appraise performance regularly.

## 5. Lesson Plan and Evaluation

1. Lesson plan				
week	Content Description	Study Period (hrs.)	Learning Activities and Teaching aids media	Lecturer
1	Chapter 1: What Is Organizational Behavior? -Demonstrate the importance of interpersonal skills in the workplace. -Define organizational behavior (OB). -Show the value to OB of systematic study. -Identify the major behavioral science disciplines that contribute to OB. -Demonstrate why few absolutes apply to OB. -Identify managers' challenges and opportunities in applying OB concepts. -Compare the three levels of analysis in this text's OB model.	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr. Hugh O'Connell
2	Chapter 3: Attitudes and Job Satisfaction -Contrast the three components of an attitude. -Summarize the relationship between attitudes and behavior.	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion	Dr. Hugh O'Connell

	<ul style="list-style-type: none"> <li>-Compare the major job attitudes.</li> <li>-Define job satisfaction.</li> <li>-Summarize the main causes of job satisfaction.</li> <li>-Identify three outcomes of job satisfaction.</li> <li>-Identify four employee responses to dissatisfaction.</li> </ul>		will be utilized.	
3	<p>Chapter 4: Emotions and Moods</p> <ul style="list-style-type: none"> <li>-Differentiate between emotions and moods.</li> <li>-Identify the sources of emotions and moods.</li> <li>-Show the impact emotional labor has on employees.</li> <li>-Describe affective events theory.</li> <li>-Describe emotional intelligence.</li> <li>-Identify strategies for emotion regulation.</li> <li>-Apply concepts about emotions and moods to specific OB issues.</li> </ul>	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr. Hugh O'Connell
4	<p>Chapter 5: Personality and Values</p> <ul style="list-style-type: none"> <li>-Describe personality, the way it is measured, and the factors that shape it.</li> <li>-Describe the strengths and weaknesses of the Myers-Briggs Type Indicator (MBTI) personality framework and the <a href="#">Big Five</a> model.</li> <li>-Discuss how the concepts of core self-evaluation (CSE), self-monitoring, and proactive personality contribute to the understanding of personality.</li> <li>-Describe how the situation affects whether personality predicts behavior.</li> <li>-Contrast terminal and instrumental values.</li> <li>-Describe the differences between person-job fit and person-organization fit.</li> <li>-Compare Hofstede's five value dimensions and the GLOBE framework.</li> </ul>	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr. Hugh O'Connell
5	<p>Chapter 6: Perception and Individual Decision Making</p>	3	Quiz. Lecturing with	Dr. Hugh O'Connell

	<ul style="list-style-type: none"> <li>-Explain the factors that influence perception.</li> <li>-Describe attribution theory.</li> <li>-Explain the link between perception and decision making.</li> <li>-Contrast the rational model of decision making with bounded rationality and intuition.</li> <li>-Explain how individual differences and organizational constraints affect decision making.</li> <li>-Contrast the three ethical decision criteria.</li> <li>-Describe the three-stage model of creativity.</li> </ul>		PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	
6	<p>Chapter 7: Motivation Concepts</p> <ul style="list-style-type: none"> <li>-Describe the three key elements of motivation.</li> <li>-Compare the early theories of motivation.</li> <li>-Contrast the elements of self-determination theory and goal-setting theory.</li> <li>-Demonstrate the differences among self-efficacy theory, reinforcement theory, equity theory, and expectancy theory.</li> <li>-Identify the implications of employee job engagement for managers.</li> <li>-Describe how the contemporary theories of motivation complement one another.</li> </ul>	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr. Hugh O'Connell
7	<p>Chapter 8: Motivation: From Concepts to Applications</p> <ul style="list-style-type: none"> <li>-Describe how the job characteristics model motivates by changing the work environment.</li> <li>-Compare the main ways jobs can be redesigned.</li> <li>-Explain how specific alternative work arrangements can motivate employees.</li> <li>-Describe how employee involvement measures can motivate employees.</li> <li>-Demonstrate how the different types of</li> </ul>	3	Individual Report Presentation. Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr. Hugh O'Connell

	<p>variable-pay programs can increase employee motivation.</p> <p>-Show how flexible benefits turn benefits into motivators.</p> <p>-Identify the motivational benefits of intrinsic rewards.</p>			
	<b>Mid-Term Examination</b>			
8	<p>Chapter 9: Foundations of Group Behavior</p> <p>-Distinguish between the different types of groups.</p> <p>-Describe the punctuated-equilibrium model of group development.</p> <p>-Show how role requirements change in different situations.</p> <p>-Demonstrate how norms exert influence on an individual's behavior.</p> <p>-Show how status and size differences affect group performance.</p> <p>-Describe how issues of cohesiveness and diversity can be integrated for group effectiveness.</p> <p>-Contrast the strengths and weaknesses of group decision making.</p>	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr. Hugh O'Connell
9	<p>Chapter 10: Understanding Work Teams</p> <p>-Analyze the continued popularity of teams in organizations.</p> <p>-Contrast groups and teams.</p> <p>-Contrast the five types of team arrangements.</p> <p>-Identify the characteristics of effective teams.</p> <p>-Explain how organizations can create team players.</p> <p>-Decide when to use individuals instead of teams.</p>	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr. Hugh O'Connell
10	<p>Chapter 11: Communication</p> <p>-Describe the functions and process of communication.</p>	3	Lecturing with PowerPoint presentation. Case	Dr. Hugh O'Connell

	<ul style="list-style-type: none"> <li>-Contrast downward, upward, and lateral communication through small-group networks and the grapevine.</li> <li>-Contrast oral, written, and nonverbal communication.</li> <li>-Describe how channel richness underlies the choice of communication channel.</li> <li>-Differentiate between automatic and controlled processing of persuasive messages.</li> <li>-Identify common barriers to effective communication.</li> <li>-Discuss how to overcome the potential problems of cross-cultural communication.</li> </ul>		study analysis and in-class discussion will be utilized.	
11	<p>Chapter 12: Leadership</p> <ul style="list-style-type: none"> <li>-Summarize the conclusions of trait theories of leadership.</li> <li>-Identify the central tenets and main limitations of behavioral theories.</li> <li>-Contrast contingency theories of leadership.</li> <li>-Describe the contemporary theories of leadership and their relationship to foundational theories.</li> <li>-Discuss the roles of leaders in creating ethical organizations.</li> <li>-Describe how leaders can have a positive impact on their organizations through building trust and mentoring.</li> <li>-Identify the challenges to our understanding of leadership.</li> </ul>	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr. Hugh O'Connell
12	<p>Chapter 13: Power and Politics</p> <ul style="list-style-type: none"> <li>-Contrast leadership and power.</li> <li>-Explain the three bases of formal power and the two bases of personal power.</li> <li>-Explain the role of dependence in power relationships.</li> <li>-Identify power or influence tactics and their contingencies.</li> </ul>	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr. Hugh O'Connell

	<ul style="list-style-type: none"> <li>-Identify the causes and consequences of abuse of power.</li> <li>-Describe how politics work in organizations.</li> <li>-Identify the causes, consequences, and ethics of political behavior.</li> </ul>			
13	<p>Chapter 14: Conflict and Negotiation</p> <ul style="list-style-type: none"> <li>-Describe the three types of conflict and the two loci of conflict.</li> <li>-Outline the conflict process.</li> <li>-Contrast distributive and integrative bargaining.</li> <li>-Apply the five steps of the negotiation process.</li> <li>-Show how individual differences influence negotiations.</li> <li>-Assess the roles and functions of third-party negotiations.</li> </ul>	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr. Hugh O'Connell
14	<p>Chapter 15: Foundations of Organization Structure</p> <ul style="list-style-type: none"> <li>-Identify seven elements of an organization's structure.</li> <li>-Identify the characteristics of the functional structure, the divisional structure, and the matrix structure.</li> <li>-Identify the characteristics of the virtual structure, the team structure, and the circular structure.</li> <li>-Describe the effects of downsizing on organizational structures and employees.</li> <li>-Contrast the reasons for mechanistic and organic structural models.</li> <li>-Analyze the behavioral implications of different organizational designs.</li> </ul>	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr. Hugh O'Connell
15	<p>Chapter 16: Organizational Culture</p> <ul style="list-style-type: none"> <li>-Describe the common characteristics of organizational culture.</li> <li>-Compare the functional and dysfunctional effects of organizational culture on people</li> </ul>	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion	Dr. Hugh O'Connell

	and the organization. -Identify the factors that create and sustain an organization's culture. -Show how culture is transmitted to employees. -Describe the similarities and differences in creating an ethical culture, a positive culture, and a spiritual culture. -Show how national culture can affect the way organizational culture is transported to another country.		will be utilized.	
	Final Examination			

2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
	Group Assignment I		25
	Group Assignment II		25
	Final examination		50

## 6. Learning Resources

<b>1. Course Materials</b> Course Text: Robbins SP and Judge TA, 2017, Organizational Behavior, Prentice Hall, 17 <sup>th</sup> Edition
<b>2. Important Textbooks and References</b> -
<b>3. Recommended Textbooks and References</b> Websites, journals, magazines, and other publications related to Integrated Organization Behavior.

## 7. Course Evaluation and Development

<b>1. Course Evaluation by Students</b> 1) Use focus group research approach. 2) Observe students' behavior. 3) Ask students to appraise lecturers by answering teaching performance appraisal questionnaires. 4) Encourage students to provide feedback via electronic media channel.
<b>3. Teaching Development</b> Analyze the teaching performance evaluation data in order to find ways to improve teaching-learning approaches. Workshop on course improvement with the participation of all instructors in the course.



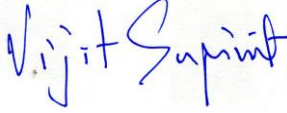
**4. Subject verification of Student Achievement**

Verify the effectiveness of each topic in accordance with the set performance standard by soliciting feedback from students. Analyze students' course works, test scores, and examination results.

1. Analyze students' evaluation toward courses and instructors
2. Establish a performance appraisal committee to verify students' evaluations by analyzing examination papers, reports, grading systems.

**5. Revision and Development of Course Effectiveness**

Evaluation is made annually by the chairman and instructors according to key performance indicators. Instructors in the program involved in revising, evaluating, and planning to improve and/or develop the curriculum by analyzing results from students' evaluations of instructors; job availability of graduates; level of employers' satisfaction with graduates; and other evaluation results that relate to courses, majors and the curriculum in order to improve or develop teaching and study methods.

Lecturer	Approved by Dean
<p>Signature. <i>Dr. Hugh O'Connell</i> (<i>Dr. Hugh O'Connell</i>) Date. Dec 1, 2016</p>	<p> Signature (Dr. Vijit Supinit) Date Dec 1, 2016</p>



## Course Specification (MKO.3)

University	Siam University
Faculty / Department	Graduate School of Business Administration, English MBA Program

## 1. General Information of Course Outline

1. Course Code and Course Name	<b>500-613 Strategic Management and Corporate Governance</b>
2. Credit (Lecture hour – Lab. Hour – Self Study)	3 (3-0-6)
3. Academic Curriculum	
3.1 Curriculum name	Master of Business Administration, International MBA Program
3.2 Type of Subject (Gen. Ed. / Core Course / Free Elective)	Core Course
4. Coordinated Lecturer and Lecturer	
4.1 Coordinated Lecturer	Dr. Vanchai Ariyabuddhiphongs
4.2 Lecturer	Dr. Vanchai Ariyabuddhiphongs
5. Semester / Year	<b>2/2016</b>
6. Pre-requisites	None
7. Co-requisites	None
8. Place of Study	19 Building, 3 <sup>rd</sup> floor, Siam University ( Room 302)
9. Date of Latest Course Specification Revised	<b>December 1, 2016.</b>

## 2. Purpose and Objection

### 1. Subject Purpose

Strategic management deals with the attempts to provide answers to four questions: Where are we? Where do we want to go? How do we get there? And are we there yet? There are analyses and actions to be taken with regard to these questions. Please answer the following questions:

1. What analyses are required to answer the first question (Where are we)?
2. What actions are required with regard to the second question (Where do we want to go)?
3. What actions are required with regard to the third question (How do we get there)? and
4. What analyses are required with regard to the fourth question (Are we there yet)?

### 2. Objective of Subject Revision

This course provides students with an opportunity to apply knowledge they have gained in production management, financial management, marketing management, and human resources management to set the mission, policies, and plans, and to manage a virtual company that is embedded in an on-line, interactive computer program called Global Business Game.

## 3. Implementation and Procedures

### 1. Course Description

The setting up of strategy and the determination of mission, policy, goals and business strategy at various levels as well as the administration of the plan, its evaluation, and analysis of various scenarios and alternatives using case study and business games to help making decisions.

### 2. Periods Per Semester

Lecture	Tuition	Laboratory / Field trip / Training	Self Study
45	-	-	90

### 3. Period of Consultant per week

Every week one hour before teaching

## 4. Development of Learning Skills

### 1. Ethics

#### 1.1 Ethics Development

Discipline, punctual, and responsible for themselves and the society.

Respect the rules and regulations of the organization and society

Observe academic and professional ethics

Create understanding of research ethics and moral

#### 1.2 Teaching Method

Lecturer gives the basic knowledge of topics and after that students should to explore alternative

examples issue is talked. Lecturer is in class for the students, and create independent thinking rather memory based learning.

Practice in research dilemmas and cases

### **1.3 Evaluation Method**

1. Observe learning behavior
2. Observe the development process
3. Evaluate the development of skills
4. Evaluate the work assignments

## **2. Knowledge Skill**

### **2.1 Expected Knowledge**

Student should to know basic philosophical approach of methodology. Understand the differences between methodology and methods. Student should to understand the meaning of different kind research tools and how to implement it in research work.

Able to apply both quantitative and qualitative research.

### **2.2 Teaching Method**

Lectures with PPP.

Comparative examples of quantitative and qualitative research

Case studies

### **2.3 Evaluation Method**

Class participation

Attendance of the class

Class room activity

Development and attitude to learn new thinks and ideas

Able to create research proposal

## **3. Wisdom Skill**

### **3.1 Required Intelligence Skill Development**

Develop systematic and logical thinking.

Meaning of research dilemma.

### **3.2 Teaching Method**

Practice in current topic after lecture. Student capacity to find most appropriate research model/tools

### **3.3 Evaluation Method**

Check and measure the result

Observe together with students alternative approach and tool

Discipline or the research work

## **4. Interpersonal and Responsibility Skill**

### **4.1 Required Interpersonal and Responsibility skill Development**

Able to communicate between lecture as other students

Responsibility of own work as group participation Discipline Willingness to learn new ideas and knowledge (develop own professional skills)
<b>4.2 Teaching Method</b> Support to create own way to thinking Give the question for the groups and individual student and probably find together other way to do it and how it affects the results Create conversation of current topics
<b>4.3 Evaluation Method</b> Participation and capacity to take under the consideration others ideas and methods.
<b>5. Mathematics Communication and IT Analysis Skill</b> <b>5.1 Mathematics Communication and IT Analysis skill Development</b> Able to use different kinds of statistical tools and methods. Able to choose most appropriate tools for the research problem. Able to recommend problem-solving solutions by applying mathematical or statistical techniques creatively.
<b>5.2 Teaching Method</b> Assign case studies that require quantitative analysis and problem-solving alternatives recommendation. Assign case studies that require quantitative analysis and problem-solving alternatives recommendation.
<b>5.3 Evaluation Method</b> Observe students' communication behavior and approaches. Evaluate the suitability of the communication technologies used. Students capacity to analyze the results.

### 5. Lesson Plan and Evaluation

1. Lesson plan				
week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1 20/12/2015	Introduction to Global Business Game	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	Dr. Vanchai Ariyabuddhiphongs

2 27/12/2015	Remaining issues on GBG.	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	Dr. Vanchai Ariyabuddhiphongs
3 03/01/2016	Results of trial Q1Y1 decision.	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	Dr. Vanchai Ariyabuddhiphongs
4 10/01/2016	Results of actual Q1Y1 decision; Ideas & money.	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	Dr. Vanchai Ariyabuddhiphongs
5 17/01/2016	Results of actual Q2Y1 decision; Where are we?	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	Dr. Vanchai Ariyabuddhiphongs
6 24/01/2016	Results of actual Q3Y1 decision; Where are we going?	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	Dr. Vanchai Ariyabuddhiphongs
7 31/01/2016	Results of actual Q4Y1 decision; How do we get there?	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	Dr. Vanchai Ariyabuddhiphongs
8 14/02/2016	Results of actual Q1Y2 decision; Are we there yet?	3	Lecturing with PowerPoint	Dr. Vanchai Ariyabuddhiphongs

			presentation. Case study analysis and in-class discussion will be utilized	
9 21/02/2016	Results of actual Q2Y2 decision; The best company to work for.	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	Dr. Vanchai Ariyabuddhiphongs
10 28/02/2016	Results of actual Q3Y2 decision; Business plan presentation.	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	Dr. Vanchai Ariyabuddhiphongs
11 06/03/2016	Results of actual Q4Y2 decision; Business plan presentation.	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	Dr. Vanchai Ariyabuddhiphongs
12 13/03/2016	Results of actual Q1Y3 decision; Business plan presentation.	3	Personnel advice	Dr. Vanchai Ariyabuddhiphongs
13 20/03/2016	Results of actual Q2Y3 decision; Business plan presentation.	3	Personnel advice	Dr. Vanchai Ariyabuddhiphongs
14 27/03/2016	Results of actual Q3Y3 decision; Parting words.	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	Dr. Vanchai Ariyabuddhiphongs
15 29/03- 03/04/2016	Final exam			

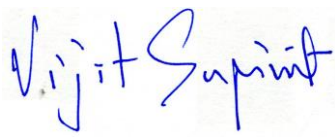
2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
1	Business game performance.	-	40
2	Business plan (Plan 20; presentation 20)	-	40
3	Peer evaluation.		40
4	Class participation. (Bonus point)		10

## 6. Learning Resources

<b>1. Course Materials</b> <ul style="list-style-type: none"> <li>Wolfe, J. The global business game. A strategic management and international business simulation. On-line.</li> </ul>
<b>2. Important Textbooks and References</b> -
<b>3. Recommended Textbooks and References</b> -

## 7. Course Evaluation and Development

<b>1. Course Evaluation by Students</b> -
<b>2. Teaching Evaluation</b> -
<b>3. Teaching Development</b> -
<b>4. Subject verification of Student Achievement</b> -
<b>5. Revision and Development of Course Effectiveness</b> -

<b>Lecturer</b>  Signature Dr. Vanchai Ariyabuddhiphongs (Dr. Vanchai Ariyabuddhiphongs) Date December 1, 2016.	<b>Approved by Dean</b>   Signature (Dr. Vijit Supinit) Date December 1, 2016.
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## Course Specification (MKO.3)

University	Siam University
Faculty / Department	International Masters of Business Administration

### 1. General Information of Course Outline

1. Course Code and Course Name	<i>500-110 Managerial Economics</i>
2. Credit (Lecture hour – Lab. Hour – Self Study) 3 Credits	
Workload	
2.1 Class-room lectures, attendance and participation,	15 weeks per semester, a period of 3 hours/week = 45 hours.
2.2 Self-study	
-Prior preparation and end of class processing	20 hours
-Writing of assignments and group work	45 hours
-Preparation for presentation	25 hours
2.3 Preparation of mid-term and final exams	45 hours
Altogether, the course requires a workload of	180 hours.
3. Academic Curriculum	
3.1 Curriculum name	International Masters of Business Administration
3.2 Type of Subject (Gen. Ed. / Core Course / Free Elective)	Core Course
4. Coordinated Lecturer and Lecturer	
4.1 Coordinated Lecturer	Dr.Vijit Supinit
4.2 Lecturer	Dr.Vijit Supinit
5. Semester / Year	Semester 1 / 2014
6. Pre-requisites	None
7. Co-requisites	None
8. Place of Study	Siam University Building 19 3 <sup>rd</sup> floor
9. Date of Latest Course Specification Revised	Semester 1 / 2014

## 2. Purpose and Objection

### 1. Subject Purpose

The subject of “managerial economics” started in the USA in 1940’s It comprises of two important components:

1. Economics
2. Management

The subject applies “economic theory” to “management decision making” in business, to enable the organization to allocate limited resources most efficiently and to meet the organization’s objectives or goals, particularly profit maximization in business.

### 2. Objective of Subject Revision

After studying the chapter, the student should understand:

1. The concept of Managerial Economics
2. The analytical approach used in Managerial Economics to attain business objectives.

## 3. Implementation and Procedures

### 1. Course Description

The application of economic theory, both macro and micro, in decision making as well as the analysis of consumer demand and the characteristics of markets, production and cost, price theory, business decision under different market structures, e.g. perfect competition, monopoly, monopolistic competition and oligopoly, the allocation of resources to maximize production and profit as well as gross national product, balance of payment and government fiscal monetary policies.

### 2. Periods Per Semester

Lecture	Tuition	Laboratory / Field trip / Training	Self Study
45 hours	In class lecture, discussions and presentations	Case studies	At least 90 hrs.

### 3. Period of Consultant per week

- A faculty member provides academic advice and guidance as required and on request at all times

## 4. Development of Learning Skills

### 1. Ethics

#### 1.1 Ethics Development

Economics theory and methodology offer an important insight into business ethics issues on at least three basic dimensions. First, economics provides a theory of how individuals make choices, including choices with ethical dimensions. Second, business

*ethics and the structure of the organization together establish an important context for corporate behavior. Third, a corporation's reputation for ethical behavior is part of the company's brand-name capital. As such, it is reflected in the value of company securities.*

### **1.2 Teaching Method**

- 1 Lectures of 3 hours at a time, 1 time a week, for 15 weeks*
- 2 The use of power point for delivery of lectures*
- 3 Provision of course materials in the form of hard copy and study notes, and via the student website*
- 4 Vigorous and interactive participatory course management*

### **1.3 Evaluation Method**

- 1. The use of data in the real world.*
- 2. Using data to determine assumptions of causes and consequences.*
- 3. To test the accuracy of forecasts and analysis.*
- 4. The adjustment of assumptions as a result of the test in (3)*
- 5. Continuous testing of various assumptions.*
  - *Results that are accepted become "theory"*
  - *If "theories" are tested and are well accepted, they become "laws" or "principles"*
  - *These "theories" "laws" and "principles" explain the "economic behavior" of individuals, institutions and the economic systems.*

## **2. Knowledge Skill**

### **2.1 Expected Knowledge**

*There are economic policies that apply the "theories" to solve economic and business problems, or to achieve economic and business objectives, for example economic growth, economic stability, exchange rate stability, inflation targets and optimal position to determine production and pricing for profit maximization under different market strictures and environments.*

*These goals have conflicts in themselves, for example too much growth produces inflation, or profit maximization may be in conflict with social objectives, which require goods to be available at low prices., while maximum production will reduce maximum profit.*

*Therefore, economists and business men have to make decisions regarding the best choice for each situation. A compromise is the most common outcome.*

### **2.2 Teaching Method**

- *As in 1.2 above*

### **2.3 Evaluation Method**

- *As in 1.3 above*

<p><b>3. Wisdom Skill</b></p> <p><b>3.1 Required Intelligence Skill Development :</b></p> <p>Students will become cognizant with the importance of compliance with the rules and regulations that govern the conduct of Managerial Economics.</p> <p><b>3.2 Teaching Method</b></p> <ol style="list-style-type: none"> <li><i>1. Concentrating on the understanding of business concepts to achieve the optimum position and business objective of profit maximization. And teaching examples of successful analysis.</i></li> <li><i>2. Using an interactive participatory teaching regime</i></li> <li><i>3. Setting questions that test analytical skills and avoid the pit-falls of rote learning</i></li> <li><i>4. Having students debate and argue issues in class, relating to events and development in real business world and changing global environments.</i></li> <li><i>5. Always asking the “why” and “what next” questions.</i></li> </ol> <p><b>3.3 Evaluation Method</b></p> <ol style="list-style-type: none"> <li><i>(1) Submission of individual research papers.</i></li> <li><i>(2) Written open book three-hour final examinations.</i></li> </ol>
<p><b>4. Interpersonal and Responsibility Skill</b></p> <p><b>4.1 Required Interpersonal and Responsibility skill Development</b></p> <ol style="list-style-type: none"> <li><i>(1) Courtesy, politeness and respect for consensus and authority in all its forms are encouraged as essential to successful business outcomes.</i></li> <li><i>(2) Both personal conduct and communication skills, with an emphasis on cross cultural communication, are studied.</i></li> <li><i>(3) Etiquette, as an aspect of culture is explored.</i></li> <li><i>(4) Professional conduct, in all respects, is demanded at all times.</i></li> </ol>
<p><b>4.2 Teaching Method</b></p> <ol style="list-style-type: none"> <li><i>(1) A Socratic, interactive and participatory teaching mode is adopted.</i></li> <li><i>(2) Course work on the cultural theory, which emphasises mono-chronic and polychronic cultural traits, and precision, is put into practice in the class room.</i></li> <li><i>(3) Practical example, by business savvy teachers, is a key to teaching this course</i></li> </ol>
<p><b>4.3 Evaluation Method</b></p> <p>➤ <i>As in 3.3 above</i></p>
<p><b>5. Mathematics Communication and IT Analysis Skill</b></p> <p><b>5.1 Mathematics Communication and IT Analysis skill Development</b></p> <p><i>-Numerical analysis is not a key component of this course. Analytical evaluation based on conceptual framework extends to such issues as Law of Demand, and</i></p>

*Consumer Demand Analysis, Production and Costs, decision making under different market structures and pricing concept in various environments which include price discrimination, transfer pricing and pricing in different markets.*

### 5.2 Teaching Method

*-As stated above*

### 5.3 Evaluation Method

*-In so far as it is relevant by using the methods outlined above*

## 5. Lesson Plan and Evaluation

1. Lesson plan				
week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	<ul style="list-style-type: none"> <li>● Course Introduction</li> <li>● Introduction to Managerial Economics</li> </ul>	3	Power Point	Dr.Vijit Supinit
2	<ul style="list-style-type: none"> <li>● Demand Analysis</li> <li>● Law of Demand, Demand Function</li> <li>● Consumer Demand Analysis</li> <li>● Consumer's Budget Constraint</li> <li>● Linear Equation</li> <li>● Consumer Equilibrium</li> <li>● Individual and Market Demands</li> </ul>	3	Power Point	Dr.Vijit Supinit
3	<ul style="list-style-type: none"> <li>● Price elasticity of demand</li> <li>● Relationship between Price Elasticity and Total Revenue</li> <li>● Point &amp; Arc Elasticity of Demand</li> <li>● Substitutes &amp; Complement goods</li> <li>● Price, Total Revenue, and Marginal Revenue</li> </ul>	3	Power Point	Dr.Vijit Supinit

4	<b>Theory of Production</b> <ul style="list-style-type: none"> <li>● Production Function</li> <li>● Short-Run and Long-Run input</li> <li>● The Marginal Product Curve</li> <li>● Marginal rate of technical substitution (MRTS)</li> <li>● Optimum input combination and Cost minimizing (or Output maximization)</li> <li>● Expansion path</li> <li>Returns to Scale</li> </ul>	3	Power Point	Dr.Vijit Supinit
5	<b>Cost Theory</b> <ul style="list-style-type: none"> <li>● Cost Function</li> <li>● Explicit and Implicit Costs, Accounting and Economic Costs</li> <li>● Short-Run Cost Functions</li> <li>● SR Relationship between production and cost</li> </ul>	3	Power Point	Dr.Vijit Supinit
6	<i>Cost Theory</i> <ul style="list-style-type: none"> <li>● Long-Run Cost Curves</li> <li>● Diseconomies of Scale</li> <li>● Relationship between Long-Run and Short-Run Costs</li> <li>● Average cost curve</li> <li>● Learning Curve</li> </ul>	3	Power Point	Dr.Vijit Supinit
7	<b><i>The Theory of the Firms</i></b> <ul style="list-style-type: none"> <li>● Equilibrium of Supply and Demand</li> <li>● Profit Maximization in</li> </ul>	3	Power Point	Dr.Vijit Supinit

	<p>different market Structures</p> <ul style="list-style-type: none"> <li>● Perfect competition, a firm's exit decision</li> <li>● Profit maximization of, a Perfectly competitive Firm</li> <li>● Long-Run analysis of a perfectly competitive firm</li> </ul>			
8	<p><b><i>The Theory of the Firm</i></b></p> <ul style="list-style-type: none"> <li>● Monopoly Market</li> <li>● Shot-Run Analysis of a monopoly firm</li> <li>● Shot-Run equilibrium and profit maximization of a monopoly firm</li> <li>● Long-Run and short-run price and output determination under monopoly</li> </ul>	3	Power Point	Dr.Vijit Supinit
9	<p><b><i>The Theory of the Firms</i></b></p> <ul style="list-style-type: none"> <li>● Monopolistic Competition</li> <li>● Profit Maximization Under Monopolistic Competition</li> <li>● Short-Run Price and Output Determination</li> <li>● Long-Run Price and Output Determination</li> <li>● Oligopoly Market</li> <li>● Kinked demand curve model</li> <li>● Cartel (Price</li> </ul>	3	Power Point	Dr.Vijit Supinit

	leadership, Game Theory)			
10	<b><i>Pricing Practices</i></b> <ul style="list-style-type: none"> <li>● Pricing of multiple Products</li> <li>● Optimal Pricing for Joint products in fixed and Variable proportions</li> </ul>	3	Power Point	Dr.Vijit Supinit
11	<b><i>Pricing Practices</i></b> <ul style="list-style-type: none"> <li>● Pricing Discrimination</li> <li>● Transfer Pricing</li> <li>● Pricing of Intermediate Products</li> </ul>	3	Power Point	Dr.Vijit Supinit
12	<b><i>Macro-Economic Analysis</i></b> <ul style="list-style-type: none"> <li>● <i>Balloon Theory of economic drivers</i></li> <li>● <i>Economic Cycle Theory</i></li> </ul>	3	Power Point	Dr.Vijit Supinit
13	<b><i>Macro-Economic Analysis (Cont), preparation of term paper</i></b>	3	Power Point	Dr.Vijit Supinit
14	<b><i>Reviews</i></b>	3	Power Point	Dr.Vijit Supinit
15	<b><i>Reviews</i></b>	3	Power Point	Dr.Vijit Supinit

2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
	Final Exam		70
	Research Paper		30
	Total Points		100

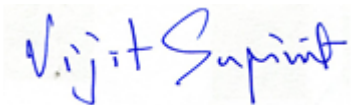
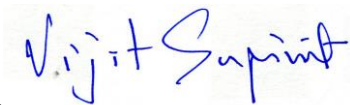


## 6. Learning Resources

<b>1. Course Materials</b> Managerial Economics Principles and Worldwide Applications by Dominick Salvatore, Oxford University Press , International Seventh Edition 2012.
<b>2. Important Textbooks and References</b> <ul style="list-style-type: none"> <li>● Other author Managerial Economics text books</li> <li>● Managerial Economics case studies from Economics Journals</li> </ul>
<b>3. Recommended Textbooks and References</b> <ul style="list-style-type: none"> <li>● Any real world Economics articles</li> </ul>

## 7. Course Evaluation and Development

<b>1. Course Evaluation by Students</b> <i>(1) Promoting interactive in-class participation.</i> <i>(2) Maintaining a relaxed, non-hierarchical, teacher /student relationship</i>
<b>2. Teaching Evaluation</b> <i>-Confidential evaluation of instructor is done by students at end of the course, this evaluation forms is at no point accessible by the instructor. Instructor is given the result of student evaluation after the grades are released.</i>
<b>3. Teaching Development</b> <ol style="list-style-type: none"> <li><i>(1) Teacher keeps on upgrading himself by keeping in touch with new Managerial Economics textbooks and follow the real business world development and events</i></li> <li><i>(2) Seek to change and upgrade course material and teaching style based on the previous student evaluation</i></li> <li><i>(3) Attend different Managerial Economics fora to bring real world events to class</i></li> </ol>
<b>4. Subject verification of Student Achievement</b> <ol style="list-style-type: none"> <li><i>1. Ensure that students complete the assigned term paper.</i></li> <li><i>2. Have completed final examinations.</i></li> <li><i>3. Encourage students to evaluate and express their own views and opinions.</i></li> </ol>
<b>5. Revision and Development of Course Effectiveness</b> <ol style="list-style-type: none"> <li><i>(1) Practical and real world application using proven concepts and theories.</i></li> <li><i>(2) Encouraging student to be more knowledge outcome based rather than grades only.</i></li> </ol>

<p>Lecturer</p>  <p>Signature</p> <p>((Dr.Vijit Supinit)</p> <p>Date 23./8/2014</p>	<p>Approved by Dean</p>  <p>Signature</p> <p>(Dr.Vijit Supinit)</p> <p>Date 23./8/2014</p>
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MKO 3

**Course Specification**

<b>University</b>	Siam University
<b>Faculty / Department</b>	MBA International Program

**1. General Information of Course Outline**

<b>1. Course Code and Course Name</b>	500-616 Managerial Accounting
<b>2. Credit (Lecture hour – Lab. Hour – Self Study)</b>	3 credits (3-0-6)
<b>3. Academic Curriculum</b>	
3.1 Curriculum name	MBA International Business
3.2 Type of Subject	Core Course
<b>4. Coordinated Lecturer and Lecturer</b>	
4.1 Coordinated Lecturer	
4.2 Lecturer	Paul Henry
<b>5. Semester / Year</b>	2 / 2017
<b>6. Pre-requisites</b>	none
<b>7. Co-requisites</b>	-
<b>8. Place of Study</b>	Siam University
<b>9. Date of Latest Course Specification Revised</b>	December 2015

**2. Purpose and Objection**

<b>1. Subject Purpose</b>	To pinpoint the key managerial concepts students will need in their future careers. Students focus on the fundamental principles of managerial accounting.
<b>2. Objective of Subject Revision-</b>	New edition of text book copyright 2014

V/4

### 3. Implementation and Procedures

<b>1. Course Description – Fundamental Principles of Managerial Accounting</b>			
<b>2. Periods Per Semester</b>			
<b>Lecture</b> 16	<b>Tuition</b>	<b>Laboratory / Field trip / Training</b>	<b>Self Study</b> 32
<b>3. Period of Consultant per week</b> Wednesday; Thursday; Friday (2:00 – 4:30-afternoon)			

### 4. Development of Learning Skills

<b>1. Ethics</b> <b>1.1 Ethics Development</b> – Following ethical rules, such as those in the “Statement of Ethical Professional Practices” of the Institute of Management Accountants. <b>1.2 Teaching Method</b> – Teach ethics, using examples of good ethical behavior. <b>1.3 Evaluation Method</b> – Class Discussion
<b>2. Knowledge Skill</b> <b>2.1 Expected Knowledge</b> – Principles of Managerial Accounting <b>2.2 Teaching Method</b> - Lecture <b>2.3 Evaluation Method</b> - Examination
<b>3. Wisdom Skill</b> <b>3.1 Required Intelligence Skill Development</b> – Standards of competence; integrity; confidentiality and credibility. <b>3.2 Teaching Method</b> - Lecture <b>3.3 Evaluation Method</b> – Student feedback
<b>4. Interpersonal and Responsibility Skill</b> <b>4.1 Required Interpersonal and Responsibility skill Development</b> - Corporate social responsibility. Students consider the needs of all stakeholders when making decisions. <b>4.2 Teaching Method</b> - Lecture

4.3 Evaluation Method – Student feedback
<b>5. Mathematics Communication and IT Analysis Skill</b> <b>5.1 Mathematics Communication and IT Analysis skill Development</b> The challenge of IT requires unflagging attention to the global network of interdependent but interconnected computers linking hundreds of thousands networks around the world Least squares regression analysis
5.2 Teaching Method- Example
5.3 Evaluation Method-Homework and examination

### 5. Lesson Plan and Evaluation

1. Lesson plan				
Week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	Overview	3	Power Point	Paul Henry
2	Cost Concepts	3	Microsoft Office: Excel- Least Squares Regression Analysis	Paul Henry
3	Cost Volume Profit	3	Power Point	Paul Henry
4	Job Order Costing	3	Power Point	Paul Henry
5	Variable Costing and Segment Reporting	3	Power Point	Paul Henry
6	Activity Based Costing	3	Power Point	Paul Henry
7	Review of weeks 1-6	3		Paul Henry
8	Mid-Term Examination	3		Paul Henry
9	Differential Analysis	3	Power Point	Paul Henry
10	Capital Budgeting	3	Power Point	Paul Henry
11	Profit Planning	3	Power Point	Paul Henry
12	Flexible Budgets	3	Power Point	Paul Henry
13	Standard Costs	3	Power Point	Paul Henry
14	Performance Measurement	3	Power Point	Paul Henry
15	Review – entire course	3		Paul Henry
16	Final Examination	3		Paul Henry

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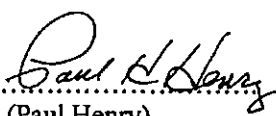
<b>2. Learning Evaluation Plan</b>			
<b>Learning Skill</b>	<b>Evaluation Method</b>	<b>Week of Evaluation</b>	<b>Evaluation Score (%)</b>
1-6 weeks	Mid-Term Examination	8	35%
1-6 and 9-14 weeks	Final Examination	16	40%
	Attendance and Homework		15%
	Moodle		

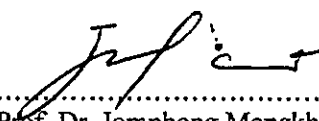
#### **6. Learning Resources**

<b>1. Course Materials</b> Text Book: Managerial Accounting for Managers – Third edition
<b>2. Important Textbooks and References</b>
<b>3. Recommended Textbooks and References</b> Noreen, Brewer and Garrison Institute of Certified Management Accountants

#### **7. Course Evaluation and Development**

<b>1. Course Evaluation by Students</b>
<b>2. Teaching Evaluation</b>
<b>3. Teaching Development</b>
<b>4. Subject verification of Student Achievement</b>
<b>5. Revision and Development of Course Effectiveness</b>

  
 (Paul Henry)  
 Course Instructor

  
 Assoc. Prof. Dr. Jomphong Mongkhonvanit  
 Dean

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## Course Specification (MKO.3)

<b>University</b>
Siam University
<b>Faculty/Department</b>
International Master of Business Administration

### 1. General information of course outline

<b>1. Course Code and Course Name</b>
<b>500-617 Human Capital Management (HCM)</b>
<b>1. Credit</b> (Lecture hour – lab hour – self-study)
3 credits (3-0-6)
<b>3. Academic Curriculum</b>
<b>3.1 Curriculum name</b>
International Masters of Business Administration
<b>3.2 Type of Subject</b> (Gen. Ed. / Core Course / Free Elective)
.....
<b>4. Coordinated Lecturer and Lecturer</b>

<b>4.1 Principal Lecturer Dr. Frank Faulkner</b>  <b>4.2 Co-ordinated Lecturer: n/a</b>	
<b>5.Semester / Year</b>  Semester 1 2018	
<b>6.Pre-requisites</b>  None	
<b>7. Co-requisites</b>  None	
<b>8. Place of Study</b>  Siam University Building 19 3 <sup>rd</sup> floor	
<b>9.Date of Latest Course Specification Revised</b>  Semester: 1, 2018	

## 2. Purpose and Objection

<p><b>1. Subject Purpose</b></p> <p>This course is designed with a mixture of lectures, case study analyses, and in-class discussion, and will be concluded with a <i>term paper</i> to allow students opportunities to develop their critical thinking and learning skills.</p> <p>The emphasis of this course is on the study of HCM integrative systems, structures, and socio-cultural operations in Human Capital Management, with a focus on: Socio-cultural and related business concerns; integration and related structural matters. These macro-topics are broken down into specific sub-divisions, as described in the week-by-week topic descriptors outlined below.</p>
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**3. Objective of Subject Revision**

**To provide a comprehensive understanding of *HCM*.**

- ☐ To comprehend a general appreciation of the dynamics of socio-cultural, security and historic understanding of the general area milieu;
- ☐ To investigate HCM business organisation-wide related to HCM landscape.

**4. Implementation and Procedures****5. Course Description**

Preparation and class discussion of business, socio-cultural opportunities and related matters for the human condition as it relates to capital management in the business environment.

**2. Periods Per Semester**

<b>Lecture</b>	<b>Tuition</b>	<b>Laboratory / Field trip / Training</b>	<b>Self-Study</b>
<i>36 to 45 hours</i>	<i>In class discussions and presentations</i>	<i>Study Tour if appropriate</i>	<i>At least 90 hrs.</i>

**3. Period of Consultant per week**

*- A faculty member provides academic advice and guidance as required and on requested*

## 4. Development of Learning Skills

<p><b>1.Ethics</b></p> <p><b>1. Ethical Development</b></p> <p>1. <i>Students will become cognisant with the importance of compliance with the rules and regulations.</i></p> <ul style="list-style-type: none"> <li><i>The concepts of corporate social responsibility (CSR) are impressed upon students.</i></li> </ul> <p><i>Responsibility to:</i></p> <ul style="list-style-type: none"> <li><i>the market place;</i></li> <li><i>the community</i></li> <li><i>the workforce;</i></li> <li><i>the environment</i></li> <li><i>are discussed, related to social welfare, and examined.</i></li> </ul> <p>2. <i>Issues of cultural difference, the need for cultural sensitivity and the means of effective cross-cultural communication are applied.</i></p>
<p><b>1. Teaching Method</b></p> <p>1. <i>Lectures of 3 hours at a time, 1 period per week,</i></p> <p>2. <i>The use of power point and discussion for delivery of lectures</i></p> <p>3. <i>Provision of course materials</i></p> <p>4. <i>Vigorous and interactive participatory course management</i></p>
<p><b>1.3 Evaluation Method</b></p> <p>1. <i>Mid-term, 15-minute presentation of a relevant topic; A final coursework essay, 3 questions</i></p>
<p><b>2.Knowledge Skill</b></p>

## 2.1 Expected Knowledge

*Students will develop a thorough understanding of the dynamics of the human capital management environment through a series of lectures, self-study, and private/group consultations with the academic staff*

### 1. Teaching Method

1. *As in 1.2 above*

## 2.3 Evaluation Method

2. *As in 1.3 above*

## 3. Wisdom Skill

**3.1 Required Intelligence Skill Development :** *Having students 5analyse, assess and evaluate the topics of management*

1. *The ability to identify vision*
2. *The ability to identify objectives*
3. *The ability to discuss*

### 1. Teaching Method

1. *By teaching examples of successful analysis*
2. *Using an interactive, participatory teaching regime*
3. *Setting questions that test analytical skills and avoid the pit-falls of rote learning*
4. *Having students debate and argue issues in class.*
5. *Always asking the “why” and “what next” questions.*

### 1. Evaluation Method

1. *Mid-term presentation and final 3-question coursework essay*

#### **4. Interpersonal and Responsibility Skills**

##### **4.1 Required Interpersonal and Responsibility skills development**

1. *Punctuality is a must in this course as it is in the international business arena.*
2. *Courtesy, politeness and respect for due authority are taught as essential to successful business outcomes.*
3. *Both personal conduct and communication skills, with an emphasis on cross cultural communication, are applied*
4. *Etiquette, as an aspect of culture is explored.*
5. *Professional conduct, in all respects, is demanded at all times*

##### **4.2 Teaching Method**

1. *A Socratic, interactive and participatory teaching mode is adopted.*
2. *Course work on Human Capital Management, which emphasises macroeconomics is put into practice in the class room.*
3. *Practical examples are a key to teaching this course*

##### **4.3 Evaluation Method**

1. *As in 1.3 above*

#### **5. Mathematics Communication and IT Analysis Skill**

##### **5.1 Mathematics Communication and IT Analysis skill Development**

*Numerical analysis is not a key component of this course. Analytical evaluation extends to such issues as demand and supply of business, and basic interpretation of statistical trends*

##### **5.2 Teaching Method**

*-As stated above*

##### **5.3 Evaluation Method**

*-In so far as it is relevant by using the methods outlined above*

## 5. Lesson Plan and Evaluation

<b>1. Lesson plan (may be subject to change as the course develops)</b>				
<b>week</b>	<b>Content Description (provisional, and subject to change as advised by academic team)</b>	<b>Study Period</b>	<b>Learning Activities and Teaching aids media</b>	<b>Lecturer</b>
1	<b>PART ONE:</b>  Personal introduction to the  Overview of weekly syllabus.  Progress, production, and  completion. General  discussions about Human  Capital Management	3		Dr Frank Faulkner
2	HCM and Globalisation	3		Dr Frank Faulkner (Thereafter)
3	Ethical platforms – right and wrong?	3		
4	Capital planning	3		
5	Capital recruitment: strategies and expectations	3		

<b>week</b>	<b>Content Description</b>	<b>Study Period</b>	<b>Learning Activities and Teaching aids media</b>	<b>Lecturer</b>
6	Training and development	3		
7	Rewards and incentives (plus Presentations)	3		
8	Midterm	3		
9	<b>Part Two:</b> HR strategies	3		
10	Creating value	3		
11	Knowledge and insight	3		
12	Accountability	3		
13	People as assets	3		
14	Motivation, and performance improvement	3		
15	Summary and conclusions	3		

<b>2.Learning Evaluation Plan</b>			
<b>Learning Skill</b>	<b>Evaluation Method</b>	<b>Week of Evaluation</b>	<b>Evaluation Score (%)</b>
	<b>Attendance</b>		<b>10</b>

	<b>Class participation</b>		<b>10</b>
	<b>Mid-term presentation</b>		<b>40</b>
	<b>Final coursework</b>		<b>40</b>
	<b>Total</b>		<b>100</b>

## 6. Learning Resources

### 2. Course Materials

Handouts, and journal articles; electronic resources made available to the students by the academic staff.

### 3. Primary textbooks and reference materials

Baron, A. and M. Armstrong. (2007) Human Capital Management: Achieving Added Value Through People. *Kogan-Page*.

Florida, R. (2012) The rise of the creative e class, revisited. *Basic Books*.

Ingham, J. (2006) Strategic human capital management. *Routledge*.

Macey, W. *et al* (2009) Employee engagement: tool for analysis, practice, and competitive advantage. *Wiley-Blackwell*

#### 4. Recommended Textbooks and References

Bontis, N. and J. Fitz-enz: *Intellectual capital ROI: A causal map of human capital antecedents and consequences*. Journal of Intellectual capital, 2002.

Burke, R. and Cooper, C. (2005) *Reinventing Human Resources Management: Challenges and New Directions* Routledge.

Halter, M. (2012) *What Is an Army but the Soldiers? A Critical Assessment of the Army's Human Capital Management System*. Military Review, Vol. 92, No. 1, January-February 2012

Martin C. (2000) *Stuck in Neutral: Business and the Politics of Human Capital Investment Policy* Princeton University Press.

Meisenberg, G. and R. Lynn. *Intelligence: a measure of human capital in nations*. The Journal of Social, Political, and Economic Studies, Vol. 36, No. 4, Winter 2011

Savvides, A. and Stengos, (2009) T. Human Capital and Economic Growth. *Stanford*.

## 7. Course Evaluation and Development

### 1. Course Evaluation by Students

1. *Promoting interactive in-class participation.*
2. *Maintaining a relaxed, non-hierarchical, teacher /student relationship*

### 2. Teaching Evaluation

*Fully announced and confidential evaluation of instructor is done by students at the end of the course, this evaluation forms is at no point accessible by the instructor. Instructor is give the result of student evaluation after the grades are released.*

### 3. Teaching Development

- *Teacher keeps on upgrading his self by keeping in touch with new pertinent materials.*
- *Seek to change and upgrade course material and teaching style based on the previous student evaluation*



- *Attend different trades if applicable, and bringing real world events to the class*

#### **4. Subject verification of Student Achievement**

1. *Ensure that students complete their assignment within class*
2. *Have written final course work*
3. *Encourage students to evaluate and express their own views and opinions.*

#### **5. Revision and development of course effectiveness**

1. *One practical and real-world application of the topic*
2. *Encouraging students to be more knowledgeable and outcome based rather than grades only.*

<b>Lecturer</b>   Signature.....  ) ( Date...../...../.....	<b>Approved by Dean</b>   Signature  Date...../...../.....
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### Course Specification (MKO.3)

University
Siam University
Faculty / Department
Master of Business Administration (English Program)

#### 1. General Information of Course Outline

1. Course Code and Course Name
<b>500-619 International Business Management</b>
2. Credit (Lecture hour – Lab. Hour – Self Study)
3 (3-0-6) , 45 Lecture hour
3. Academic Curriculum
3.1 Curriculum name
Plan B. – None Thesis
3.2 Type of Subject (Gen. Ed. / Core Course / Free Elective)
Core Course
4. Coordinated Lecturer and Lecturer
4.1 Coordinated Lecturer -none-
4.2 Lecturer
Lecturer : Mr. Charoon Boonsanong และคณะ
5. Semester / Year
1/2016
6. Pre-requisites
None
7. Co-requisites
None
8. Place of Study
MBA Building, Siam University
9. Date of Lastest Course Specification Revised
August 1, 2016

## 2. Purpose and Objection

### 1. Subject Purpose

To established the knowledge of how to management the business across boarder of the country, study the components of globalization, various types of forces, monetary system and foreign exchange rate impacts the profit of international firms, strategy and organization structure for each products and market, how to entry the foreign, international human resource management and finally the process and procedure for international business negotiation.

### 2. Objective of Subject Revision

Need up to date with new environments

## 3. Implementation and Procedures

### 1. Course Description

To study Philosophies and principle of international business management with comparison of transnational firm's organizational systems, management of operation system, planning and transnational control, human resource policy, business environment as well as study various issues relating to efficient management of policy and operations of international business. Process of international business negotiations, protocol, success factors and tactics.

### 2. Periods Per Semester

Lecture	Tuition	Laboratory / Field trip / Training	Self Study
15			

### 3. Period of Consultant per week

## 4. Development of Learning Skills

### 1. Ethics

#### 1.1 Ethics Development

Lecture and assign to study the various cases by student and discussion and quiz by individual.

#### 1.2 Teaching Method

Use lasted edition text book for lecture in class and assignment for homework exercise and term paper with presentation.

Update related news and information from international source of data such as financial and international business website and related journal

**1.3 Evaluation Method**

Exercise in class, homework exercise, term paper and presentation, mid-term examination and final examination

**2. Knowledge Skill****2.1 Expected Knowledge**

After finished the class, all student and acknowledge the structure and components of international business management as the factors impact to the manager of multinational enterprises(MNEs), how to analytical the environment market for manage business and human resource .

**2.2 Teaching Method**

Lecture with text book and related information or news during the class time

**2.3 Evaluation Method**

Quiz in class, mid-term examination, term paper presentation and final examination

**3. Wisdom Skill****3.1 Required Intelligence Skill Development**

The basic concepts of marketing management and international marketing

**3.2 Teaching Method**

Teaching case by example and change some data for exercise in class to make student understand the concepts and details

**3.3 Evaluation Method**

How long time to understanding the topics and case for analytical and discussion

**4. Interpersonal and Responsibility Skill****4.1 Required Interpersonal and Responsibility skill Development**

The class assign group discussion and presentation for the case

**4.2 Teaching Method**

Lecture and discussion topics for example and case in class from textbook and current related news.

**4.3 Evaluation Method**

Assign case discussion in class and student presentation , finally share the results together among group

<b>5. Mathematics Communication and IT Analysis Skill</b> <b>5.1 Mathematics Communication and IT Analysis skill Development</b> How to read and use foreign exchange rate and financial statement performance analysis
<b>5.2 Teaching Method</b> Assign case discussion in class and answer the question adapt to student nationality
<b>5.3 Evaluation Method</b> Understanding how to use the foreign exchange rate quotation of the bank

### 5. Lesson Plan and Evaluation

1. Lesson plan				
week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	Globalization	3 hrs	Lecture the concept for starting class the concept of globalization , text book and presentation	Mr. Charoon Boonsanong
2	National Differences in Political Economy	3 hrs	Lecture the political system, Economy system and legal system of major country and how to manager analytical for doing the business with, text book and presentation	Mr. Charoon Boonsanong
3	Differences in Culture	3 hrs	Lecture the determinants of culture, the philosophy of major religious of the world and the index of behavior across the nation in four areas, text book and presentation	Mr. Charoon Boonsanong
4	Ethics in international Business	3 hrs	Lecture the concept and how to govern the	Mr. Charoon Boonsanong

			international business with fairness and honesty, text book and presentation	
5	International Trade Theory	3 hrs	Lecture the theory of trade across boarder with various conceptual for the advantage, text book and presentation	Mr. Charoon Boonsanong
6	Regional Economic Integration	3 hrs	Lecture the group of co-ordination in trade and investment for economic development in their group, text book and presentation	Mr. Charoon Boonsanong
7	Foreign Exchange Market	3 hrs	Lecture the structure and function of foreign exchange market and how to read the bank' exchange rate quotation, text book and presentation and example of some bank in current time of the study	Mr. Charoon Boonsanong
8	Case Study	3 hrs	Select the case from text book and discuss by assigned group in the class, present and share idea together	Mr. Charoon Boonsanong
9	Strategy of International Business	3 hrs	Lecture the type of strategy for international business and how to design organization chart fit to each strategy, text book and presentation	Mr. Charoon Boonsanong

10	Entering foreign market	3 hrs	Lecture the mode of entry to foreign market with the balance of investment and risk, text book and presentation	Mr. Charoon Boonsanong
11	Global Production, Outsourcing and Logistic	3 hrs	Lecture the component and criteria for invest the manufacturing in foreign location and how to evaluation of make or buy policy for each products and service in logistic and supply chain management, text book and presentation	Mr. Charoon Boonsanong
12	Global Human Resource Management	3 hrs	Lecture the concept of international human resource management for each strategy and how to pay for foreign manager, text book and presentation	Mr. Charoon Boonsanong
13	International business negotiations	3 hrs	Lecture the components and methodology to preparation for negotiating with different nation of executive behavior and tactical to achieve the required result, text book and presentation	Mr. Charoon Boonsanong
14	Case Study and Conclusion	3 hrs	Select the case from text book and discuss by	Mr. Charoon Boonsanong

			assigned group in the class, present and share idea together to prepare for final examination guideline	
15	Report Presentation and Summary	3 hrs	Report presentation and summary the course studying, inform students the recommendation and suggestion done directly to the dean	Mr. Charoon Boonsanong

2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
Conceptual	Quiz	4 and 12	10%
Conceptual and mathematical procedure	Mid-term examination	9	15%
Adaptation for applied with context and application	Term paper assignment for submit and presentation	14	25%
All conceptual and mathematical procedure and application	Final Examination	After week 15	50%

## 6. Learning Resources

### 1. Course Materials

Text book , bullet presentation, case study, journal and currents related news for subject



**2. Important Textbooks and References**

Global Business Today 8<sup>th</sup> Edition, Charles W.L.Hill, Krishna Udayasankar , Wee Chow Hou. Copyright@2014 by McGraw-Hill Education, ISBN 978-1-259-01178-8

**3. Recommended Textbooks and References**

-none-

**7. Course Evaluation and Development****1. Course Evaluation by Students**

Done by MBA management office staff and the dean by interview after final examination

**2. Teaching Evaluation**

By overall average score of all student range and concentration with separate for each nationality student

**3. Teaching Development**


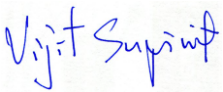
Update for appropriate situation in international business management in changing environment text book and journal or relate source of data such as international internet web site, for economic integration and change in technology

**4. Subject verification of Student Achievement**

Finally in every semester all of attendant student past the course with standard result score

**5. Revision and Development of Course Effectiveness**

Many student respond when he or she finished the MBA program, this subject can use in the real business environment and make them more interested in the trend of economic cooperation and integration with advance in new technology in communication and information system.

<p style="text-align: center;"><b>Lecturer</b></p> <p style="text-align: center;"></p> <p>Signature.....</p> <p style="text-align: center;">( Charoon Boonsanong )</p> <p style="text-align: center;">Date August 1, 2016</p>	<p style="text-align: center;"><b>Approved by Dean</b></p> <p style="text-align: center;"></p> <p>Signature</p> <p style="text-align: center;">(Dr.Vijit Supinit)</p> <p style="text-align: center;">Date August 1, 2016</p>
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# **COURSE SYLLABUS**

## **Course Information**

Course Title: 500-620: Logistics and Operations Management

## **Professor Contact Information**

Name:

1. Assistant Professor Dr. Kulachet Mongkol

Office Hours: Before and after class, or by appointment

E-mail: kulachet@hotmail.com

## **Course Description**

The analysis and design of production systems in decision making context, principles of organization of various resources for production and conversion into goods and services, the delivery of productive resources, goods and services in various stages with efficiency and effectiveness, to enhance the ability to analyze and make decisions, strengthening competitiveness in different environments, planning and management of production, productive sequencing, quality management, logistics management and technology management of product and process.

## **Textbook and Reading Materials**

Bowersox, Closs, Cooper. (2012) Supply Chain Logistics Management. Irvine, McGraw-Hill

Heizer, J and Render, B. (2016). Operations Management: Sustainability and Supply Chain Management (12th Edition), Boston: Pearson.

Sanders, R. N. (2011) Supply Chain Management: A Global Perspective: John Wiley & Sons

Various cases provided by the instructor.

## **Course Requirements and Grading Policies**

This course requires careful readings, active discussions, diligent research, and effective group work, which will also determine whether and how a student may succeed in this course. The instructor's main role will be to facilitate the implementations of these activities and provide constant guidance along each step of the way. A student's final grade will be based on the weighted average of the following categories: Individual Class Participation, Individual Case Analysis, Group Cases, Discussion, as well as Final Examination.

1. Individual Class Participation	(10%)
2. Group Case Analysis and Discussion	(30%)
3. Quiz	(30%)
4. Final Exam	(30%)

## **Course & Instructor Policies**

Throughout the semester, each student is expected to follow the university's guideline on student conduct with regard to cheating and other dishonorable behaviors. Severe consequences can occur if such rules are not followed. The instructor also reserves the right to deduct from a student's individual class participation credit if the student has shown non-constructive behavior in class. If a student is absent or late to a class, it will be his or her responsibility to catch up with all the missed materials and any announcements made while the student was absent. No make-up quiz or lecture will be given. No late assignments will be accepted unless there are very special circumstances. Finally, it is a student's responsibility to read the syllabus thoroughly and regularly and keep track of all the important dates and requirements every week.

<b>Tentative Class Schedule</b> <b>***Subject to change. All changes will be announced in class***</b>		
<b>Week</b>	<b>Topics</b>	<b>Dates</b>
1	Introduction to Logistics and Operations	3 SEP 2017
2	Logistics and supply chain management	17 SEP 2017
3	Quality Management	24 SEP 2017
4	Forecasting and Demand Planning (CPFR, S&OP)	1 OCT 2017
5	Quiz	8 OCT 2017
6	Process Design and Analysis	15 OCT 2017
7	Project Management	22 OCT 2017
8	Role of Information in Operations	29 OCT 2017
9	Warehousing and Inventory Management (WMS and TMS)	5 NOV 20017
10	Lean Enterprise + Six Sigma	12 NOV 2017
11	Case Study and Discussion	19 NOV 2017
12	Presentation	26 NOV 2017



## Course Specification

<b>University</b>	Siam University
<b>Faculty / Department</b>	MBA/ International Business

### 1. General Information of Course Outline

<b>1. Course Code and Course Name:</b>	500-631 : Independent Study
<b>2. Credit</b> (Lecture hour – Lab. Hour – Self Study)	3 credits (3-0-6)
<b>3. Academic Curriculum</b> <b>3.1 Curriculum name:</b> MBA <b>3.2 Type of Subject</b> (Gen. Ed. / Core Course / Free Elective)	Core Course
<b>4. Coordinated Lecturer and Lecturer</b> <b>4.1 Coordinated Lecturer</b> <b>4.2 Lecturer</b> Dr.Qiu Chao	
<b>5. Semester / Year</b>	Second/2016
<b>6. Pre-requisites</b>	-
<b>7. Co-requisites</b>	-
<b>8. Place of Study</b>	19-305
<b>9. Date of Latest Course Specification Revised</b>	Feb 2, 2017

### 2. Purpose and Objection

<b>1. Subject Purpose</b> This course will familiarize students with basic international business research theory and practice. In particular, students will develop an understanding of business research, and be able to write the research proposal. By the end of the course, students should have an improved understanding of research proposal which drawn up by the investigator, is the result of a planned, organized and careful effort and basically contains the following: the purpose of the study, specific problem to be investigated, scope of the study, relevance of the study, research design, sampling design, data collection method, data analysis, time frame of the study, conclusion and references.
<b>2. Objective of Subject Revision</b> None

### 3. Implementation and Procedures

<b>1. Course Description</b> The purpose of this subject is to study the relationship between models, information systems and business decisions. Practice application of behavioral and statistical methods for the purpose of obtaining and analyzing relevant international business information.			
<b>2. Periods Per Semester</b>			
<b>Lecture</b> 45	<b>Tuition</b> -	<b>Laboratory / Field trip / Training</b> -	<b>Self Study</b>
<b>3. Period of Consultant per week</b> Addition teaching will be provided for some students if necessary or requested.			

### 4. Development of Learning Skills

<b>1. Ethics</b> <b>1.1 Ethics Development</b> Improve students' responsibility, discipline, ethic and moral as follows: <ul style="list-style-type: none"> <li>- Beware of ethics, moral and honest.</li> <li>- Be punctual.</li> <li>- Be responsible to themselves and society.</li> <li>- Be reasonable person.</li> <li>- Be able to identify the effects of using information technology in daily activities.</li> <li>- Follow rules and regulations.</li> <li>- Listen to other's ideas/reasons.</li> </ul>	
<b>1.2 Teaching Method</b> <ul style="list-style-type: none"> <li>- Lecture and hand on practice on research proposal writing.</li> <li>- Give a quiz at the beginning of each class.</li> <li>- Provide a class score sheet.</li> </ul> <b>1.3 Evaluation Method</b> <ul style="list-style-type: none"> <li>- Attend classes.</li> <li>- Submit assignments at the assigned date and time.</li> <li>- Be honest when take the examination</li> </ul>	
<b>2. Knowledge Skill</b> <b>2.1 Expected Knowledge</b> By the end of the course, students should have an improved understanding of research proposal which drawn up by the investigator, is the result of a planned, organized and careful effort and basically contains the following: the purpose of the study, specific problem to be investigated, scope of the study, relevance of the study, research design, sampling design, data collection method, data analysis, time frame of the study, conclusion and references.	
<b>2.2 Teaching Method</b> <ul style="list-style-type: none"> <li>- Lectures and Hands on Practice</li> </ul>	
<b>2.3 Evaluation Method</b> <ul style="list-style-type: none"> <li>- Term Papers, assignments and final examination.</li> </ul>	
<b>3. Wisdom Skill</b> <b>3.1 Required Intelligence Skill Development</b>	

<ul style="list-style-type: none"> <li>- Students will improve their thinking processes. Students should be able to analyze the problems. And turn it to the research proposal.</li> </ul> <b>3.2 Teaching Method</b> <ul style="list-style-type: none"> <li>- Lectures and Hands on Practice</li> </ul> <b>3.3 Evaluation Method</b> <ul style="list-style-type: none"> <li>- Assignments and research proposal which related to research topic.</li> </ul>
<b>4. Interpersonal and Responsibility Skill</b> <b>4.1 Required Interpersonal and Responsibility skill Development</b> <ul style="list-style-type: none"> <li>- Students should be able to develop interpersonal skills.</li> <li>- Students should be improved their active learner capabilities.</li> <li>- Students should be responsible to submit all their assignments on time.</li> </ul>
<b>4.2 Teaching Method</b> <ul style="list-style-type: none"> <li>- Assign the assignments.</li> <li>- Give quizzes</li> </ul>
<b>4.3 Evaluation Method</b> <ul style="list-style-type: none"> <li>- Observe in the class.</li> </ul>
<b>5. Mathematics Communication and IT Analysis Skill</b> <b>5.1 Mathematics Communication and IT Analysis skill Development</b> <p>Students should be able to:</p> <ul style="list-style-type: none"> <li>- Improve their Internet and library database searching.</li> <li>- Communicate with their teacher via E-mail.</li> <li>- Use an appropriated software application to write the research proposal.</li> </ul>
<b>5.2 Teaching Method</b> <ul style="list-style-type: none"> <li>- Lectures and Hands on Practice</li> </ul>
<b>5.3 Evaluation Method</b> <ul style="list-style-type: none"> <li>- Lectures and Hands on Practice</li> </ul>

## 5. Lesson Plan and Evaluation

1. Lesson plan				
Week	Content Description	Study Period	Learning Act.	Lecturer
1	Introduction of Business Research	Research Topic	Lecture Assignment	Dr.Qiu Chao
2	The study of Literature Review and Database	Research Articles	Lecture Assignment	Dr.Qiu Chao
3	The specific problems to be investigated	Research Problems	Lecture Assignment	Dr.Qiu Chao
4	Research Significance	Research Significance	Lecture Assignment	Dr.Qiu Chao
5	The scope of the study	Scope of the study	Lecture Assignment	Dr.Qiu Chao
6	Review	-	Lecture Assignment	Dr.Qiu Chao
7	Research Hypotheses	Research Hypotheses	Lecture Assignment	Dr.Qiu Chao
8	Conceptual Framework	Submit 1 <sup>st</sup> Paper		Dr.Qiu Chao
9	Research Methodology and Sampling Design	Research Design	Lecture Assignment	Dr.Qiu Chao

10	Research Tools Design	Research Tool	Lecture Assignment	Dr.Qiu Chao
11	Data Collection Procedure	Data Collection	Lecture Assignment	Dr.Qiu Chao
12	Data Analysis	Data Analysis	Lecture Assignment	Dr.Qiu Chao
13	Conclusion of Research Proposal	Conclusion	Lecture Assignment	Dr.Qiu Chao
14	References Writing	Submit 2 <sup>nd</sup> Paper	Lecture Assignment	Dr.Qiu Chao
15	Paper Submission	-	Lecture Assignment	Dr.Qiu Chao

<b>2. Learning Evaluation Plan</b>			
<b>Learning Skill</b>	<b>Evaluation Method</b>	<b>Week of Evaluation</b>	<b>Evaluation Score (%)</b>
	1 st phase Research Proposal	9	S
	2 nd phase Research Proposal	15	
	Final Paper submission and publishing		

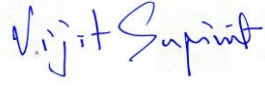
## 6. Learning Resources

<b>1. Course Materials</b> Example research paper and article from the database
<b>2. Important Textbooks and References</b> Research Methods for Business. 5 <sup>th</sup> Edition. Sekaran Bougie, Wiley. ISBN (978-0-470-74479-6)
<b>3. Recommended Textbooks and References</b>

## 7. Course Evaluation and Development

<b>1. Course Evaluation by Students</b> - Talk with students. - Online assessment.
<b>2. Teaching Evaluation</b> - Assignment results. - Midterm and final examination results.
<b>3. Teaching Development</b> - Suggestions from teachers who teach this course in Thai program.
<b>4. Subject verification of Student Achievement</b> - Internal auditing committees.
<b>5. Revision and Development of Course Effectiveness</b> - Follow the suggestions from teachers who teach this course in Thai.



<b>Lecturer</b>  <b>Signature Dr.Qiu Chao</b> <b>((Dr.Qiu Chao))</b>  <b>Date Feb 2, 2017</b>	<b>Approved by Dean</b>  <b>Signature</b> <b>(Dr.Vijit Supinit)</b> <b>Feb 2, 2017</b>
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TQF 3

### Course Specification

<b>University</b>	Siam University
<b>Faculty / Department</b>	Graduate School of Business Administration, International MBA Program

### 1. General Information of Course Outline

<b>1. Course Code and Course Name</b>	501-615 Digital Marketing Management
<b>2. Credit</b> (Lecture hour – Lab. Hour – Self Study)	3 credits (3-0-6)
<b>3. Academic Curriculum</b> <b>3.1 Curriculum name</b> <b>3.2 Type of Subject</b> (Gen. Ed. / Core Course / Major Elective/ Free Elective)	International Business Core
<b>4. Coordinated Lecturer and Lecturer</b> <b>4.1 Coordinated Lecturer</b> <b>4.2 Lecturer</b>	- Assoc. Prof. Dr. Pacapol Anurit
<b>5. Semester / Year</b>	Semester 1/2018
<b>6. Pre-requisites</b>	
<b>7. Co-requisites</b>	-

<b>8. Place of Study</b>	19-306
<b>9. Date of latest Course Specification Revised</b>	

## **2. Purpose and Objectives**

<p><b>1. Subject Purpose</b></p> <p>The course examines digital marketing strategy, implementation and executional considerations for BtoB and BtoC brands and provides a detailed understanding of all digital channels and platforms. Participants will complete the course with a comprehensive knowledge of and experience with how to develop an integrated digital marketing strategy, from formulation to implementation.</p> <p><b>Objectives</b></p> <ol style="list-style-type: none"> <li>1 Understand how and why to use digital marketing for multiple goals within a larger marketing and/or media strategy</li> <li>2 Understand the major digital marketing channels - online advertising: Digital display, video, mobile, search engine, and social media</li> <li>3 Learn to develop, evaluate, and execute a comprehensive digital marketing strategy and plan</li> <li>4 Learn how to measure digital marketing efforts and calculate ROI</li> <li>5 Explore the latest digital ad technologies</li> </ol>
<b>2. Objective of Subject Revision</b>

## **3. Implementation and Procedures**

<b>1. Course Description</b>  Electronic commerce concept, planning electronic commerce strategy, various technology concerning the security system and payment system, legal framework for electronic commerce, the application of electronic commerce in various business activities, advertising and market promotion, including Web design, website advertising, strategy and factors leading to success.			
<b>2. Periods Per Semester</b>			
<b>Lecture</b> 45	<b>Tuition</b> -	<b>Laboratory / Field trip / Training</b> -	<b>Self Study</b> 90
<b>3. Period of Consultant per week</b>  <div style="text-align: center;">10</div>			

#### 4. Development of Learning Skills

<b>1. Ethics</b>  <b>1. Ethics Development</b> <ul style="list-style-type: none"> <li>- Prohibition of plagiarism, cheating and collusion</li> <li>- Respecting class</li> </ul>
<b>2. Teaching Method</b> <ul style="list-style-type: none"> <li>- Work assignment</li> <li>- Class participation through quizzes and discussions</li> </ul>
<b>1.3 Evaluation Method</b> <ul style="list-style-type: none"> <li>- Homework &amp; attendance</li> <li>- Class participation</li> <li>- Group project</li> <li>- Final Exam</li> </ul>
<b>2. Knowledge Skill</b> <b>2.1 Expected Knowledge</b> <ul style="list-style-type: none"> <li>- Meet class objectives</li> </ul>
<b>2.2 Teaching Method</b> <ul style="list-style-type: none"> <li>- Class lecture (Presentation slides and video clips)</li> <li>- Class participation</li> <li>- Work assignments</li> </ul>

<b>2.3 Evaluation Method</b> <ul style="list-style-type: none"> <li>- Homework and Quiz Score</li> <li>- Group project</li> <li>- Presentation performance</li> <li>- Final Examination Score</li> </ul>
<b>3. Wisdom Skill</b>
<b>3.1 Required Intelligence Skill Development</b> <ul style="list-style-type: none"> <li>- Ability to discuss and make judgment surrounding topics related to Services marketing.</li> </ul>
<b>3.2 Teaching Method</b> <ul style="list-style-type: none"> <li>- Class lecture (PowerPoint Presentation)</li> <li>- Class participation</li> <li>- Work assignments</li> </ul>
<b>3.3 Evaluation Method</b> <ul style="list-style-type: none"> <li>- Homework and quiz grading score</li> <li>- Group project and Presentation performance</li> <li>- Final Examinations</li> </ul>
<b>4. Interpersonal and Responsibility Skill</b>
<b>4.1 Required Interpersonal and Responsibility skill Development</b> <ul style="list-style-type: none"> <li>- Responsible for their works and assignments</li> <li>- Ability to work and lead effectively with others</li> <li>- Respect instructors and other students</li> </ul>
<b>4.2 Teaching Method</b> <ul style="list-style-type: none"> <li>- Assign Group project for students to have opportunity to work with others</li> <li>- Provide the opportunities in the classroom for students to discuss their opinions respectfully with others</li> </ul>
<b>4.3 Evaluation Method</b> <ul style="list-style-type: none"> <li>- Group project</li> <li>- Class participation</li> <li>- Observe the behavior of the students in the classroom and during class participation</li> </ul>
<b>5. Mathematics Communication and IT Analysis Skill</b>
<b>5.1 Mathematics Communication and IT Analysis skill Development</b> <ul style="list-style-type: none"> <li>- Use internet browser to search different types of information</li> </ul>
<b>5.2 Teaching Method</b> <ul style="list-style-type: none"> <li>- E-mail to communicate with instructors</li> </ul>
<b>5.3 Evaluation Method</b> <ul style="list-style-type: none"> <li>- Group project</li> <li>- Class Participation</li> <li>- Final Examination</li> </ul>

<b>Learning Outcomes</b>	<p>This course has three main expected learning outcomes:</p> <ol style="list-style-type: none"><li data-bbox="598 535 1418 719">1. Students will gain industry background knowledge to knowledgeably navigate Internet  Marketing topics including online advertising, search, social media, and online privacy.</li><li data-bbox="598 759 1418 1055">2. Students will learn to quantitatively and qualitatively evaluate an experiment to  measure the effectiveness of business decisions and online advertising effectiveness in  particular. Students will also gain knowledge to design and implement an experiment.</li><li data-bbox="598 1095 1418 1279">3. Students will become certified users of HootSuite, a social media management platform.  Students will learn and apply best practices for social media marketing.</li></ol>
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## 5. Lesson Plan and Evaluation

<b>1. Lesson plan</b>				
<b>Week</b>	<b>Content Description</b>	<b>Study Period</b>	<b>Learning Activities and Teaching aids media</b>	<b>Lecturer</b>
1	Introduction – How have digital technologies transformed marketing today? What are digital marketing and multichannel marketing?	3	Lecture and Discussion	Dr. Pacapol
2	Introduction to Digital Marketing Communications – What are different types of social media marketing tools? Exercise – Using #Hashtag on Facebook to gain communication effectiveness.	3	Lecture, Class Exercise and Discussion	Dr. Pacapol
3	Online Marketing Analysis: Micro-Environment – Measuring Share of Voices and Consumer Engagement with Social Listening	3	Lecture, Class Exercise and Discussion	Dr. Pacapol
4	Delivering the Online Customer Experience – Creating Effective Visual Content Marketing – Designing images for social network (Facebook)	3	Lecture, Class Exercise and Discussion	Dr. Pacapol
5	Delivering the Online Customer Experience – Creating Effective Visual Content Marketing – Designing video clips for social media (Youtube): Part II	3	Lecture, Class Exercise and Discussion	Dr. Pacapol
6	Campaign Planning for Digital Media – The Characteristics of Digital Media	3	Lecture and Discussion	Dr. Pacapol
7	Campaign Planning for Digital Media – Step 1 : Goal Setting and Tracking for Interactive Marketing Communications Step 2 : Campaign Insight Step 3 : Segmentation and Targeting	3	Lecture and Discussion	Dr. Pacapol

8	Campaign Planning for Digital Media – Step 4 : Offer, message development and creative Step 5 : Budgeting and selecting the digital media mix Step 6 : Integration into overall media schedule or plan	3	Lecture and Discussion	Dr. Pacapol
9	Marketing Communications using Digital Media Channels – Search engine marketing, Online public relations	3	Lecture and Discussion	Dr. Pacapol
10	Marketing Communications using Digital Media Channels – Online partnerships including Affiliate Marketing, Interactive display advertising, Opt-in email marketing and mobile text messaging	3	Lecture and Discussion	Dr. Pacapol
11	Marketing Communications using Digital Media Channels – Social Media and Viral Marketing	3	Lecture and Discussion	Dr. Pacapol
12	Marketing Communications using Digital Media Channels – Offline promotion techniques	3	Lecture and Discussion	Dr. Pacapol
13	Evaluation and Improvement of Digital Channel Performance – Performance management for digital channels, Customer Experience and Content Management Process, Responsibilities for Customer Experience and Site Management	3	Lecture and Discussion	Dr. Pacapol
14	Business-to-Consumer Digital Marketing Practice – The consumer perspective: online consumer behavior, the retail perspective: online retailing, Implications for e-retail marketing strategy  Business-to-Business Digital Marketing Practice – Types of B2B organizational marketing and trading environments, using digital marketing to support customer acquisition in B2B marketing	3	Lecture and Discussion	Dr. Pacapol



15	Final Group Project Presentations	3	Presentation and Discussion	Dr. Pacapol
16	FINAL EXAMINATION	3		Dr. Pacapol

<b>2. Learning Evaluation Plan</b>			
<b>Learning Skill</b>	<b>Evaluation Method</b>	<b>Week of Evaluation</b>	<b>Evaluation Score (%)</b>
	Class Exercise & Participation	All	30
	Group project	14	30
	Final examination	16	40

### **Academic Honesty**

Appropriate citation of the work of others is required. Plagiarism will not be tolerated. A failing grade will be assigned to any paper or project not offering proper citations. All work submitted to meet course requirements -- papers, assignments, lab work, and examinations -- is expected to be the student's own work. Without prior written approval by both instructors, students may not submit the same material, in substance or in writing, to two courses, nor may students purchase written work.

### **Teaching/Learning Style**

The course will involve a lecture format with extensive interaction between students and the instructor. The teaching style will mix theory and academic concepts with practical applications. Students will be challenged to grasp a concept or idea, relate it to other concepts, and then apply it in real-world leadership and change contexts.

### **Class Participation:**

Positive class citizenship behavior is expected and will not be rewarded in your grade. Experience suggests that most students will be somewhat engaged, having done the readings before class, able to answer questions that require them to recount the facts of the case/reading, to reflect on their job experiences to date, or to engage the visiting speakers with interesting and relevant questions. However, the best experience for everyone is when each student is fully engaged in the class – readings have been done, digested, and thought about before class. Comments go beyond the written material to applications, other examples, etc. Extra research is done to better understand the material and is shared with the class. Constructive experiences pertaining to the subject matter of the class are shared with the class to everyone's benefit.

Less constructive situations for which grades (up to one letter grade) will be negatively affected include:

Points will be taken away from a student's grade for a situation where a student generally attends class, but needs more breaks than the day's structure provides. Or, this student is operating/monitoring/producing a chat room business on their laptop during class. Or, this student needs to spend considerable class time talking with someone via cell phone.

Points will also be taken away if a student is physically present, but the student sits quietly thereby cheating the class of their experience and expertise.

If you have to miss class and have an appropriate excuse, please inform the professor by email before class. The first class you miss will result in a reduction of 1 point from the final grade, the second class will result in a reduction of an additional 2 points, the 3rd absence will result in an additional reduction of 4 (7 points total). Absence from 4 classes will result in a full letter grade drop in your final grade.

## **6. Learning Resources**

### **1. Course Materials**

- Textbook, Notes from Power Point presentation, and internet resources

### **2. Important Textbooks and References**

#### **Course Text Book**

Chaffey, Dave & Ellis-Chadwick, Fiona (2016). Digital Marketing: Strategy, Implementation and Practice (6<sup>th</sup> Edition). United Kingdom: Pearson.

#### **References**

Great marketing books for 2018

<https://www.brightedge.com/blog/best-marketing-books/>

Fleming, J.H., & Asplund, J. (2007). HumanSigma: Managing the employee–customer encounter. New York, NY: Gallup Press.

## 7. Course Evaluation and Development

<b>1. Course Evaluation by Students</b> <ul style="list-style-type: none"><li>- Siam University Student Evaluation Program</li></ul>
<b>2. Teaching Evaluation</b> <ul style="list-style-type: none"><li>- Siam University Class and Test Evaluation Program</li></ul>
<b>3. Teaching Development</b> <ul style="list-style-type: none"><li>- Siam University Class and Test Evaluation Program</li></ul>
<b>4. Subject verification of Student Achievement</b> <ul style="list-style-type: none"><li>- Siam University Student Evaluation Program</li></ul>
<b>5. Revision and Development of Course Effectiveness</b> <ul style="list-style-type: none"><li>- Siam University Student Evaluation Program</li></ul>



## Course Specification (TQF.3)

<b>University</b>
Siam University
<b>Faculty / Department</b>
International Masters of Business Administration

## 1. General Information of Course Outline

<b>1. Course Code and Course Name</b>
<b>700-100: Foundation English</b>
<b>2. Credit</b> (Lecture hour – Lab. Hour – Self Study)
3 hours
<b>3. Academic Curriculum</b>
<b>3.1 Curriculum name</b>
International Masters of Business Administration
<b>3.2 Type of Subject</b> (Gen. Ed. / Core Course / Free Elective)
Gen. Ed.
<b>4. Coordinated Lecturer and Lecturer</b>
<b>4.1 Coordinated Lecturer</b>
-
<b>4.2 Lecturer</b>
Ajarn Worapoom Saengkaew / Asso.Prof.Nongnuch Sriussadaporn
<b>5. Semester / Year</b>
<b>2/2016</b>
<b>6. Pre-requisites</b>
None
<b>7. Co-requisites</b>
None
<b>8. Place of Study</b>
Room 19-306, Siam University
<b>9. Date of Latest Course Specification Revised</b>
Dec 1, 2016

## 2. Purpose and Objection

<b>1. Subject Purpose</b> 1.1 To develop English course in order to meet the National Education Policy 1.2 To prepare students in English communication for daily and professional usage 1.3 To develop students in terms of intelligence, morality, interpersonal relationship, responsibility, analysis skill and information technology
<b>2. Objective of Subject Revision</b> 2.1 To practice the four basic skills—listening, speaking, reading and writing in English 2.2 To practice listening and speaking skills for daily communication 2.3 To practice correct pronunciation skills 2.4 To practice reading skills in sentence and paragraph level by using grammar and structure 2.5 To increase skills in dictionary usage 2.6 To practice skills in writing answers with correct grammar and structure

## 3. Implementation and Procedures

<b>1. Course Description</b> Practice of listening, speaking, reading and writing of English with emphasis on pronunciation, short sentences used in daily communication, introduction of simple writing, reading comprehension.			
<b>2. Periods Per Semester</b>			
<b>Lecture</b> 36 to 45 hours	<b>Tuition</b> None	<b>Laboratory / Field trip / Training</b> 30	<b>Self Study</b> At least 90 hours
<b>3. Period of Consultant per week</b> On request at all time.			

## 4. Development of Learning Skills

<b>1. Ethics</b> <b>1.1 Ethics Development</b> <ul style="list-style-type: none"> <li>○ To have and believe in morality and ethics</li> <li>○ To be diligent and patient</li> <li>○ To have discipline and follow rules and regulations</li> </ul>
<b>1.2 Teaching Method</b> <ul style="list-style-type: none"> <li>1.2.1 All lecturers must set good examples for students by acting in good morality and ethics</li> <li>1.2.2 Intercommunication—encourage students to participate or make comments in class</li> </ul>
<b>1.3 Evaluation Method</b>

<p>1.3.1 From class participation: observing the dress code and mannerism in class</p> <p>1.3.2 From class attendant sheet: checking attendance. completing assignments and participating in class and interacting with classmates</p>
<p><b>2. Knowledge Skill</b></p> <p><b>2.1 Expected Knowledge</b></p> <ul style="list-style-type: none"> <li>○ Be knowledgeable about correlative subject and other special knowledge</li> <li>○ To have general knowledge on socio-economic and socio-political subject</li> <li>• Be able to communicate with proper and correct grammar in English</li> </ul>
<p><b>2.2 Teaching Method</b></p> <p>2.2.1 Lecture and class participation</p> <p>2.2.2 Self-study for more information by using information technology, texts, printed materials</p> <p>2.2.3 Do exercises and practice pronunciation in class with recommendation from the lecturers</p>
<p><b>2.3 Evaluation Method</b></p> <p>2.3.1 Class attendance and participation</p> <p>2.3.2 Class work and homework (individual, pair/group work)</p> <p>2.3.3 Quiz, Midterm Examination and Final examination</p> <p>2.3.4 Oral presentations</p> <p>2.3.5 Writing assignments and reports</p>
<p><b>3. Wisdom Skill</b></p> <p><b>3.1 Required Intelligence Skill Development</b></p> <ul style="list-style-type: none"> <li>○ To have inquiring mind and ability to search for additional information and knowledge</li> <li>○ Ability to apply knowledge, analyze and solve problems in daily life</li> </ul> <p><b>3.2 Teaching Method</b></p> <p>3.2.1 Two-way communication and class participation—answering questions, making comments and debating</p> <p>3.2.2 Assignments</p> <p>3.2.3 Assignment analysis</p> <p>3.2.4 Self-study</p> <p><b>3.3 Evaluation Method</b></p> <p>3.3.1 From class participation – both individual, pair and group work</p> <p>3.3.2 Group assignments and presentations</p> <p>3.3.3 Quiz, and Final examinations</p> <p>3.3.4 Self-study and presentations</p>
<p><b>4. Interpersonal and Responsibility Skill</b></p> <p><b>4.1 Required Interpersonal and Responsibility skill Development</b></p> <ul style="list-style-type: none"> <li>• Be responsible to self and society</li> </ul>

<ul style="list-style-type: none"> <li>oBe able to learn modesty and respect other</li> <li>o Conduct a leading role with a good personality, appropriate behavior and mannerism</li> </ul>
<b>4.2 Teaching Method</b> <ul style="list-style-type: none"> <li>4.2.1 Individual and group assignments</li> <li>4.2.2 Create subjects/topics for group assignments and opportunities to make interpersonal relationship with others in brainstorming</li> <li>4.2.3 Divide students into groups when doing group assignments</li> <li>4.2.4 Allocate work and responsibility to group members</li> <li>4.2.5 Assign proper grammar homework/assignments</li> <li>4.2.6 Answer questions and give presentations</li> </ul>
<b>4.3 Evaluation Method</b> <ul style="list-style-type: none"> <li>4.3.1 From individual and group responsibility in completing assignments</li> <li>4.3.2 From class participation by the lecturer and classmates</li> <li>4.3.3 From members in the group in terms of interpersonal relationship and responsibility</li> <li>4.3.4 From proper resources used in completing assignments and homework</li> </ul>
<b>5. Mathematics Communication and IT Analysis Skill</b>
<b>5.1 Mathematics Communication and IT Analysis skill Development</b> <ul style="list-style-type: none"> <li>o Being able to use and understand English correctly in conversation, and communicate both in writing and speaking</li> <li>● Being able to access the information by using information technology efficiently and effectively</li> </ul>
<b>5.2 Teaching Method</b> <ul style="list-style-type: none"> <li>5.2.1 Guided discovery</li> <li>5.2.2 Demonstration</li> <li>5.2.3 Role play and Discussion</li> <li>5.2.4 Journal and reflective writing</li> </ul>
<b>5.3 Evaluation Method</b> <ul style="list-style-type: none"> <li>5.3.1 Class participation – both individual, pair and group</li> <li>5.3.2 Individual and group assignments and presentations</li> <li>5.3.3 Quiz, Midterm and Final Examination</li> <li>5.3.4 Self-study presentations</li> </ul>

### 5. Tentative Lesson Plan and Evaluation

1. Lesson plan				
week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	Orientation	3	- Course Orientation	Ajam

	Ice Breaking			Worapoom Saengkaew / Asso.Prof.Non gnuch Sriussadaporn
2	Unit 1 : Introductions <ul style="list-style-type: none"> <li>- Introduce yourself</li> <li>- V. to be</li> <li>- Articles</li> <li>- Wh-questions</li> </ul>	3	Role play: <ul style="list-style-type: none"> <li>- Decide on the successful candidate for a job</li> <li>- Listening and speaking</li> <li>- Reading: questions and answer</li> <li>-A case study :Decide on the successful candidate for a job</li> <li>- Journal Writing: e-mail</li> </ul>	Ajarn Worapoom Saengkaew / Asso.Prof.Non gnuch Sriussadaporn
3	Unit 1 : Introductions <ul style="list-style-type: none"> <li>- Introduce yourself</li> <li>- V. to be</li> <li>- Articles</li> <li>- Wh-questions</li> </ul>	3	Role play: <ul style="list-style-type: none"> <li>- Resolve issues with unhappy staff</li> <li>Listening and speaking</li> <li>- Grammar practice</li> <li>-Reading: questions and answers</li> <li>-Journal Writing: e-mail</li> </ul>	Ajarn Worapoom Saengkaew / Asso.Prof.Non gnuch Sriussadaporn
4	Unit 2: Work and Leisure <ul style="list-style-type: none"> <li>- Days, Months, dates</li> <li>- Leisure activities</li> <li>- Adverbs and expressions of frequency</li> </ul>	3	Role play: Respond to negative customer feedback - Listening and speaking <ul style="list-style-type: none"> <li>- Grammar practice</li> <li>-Reading: questions and answers</li> <li>-Journal Writing: e-mail</li> </ul>	Ajarn Worapoom Saengkaew / Asso.Prof.Non gnuch Sriussadaporn
5	Unit 2: Work and Leisure <ul style="list-style-type: none"> <li>- Days, Months, dates</li> <li>- Leisure activities</li> <li>- Adverbs and expressions of frequency</li> </ul>	3	Role play: Coordinate the needs of three Listening and speaking <ul style="list-style-type: none"> <li>- Grammar practice</li> <li>-Reading: questions and answers</li> <li>- A case study :Coordinate the needs of three different companies</li> </ul>	Ajarn Worapoom Saengkaew / Asso.Prof.Non gnuch Sriussadaporn



			-Journal Writing: e-mail	
6	Unit 3 : Problems - Adjectives - too/enough - Present simple - negatives and Questions - v. to have - some and any	3	Role play: Choose the right place to eat for some important clients - Listening and speaking - Grammar practice - Vocabulary practice - Reading practice - Journal Writing: e-mail	Ajarn Worapoom Saengkaew / Asso.Prof.Non gnuch Sriussadaporn
7	Midterm Exam (Unit 1-3)			
8	Unit 3 : Problems - Adjectives - too/enough - Present simple - negatives and Questions - v. to have - some and any	3	Role play: - Describing a new product Listening and speaking -Grammar practice -Vocabulary practice - Reading practice - Journal Writing: e-mail	Ajarn Worapoom Saengkaew / Asso.Prof.Non gnuch Sriussadaporn
9	Unit 4: Travel - Travel details - can/can't - there is/ there are	3	Role play: - propose an advertising campaign for a new product - Listening and speaking -Grammar practice -Vocabulary practice - Reading practice - Journal Writing: e-mail	Ajarn Worapoom Saengkaew / Asso.Prof.Non gnuch Sriussadaporn
10	Unit 4: Travel - Travel details - can/can't - there is/ there are	3	Role play: - Describing how the weather affects us Listening and speaking -Grammar practice -Vocabulary practice - Reading practice - Journal Writing	Ajarn Worapoom Saengkaew / Asso.Prof.Non gnuch Sriussadaporn
11	Unit 5: Food and Entertaining - some/any - countable and	3	Role play: Discussing about commuting by rail and bus Listening and speaking -Grammar practice	Ajarn Worapoom Saengkaew / Asso.Prof.Non

	uncountable nouns		-Vocabulary practice - Reading practice - Journal Writing	gnuch Sriussadaporn
12	Unit 5: Food and Entertaining - some/any - countable and uncountable nouns	3	Role play: Discussing problems and possible solutions Listening and speaking -Grammar practice -Vocabulary practice - Reading practice - Journal Writing	Ajarn Worapoom Saengkaew / Asso.Prof.Non gnuch Sriussadaporn
13	Unit 6: Buying and selling - Past simple - Past time references	3	Role play: Describing how the weather affects us Listening and speaking -Grammar practice -Vocabulary practice - Reading practice - Journal Writing	Ajarn Worapoom Saengkaew / Asso.Prof.Non gnuch Sriussadaporn
14	Unit 6: Buying and selling - Past simple - Past time references	3	Role play: Making phone Call Listening and speaking -Grammar practice -Vocabulary practice - Reading practice - Journal Writing	Ajarn Worapoom Saengkaew / Asso.Prof.Non gnuch Sriussadaporn
15	Final Examination (4-6)			

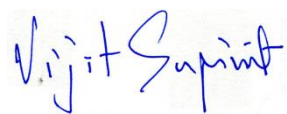
2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
1.1,1.3, 2.1, 2.3	Attendance and Participation	1-15	10%
1.1,2.1,2.3,3.1,3.3	Midterm Examination	8	20%
1.1, 2.1, 2.3, 3.1, 3.3	Final Examination	15	50%
1.1, 2.1, 2.3, 3.1, 3.3, 5.3	Class work/ Writing Assignment/ Journal Writing	1-15	20%

## 6. Learning Resources

<b>1. Course Materials</b> Simon Clarke. (2015). In company 3.0 (A2). Elementary. Macmillan
<b>2. Important Textbooks and References</b> <u>Dictionaries</u> 1. Business Dictionary.com 2. Oxford usiness Dictionary: <a href="https://elt.oup.com">https://elt.oup.com</a> 3. Business English Online: <a href="http://acronyms.thefreedictionary.com">acronyms.thefreedictionary.com</a> <u>Reference Textbooks</u> 4. DeDeviitiis, G.,Mariani, L., and O'Malley, K. (1989). <u>English Grammar for Communication</u> . UK:Longman. 5. Hashemi, L. and Murphy, R. (1995). <u>English Grammar in Use: Supplementary Exercises</u> . Great Britain: Cambridge University Press. 6. Swan, M. (1984). <u>Basic English Usage</u> . Hong Kong: Oxford University Press. 7. Swan, M, and Walter, C (2001). <u>How English Works</u> . China: Oxford University Press. 8. Emmerson Paul (2010). Business Grammar Builder, 2 <sup>nd</sup> edition.Macmillan.
<u>Web-sites:</u> In company 3.0 (A2) : <a href="http://www.macmillanincompany3.com">www.macmillanincompany3.com</a> On-line English Grammar : <a href="http://www.edufind.com/english/grammar">http://www.edufind.com/english/grammar</a> Fundamental of English Grammar : <a href="http://www.engl.niu.edu/dhardy/grammarbook/title.html">http://www.engl.niu.edu/dhardy/grammarbook/title.html</a> Guide to Grammar and Writing : <a href="http://ccc.commnet.edu/grammar">http://ccc.commnet.edu/grammar</a> Longman Web Dictionary : <a href="http://www.longmanwebdict.com">http://www.longmanwebdict.com</a>

## 7. Course Evaluation and Development

<b>1. Course Evaluation by Students</b> By using course evaluation form at the end of the course
<b>2. Teaching Evaluation</b> By class observations and student interviews
<b>3. Teaching Development</b> By collecting students' comments, lecturers' self-analysis, issues and problem-solving solutions from course evaluation form by the end of the semester for further course development
<b>4. Subject verification of Student Achievement</b> 1. Ensure the students complete all in-class and grading criteria as per course. 2. Encourage students to evaluate and express their own views and opinions.
<b>5. Revision and Development of Course Effectiveness</b> 5.1 Individual case study such as absent students, late coming students 5.2 Average grade of students to be used as a base in course and teaching development

<p style="text-align: center;"><b>Lecturers</b></p> <p style="text-align: center;">Signature Ajarn Worapoom Saengkaew (Ajarn Worapoom Saengkaew) Date Dec 1, 2016</p>	<p style="text-align: center;"><b>Approved by Dean</b></p> <p style="text-align: center;">             Signature            (Dr. Vijit Supinit)            Date Dec 1, 2016         </p>
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### Course Specification (MKO.3)

<b>University</b>	Siam University
<b>Faculty / Department</b>	Graduate School of Business Administration, International MBA Program

#### 1. General Information of Course Outline

<b>1. Course Code and Course Name</b>	700 – 111 Research Methods for Social Sciences
<b>2. Credit</b> (Lecture hour – Lab. Hour – Self Study)	3 (3-0-6)
<b>3. Academic Curriculum</b>	
<b>3.1 Curriculum name</b>	Master of Business Administration, International MBA Program
<b>3.2 Type of Subject</b> (Gen. Ed. / Core Course / Free Elective)	Core Course
<b>4. Coordinated Lecturer and Lecturer</b>	
<b>4.1 Coordinated Lecturer</b>	Dr.Theerachote Ponganan
<b>4.2 Lecturer</b>	Dr.Theerachote Ponganan
<b>5. Semester / Year</b>	3/2013
<b>6. Pre-requisites</b>	None
<b>7. Co-requisites</b>	None
<b>8. Place of Study</b>	19 Building, 3 <sup>rd</sup> floor, Siam University ( Room 302)
<b>9. Date of Latest Course Specification Revised</b>	2013

## 2. Purpose and Objection

<b>1. Subject Purpose</b> Construct capacity to create independent study and simple research Create understanding for research methods and methodologies. Develop skills to implement research theory in practice
<b>2. Objective of Subject Revision</b> Create more practical approach between theory and research practise

## 3. Implementation and Procedures

<b>1. Course Description</b> The course covers theories and types of quantitative methods explains the differences and similarities of quantitative, qualitative and mixed methods and creating the skills required for quantitative and qualitative aspects of research. End of the study researches be familiar with methodological approaches to research and how manifested Interpretivism (qualitative), Positivism (quantitative), postpositivism (mixed methods).			
<b>2. Periods Per Semester</b>			
<b>Lecture</b> 45	<b>Tuition</b> 9	<b>Laboratory / Field trip / Training</b> 0	<b>Self Study</b> 90
<b>3. Period of Consultant per week</b> Every week one hour before teaching			

## 4. Development of Learning Skills

<b>1. Ethics</b> <b>1.1 Ethics Development</b> Discipline, punctual, and responsible for themselves and the society. Respect the rules and regulations of the organization and society Observe academic and professional ethics Create understanding of research ethics and moral
<b>1.2 Teaching Method</b> Lecturer gives the basic knowledge of topics and after that students should to explore alternative examples issue is talked. Lecturer is in class for the students, and create independent thinking rather memory based learning. Practice in research dilemmas and cases <b>1.3 Evaluation Method</b> <ol style="list-style-type: none"> <li>1. Observe learning behavior</li> <li>2. Observe the development process</li> <li>3. Evaluate the development of skills</li> <li>4. Evaluate the work assignments</li> </ol>
<b>2. Knowledge Skill</b> <b>2.1 Expected Knowledge</b> Student should to know basic philosophical approach of methodology. Understand the differences between methodology and methods. Student should to understand the

<p>meaning of different kind research tools and how to implement it in research work. Able to apply both quantitative and qualitative research.</p>
<p><b>2.2 Teaching Method</b> Lectures with PPP. Comparative examples of quantitative and qualitative research Case studies</p>
<p><b>2.3 Evaluation Method</b> Class participation Attendance of the class Class room activity Development and attitude to learn new thinks and ideas Able to create research proposal</p>
<p><b>3. Wisdom Skill</b> <b>3.1 Required Intelligence Skill Development</b> Develop systematic and logical thinking. Meaning of research dilemma. <b>3.2 Teaching Method</b> Practice in current topic after lecture. Student capacity to find most appropriate research model/tools <b>3.3 Evaluation Method</b> Check and measure the result Observe together with students alternative approach and tool Discipline or the research work</p>
<p><b>4. Interpersonal and Responsibility Skill</b> <b>4.1 Required Interpersonal and Responsibility skill Development</b> Able to communicate between lecture as other students Responsibility of own work as group participation Discipline Willingness to learn new ideas and knowledge (develop own professional skills)</p>
<p><b>4.2 Teaching Method</b> Support to create own way to thinking Give the question for the groups and individual student and probably find together other way to do it and how it affects the results Create conversation of current topics</p>
<p><b>4.3 Evaluation Method</b> Participation and capacity to take under the consideration others ideas and methods.</p>
<p><b>5. Mathematics Communication and IT Analysis Skill</b> <b>5.1 Mathematics Communication and IT Analysis skill Development</b> Able to use different kinds of statistical tools and methods. Able to choose most appropriate tools for the research problem. Able to recommend problem-solving solutions by applying mathematical or statistical techniques creatively.</p>
<p><b>5.2 Teaching Method</b> Assign case studies that require quantitative analysis and problem-solving alternatives recommendation.</p>

Assign case studies that require quantitative analysis and problem-solving alternatives recommendation.

### 5.3 Evaluation Method

Observe students' communication behavior and approaches.

Evaluate the suitability of the communication technologies used.

Students capacity to analyze the results.

## 5. Lesson Plan and Evaluation

<b>1. Lesson plan</b>				
<b>week</b>	<b>Content Description</b>	<b>Study Period</b>	<b>Learning Activities and Teaching aids media</b>	<b>Lecturer</b>
1	Introduction of Business Research Methodology	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	<b>Dr.Theerachote Ponganan</b>
2	Introduction of to Quantitative Methods and Qualitative methods	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	<b>Dr.Theerachote Ponganan</b>
3	Philosophies and Methodologies Qualitative and Quantitative Design	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	<b>Dr.Theerachote Ponganan</b>
4	Research Design Primary and Secondary Data	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	<b>Dr.Theerachote Ponganan</b>
5	Data measurement and questionnaires. Questionnaire Design and Implementation Case	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	<b>Dr.Theerachote Ponganan</b>
6	Survey Approaches. Surveys Case	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	<b>Dr.Theerachote Ponganan</b>
7	Designing Questionnaires. Psychological Perspectives	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	<b>Dr.Theerachote Ponganan</b>
8	Data Analysis. Analytical Data evaluation Case	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	<b>Dr.Theerachote Ponganan</b>
9	Research Practice Values and Ethics. Practice Ethics & Value Case	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	<b>Dr.Theerachote Ponganan</b>
10	Research Dilemmas. Report Writing	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be	<b>Dr.Theerachote Ponganan</b>



	Dilemmas		utilized	
11	Project Management of Thesis. Project Management Case	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	Dr.Theerachote Ponganan
12	IS/ Thesis development	3	Personnel advice	Dr.Theerachote Ponganan
13	IS/ Thesis development	3	Personnel advice	Dr.Theerachote Ponganan
14	Review of the course	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	Dr.Theerachote Ponganan
15	Research proposal Presentations	3	PPP	Dr.Theerachote Ponganan

2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
	participation	Through semester	50
	Research Proposal		50

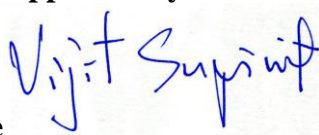
## 6. Learning Resources

<b>1. Course Materials</b> Research Methods for Business – A skill Building Approach. Author: Uma Sekaran PPP presentations
<b>2. Important Textbooks and References</b> Research Methods for Business – A skill Building Approach. Author: Uma Sekaran
<b>3. Recommended Textbooks and References</b> Different kind of date bases, Journals and publications as research papers

## 7. Course Evaluation and Development

<b>1. Course Evaluation by Students</b> -
<b>2. Teaching Evaluation</b> -

<b>3. Teaching Development</b> -
<b>4. Subject verification of Student Achievement</b> -
<b>5. Revision and Development of Course Effectiveness</b> -

<p style="text-align: center;"><b>Lecturer</b>  <b>Dr.Theerachote Ponganan</b>  Signature.....  ( )  Date.....08...../....03...../.....2014.....</p>	<p style="text-align: center;"><b>Approved by Dean</b>    Signature  <b>(Dr.Vijit Supinit)</b>  Date.. 08...../....03...../.....2014.....</p>
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### Course Specification (MKO.3)

<b>University:</b>	Siam University
<b>Faculty / Department:</b>	Master of Business Administration (IMBA)

#### 1. General Information of Course Outline

<b>1. Course Code and Course Name:</b>	English for Graduate Studies (700-201)
<b>2. Credit:</b>	3hrs
<b>3. Academic Curriculum:</b>	
<b>3.1 Curriculum name:</b>	(700-201) English for Graduate Studies (3-0-6)
<b>3.2 Type of Subject:</b>	( Core Course )
<b>4. Coordinated Lecturer and Lecturer:</b>	(okaforemma@gmail.com)
<b>4.1 Lecturer:</b>	Dr. Emmanuel Nweke Okafor
<b>4.2 Assisting Lecturer:</b>	
<b>5. Semester / Year:</b>	2 <sup>nd</sup> Semester 2016
<b>6. Pre-requisites:</b>	English Foundation
<b>7. Co-requisites:</b>	A registered student, ability to read and effectively use textbooks. Able to speak, read, write and review English reports or articles.
<b>8. Place of Study:</b>	Siam University, 19 <sup>th</sup> Building, Rooms: 19-1205
<b>9. Date of Latest Course Specification Revised:</b>	in progress

#### 2. Purpose and Objection

<b>1. Subject Purpose:</b>	in progress
<b>2. Objective of Subject Revision:</b>	in progress

#### 3. Implementation and Procedures

##### 1. Course Description

Reading skill development, writing, technical reports, technical terms in business, participating in English speaking seminar simulation. More sophisticated external reading assigned. Modern business "jargon" and vocabulary.



### Course Specification (MKO.3)

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#### 3. Implementation and Procedures

##### 1. Course Description

Reading skill development, writing, technical reports, technical terms in business, participating in English speaking seminar simulation. More sophisticated external reading assigned. Modern business "jargon" and vocabulary.

2. Periods Per Semester			
Lecture	Tuition	Laboratory / Field trip / Training	Self-Study
<b>3. Period of Consultant per week:</b> Monday thru Saturday 8:30am – 4:30pm. <ul style="list-style-type: none"> <li>• I devote my office hours specifically for students.</li> <li>• Drop by if you have any questions about the material or want to discuss a topic in greater detail.</li> <li>• Never hesitate to speak to me if you are not satisfied with your progress in the class.</li> <li>• Together we may spot problems and expand possible solutions to them.</li> <li>• Please feel free to e-mail, phone, or just drop by anytime.</li> <li>• However each student should learn to put his needs in writing by sending an email since such is also another form of learning to write English words.</li> </ul>			

#### 4. Development of Learning Skills

##### 1. Ethics

##### 1.1 Ethics Development

The university may commence punitive measures against a student accused of intellectual dishonesty which includes the submission as one's own work material that is not one's own, cheating, plagiarism, collusion and/or falsifying academic records.

##### 1.2 Teaching Method

- Class attendance and participation, class discussion
- Reading of the assigned materials, audio-visual presentations
- Video and small group discussions
- Completion of projects

##### 1.3 Evaluation Method

The exams will consist of multiple-choice questions, essays and open-ended questions. There will be 2 exams given during this semester in this class. The exams will cover materials from the designated external readings. Group assignments are expected and the research project paper should be submitted accordingly.

##### 2. Knowledge Skill

##### 2.1 Expected Knowledge

1. Improve learner's motivation and communicative competence in business English.
2. Improve on listening comprehension and ability to discuss business related topics in a meaningful way.
3. Demonstrate an understanding of the scientific methods used in modern business vocabulary and apply such in one's business reports and dealings.
4. Demonstrate knowledge of the basic technical reports and terms in business.
5. Demonstrate an understanding of terms used in English seminars.
6. Demonstrate an appreciation for the uniqueness of the individual.
7. Demonstrate a respect for cultural differences in the human experience.
8. Demonstrate an awareness of historical, theoretical, and critical approaches to diverse topics relating to literacy, media, and the production and dissemination of knowledge in modern business.
9. Able to consider the history, production, circulation, and use of technical reports in the social production of knowledge, the shared imagination of value, and the mutual relations of consumers and commodities.

**2.2 Teaching Method:** Real life experience should be used as an example.

<p><b>2.3 Evaluation Method:</b> Independently, students will answer some questions to show that they have really understood the concepts.</p>
<p><b>3. Wisdom Skill</b></p> <p><b>3.1 Required Intelligence Skill Development:</b> Critical thinking</p> <p><b>3.2 Teaching Method:</b> Probing questions</p> <p><b>3.3 Evaluation Method:</b> Quiz</p>
<p><b>4. Interpersonal and Responsibility Skill</b></p> <p><b>4.1 Required Interpersonal and Responsibility skill Development</b></p> <p>Active participation in the form of in-class activities and discussions are an integral part of this course. It is important to take group discussions, activities, and writing assignments seriously. Use them as a means of enhancing your understanding of the topic. Class time also provides an ideal opportunity for interpersonal relationship.</p> <p><b>4.2 Teaching Method:</b> Group discussion and group presentation</p> <p><b>4.3 Evaluation Method:</b> Writing assignment and probing questions. Submissions and contributions in the university Wikipedia.</p>
<p><b>5. Mathematics Communication and IT Analysis Skill</b></p> <p><b>5.1 Mathematics Communication and IT Analysis skill Development</b></p> <ul style="list-style-type: none"> <li>Students should be introduced to the APA style for the research papers.</li> </ul> <p><b>5.2 Teaching Method</b></p> <ul style="list-style-type: none"> <li>Student will focus on selected aspects of material introduced in the text.</li> <li>Power point presentation.</li> </ul> <p><b>5.3 Evaluation Method</b></p> <ul style="list-style-type: none"> <li>Class feedback, assignment scores</li> </ul>

### 5. Lesson Plan and Evaluation

Study plan				
Week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	Introduction	3hrs	Introducing the concepts and the methods to be used in the class	Emmanuel 6/1/2017
2	What is Academic Writing? What is Paragraph?	3hrs	PowerPoint presentation Class discussion/contribution	Emmanuel 13/1/2017
3	Purposes of Communication General Word Usage Tone: Formality/Politeness	3hrs	PowerPoint presentation Class discussion/contribution	Emmanuel 20/1/2017
4	Types of Correspondence: Application Letters etc	3hrs	PowerPoint presentation Class discussion/contribution	Emmanuel 27/1/2017
5	Contents of Letters Contents of Applications Case Studies	3hrs	PowerPoint presentation Class discussion/contribution Writing exercises	Emmanuel 3/2/2017
6	Meetings and Minutes Reports and Presentations	3hrs	PowerPoint presentation Class discussion/contribution Writing exercises	Emmanuel 10/2/2017
7	Format of meetings/minutes Format of Agenda Technical Reports	3hrs	PowerPoint presentation Class discussion/contribution Writing exercises	Emmanuel 17/2/2017

8	Mid-term		Mid-term	Mid-term
9	What is an Essay? Essay Analysis	3hrs	PowerPoint presentation Class discussion/contribution	Emmanuel 24/2/2017
10	What is a Thesis Statement? Recognizing thesis statement	3hrs	PowerPoint presentation Class discussion/contribution	Emmanuel 3/3/2017
11	Planning and Developing an Essay about Literature	3hrs	PowerPoint presentation Class discussion/contribution	Emmanuel 10/3/2017
12	Writing Introductions, Conclusion, Titles, and providing introductory and concluding paragraphs	3hrs	PowerPoint presentation Class discussion/contribution Writing exercises	Emmanuel 17/3/2017
13	Using sources to support ideas in an Essay. Paraphrase and Summarize	3hrs	PowerPoint presentation Class discussion/contribution Writing exercises	Emmanuel 24/3/2017
14	How to write Comparison and Contrast. Structures of comparison and contrast.	3hrs	PowerPoint presentation Class discussion/contribution Writing exercises	Emmanuel 31/3/2017
15	Cause-Effect Essay. Argumentation Essay. Identifying logical Fallacies.	3hrs	PowerPoint presentation Class discussion/contribution Writing exercises	Emmanuel Make up
16	Final Exam	3hrs	Final Exam	

### 6. Learning Resources

#### 1. Course Materials: Assigned Textbooks, Articles and Journals

#### 2. Important Textbooks and References:

- Ann Hogue. (2008). First Steps in Academic Writing. 2nd Edition. Pearson Longman.
- Langan, John. (1988). English Skills with Reading. New York: McGraw-Hill.
- -----, (2002). Skills with Reading. New York: McGraw-Hill.
- Ninnat Olanvoravuth. (2009). Business English Communication. 11th Edition. Thammasat University Press.
- Tonya Trappe and Graham Tullis. (2005). Intelligent Business Coursebook. Pearson Longman.
- Tragarn Kalchayanant. (2010). Writing Paragraphs. 2nd Edition. Thammasat University Press.
- -----, (2016). Writing Essays. 3rd Edition. Thammasat University Press.
- Winkler, Anthony C., and Jo Ray McCuen. (1997). Writing Talk: Paragraphs and Short Essays with Reading. Upper Saddle River, N.J.: Prentice Hall.
- Wyrick, Jean. (1999). Steps to Writing Well with Additional Readings. 4th edition. Fort Worth: Harcourt Brace.

Lecturer	Head of Department	Approved by Dean
Signature..... ( 27 / 12 / 2016 ) Date.....	Signature..... ( ) Date...../...../.....	Signature..... ( ) Date...../...../.....