



**SAMSENWITTAYALAI SCHOOL
ENGLISH PROGRAM**

COURSE OUTLINE

Subject: Introduction to Business (OT30285)

Course Classification: Additional

Learning Period: 2 Periods

Credit Unit: 1.0

Grade Level: Mattayomsuksa 4 (Grade 10)

Semester 1 Academic Year 2022

Learning Area: *Occupation*

Samsenwittayalai School English Program

Teacher: Dr.Kullaporn Poolsawad

I. COURSE DESCRIPTION

This course introduces the students to understand the idea of business and the role of business the nation's society. This course also can prepare the students to know the factors of successful business by learning and understanding the economic environment and how to avoid failure. The course also provides knowledge about the forms and the basic principles of business that students may choose to work or own in the future. They will learn how to analyze SWOT analysis, create marketing mixes for new product and create their own business. Moreover, ethic and morals of doing business are covered in this course as well.

By using group discussion, searching data, analyzing case study, investigation, individual & group presentation and workshop technics.

For improving the business knowledge, thoughts and understanding so that the students can make use of the knowledge to generate business idea, use the 21st century skills in critical thinking, solution seeking and communication skills. They can also use the business knowledge and case study in every day's life, leading to entrepreneurial mindset, ethics and appropriate attitudes.

II. LEARNING OUTCOMES

1. Learners' reading, analytical thinking and writing skills meet the criteria prescribed by the respective educational institutions.
2. Learners' desirable characteristics meet the criteria prescribed by the respective educational institutions.

3. Students will understand, possess necessary skills and perceive the path for future occupation with ethics, morality and good attitudes
4. Students will be able to understand the basic concept of doing business, the factors of successful business or failure.
5. Students will be able to do SWOT analysis, problem-solution analysis, create a new digital product and write business plan.
6. Students will be able analyze, critique different type of business cases in Thailand and in other countries.

III. TENTATIVE COURSE OUTLINE

Week	Topic	Learning outcome	Period(s)
1	Introduction to class / basic business	1,2,3,4	2
2	Getting down to business	1,2,4,6	2
3	Opportunities in international business	4	2
4	Finding business idea / case study	6	2
5	Problem-Solution Analysis	5	2
6	Business Trends & Strategy	6	2
7	Business Model	6	2
8	Learn how to pitch ideas	3	2
9	Student Presentation / Review Mid-term exam	1,2,3,4	2
10	Mid-term Examination		
11	SWOT analysis (part 1)	5	2
12	SWOT analysis (part2)	5	2
13	Finding personas / Target customers	4	2
14	Mini marketing research	4	2
15	Creating application prototype	5	2
16	Application prototype presentation	4,5,6	2
17	Writing business plan (part1)	4,5,6	2
18	Writing business plan (part2)	4,5,6	2
19	Presentation/ Review final exam	4,5,6	2
20	Final Examination		

IV. TEACHING METHODS AND MANAGEMENT

- | | | |
|---|--|--|
| <input checked="" type="checkbox"/> Project | <input checked="" type="checkbox"/> Lecture/Discussion | <input checked="" type="checkbox"/> Group work |
| <input checked="" type="checkbox"/> Individual work | <input checked="" type="checkbox"/> Game | <input checked="" type="checkbox"/> Role play |
| <input checked="" type="checkbox"/> Self-learning | <input checked="" type="checkbox"/> Demonstration | |

V. TEACHING MATERIALS/SUPPLEMENTS

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|--|--|---|
| <input checked="" type="checkbox"/> Handouts | <input checked="" type="checkbox"/> Worksheets | <input checked="" type="checkbox"/> Pictures |
| <input checked="" type="checkbox"/> Graphs/ Diagrams | <input checked="" type="checkbox"/> Exercises | <input checked="" type="checkbox"/> Samples/ Models |
| <input checked="" type="checkbox"/> Others YouTube | | |

VI. ASSESSMENT AND EVALUATION

Learning outcome score from SGS	Formative I		Midterm	Formative 2				Final
	1	2		10	11	12	13	
Total score	10	10	20	10	10	10	10	20
1. Learners' reading, analytical thinking				10				
2. Desirable characteristics					10			
3. LO4 and 6	10		20					
4. LO3 and 5		10						
5. LO3 and 4						10		20
6. LO5 and 6							10	
Total	20		20	40				20

VII. ASSIGNMENT

SGS No.	Assignment	Score (points)	Dead line	Type		Remark
				Individual	Group	
1.	Business case analysis	10	Before Midterm Exam.	✓		
2.	Business project	10	Before Midterm Exam.		✓	
3.	Building application or web platform	10	Before Final Exam.	✓		
4.	Business Plan & Presentation (Group)	10	Before Final Exam.		✓	
Total		40				

- Note:*
- 1. Assignment are quiz, homework, exercise report or project etc.*
 - 2. The details in assessment and evaluation are tentative.*
 - 3. These assignments exclude midterm and final score (Students might get more assignments which substitute for midterm or final exam)*