

GENERAL EDUCATION, KMITL

COURSE SYLLABUS

Course Code	96643014	Course Title	General Business				
Total Credits	3	Semester / Year of Study	1/2026	Section	101 102	Date- Time	Thu 13.00-16.00 Thu 16.30-19.30
Course Description (English)	A study of the meaning of administration processes focusing on business, business resources and allocation, types of business organization, organizing, human relations, leadership, motivation and the implementation of basic principles and general knowledge of marketing, personnel management, finance, and accounting in the business.						
Course Coordinator	Aj. Kewarin Tantong						
Course Instructors	Aj. Kewarin Tantong (kewarin.ta@kmitl.ac.th)						
Teaching Assistant (if any)	-						
Counselling Schedule	By appointment			Teaching Language	☐ Thai ☒ English ☐ Others, please specify.....		
Website or Online Teaching Method (if any)	McGraw Hill. (2025). <i>Connect Master: Introduction to business</i> . McGraw Hill Education. Ferrell, O. C., & Ferrell, L. (2025). <i>Business foundations: A changing world</i> (13th ed.). McGraw Hill Education. Kinicki, A., & Williams, B. K. (2021). <i>Management: A practical introduction</i> (10th ed., International ed.). McGraw Hill.						
Course Learning Outcomes							
By the end of this course, the student will be able to CLO-1 Develop creative business ideas and clear value propositions by analyzing the market environments and applying design thinking methods. CLO-2 Develop focused marketing strategies based on data to connect product features with customer journeys and market needs. CLO-3 Design an effective organizational structure and culture and apply leadership skills to manage team relationships, motivate staff, and handle workplace communication. CLO-4 Analyze accounting and financial data to evaluate business feasibility and make good decisions about using resources. CLO-5 Communicate ideas clearly in both individual and team settings, and present a complete business plan that combines management, marketing, and financial strategies to stakeholders.							

General Education Learning Outcome: GE-LO		
GE-LO	Value	
☒ GE-LO-1 Analytical and Critical Thinking	5	
☒ GE-LO-2 Complex Problem Solving	3	
☐ GE-LO-3 Creativity		
☐ GE-LO-4 Interpersonal Skills		
☐ GE-LO-5 Integrity and Perseverance		
☐ GE-LO-6 Active Learning and Learning Strategies		
☐ GE-LO-7 Resilience, Stress Tolerance and Flexibility		
☒ GE-LO-8 Leadership and Social Influence	2	
☒ GE-LO-9 Communication	1	
☒ GE-LO-10 Entrepreneurship and Startup	4	
☐ GE-LO-11 Digital Quotient Literacy and Digital Media Production		
Total Value	<u>15</u>	

Teaching Plan and Evaluation Plan

Week	Topic/Sub-topic	Activities	Notes
1	Course Introduction & Business Foundations	Class Activity: Business Analysis	
2	Business Environment Analysis	Class Activity: PEST & SWOT analysis	
3	New Product Development & Design Thinking Process	Group Work 1: Spark Your Business Ideas	
4	Entrepreneurship: From Idea to Business	Group Work 2: Set up Business	
5	Introduction to Marketing	Group Work 3: STP & Persona	
6	Marketing Mix & The Customer Journey	Group Work 4: Customer Journey Mapping	
7	The Business Model	Group Work 5: Business Model Canvas	
8	Midterm Exam		
9	Management Functions & Administration	Group Work 6: Strategic Planning	
10	Organizational Structure and Culture	Group Work 7: Organizational Design	
11	Leadership, Motivation & HRM	Group Work 8: HRM	
12	Accounting Basics and Financial Statements	Group Work 9: Projected Income Statement	
13	Business Finance Fundamentals	Group Work 10: Financial Simulation	
14	Pitching Business Plan	Group Presentation, Self & Peer Evaluations	
15	Final Exam		

Evaluation Plan

Assessment Activities	Value	Score	Week of Evaluation	Notes
Attendance and Participation	1	4	1-15	If you miss the class, you will not receive a participation score.
Exams (2 times)	5	20	8, 15	No make-up exam will be given unless a medical certificate or other valid evidence is provided.
Leadership & Presentations	2	8	1, 2, 14	- Must be submitted in class or as assigned by the lecturer. - No submission, blank paper, or plagiarism will result in 0 points for that assignment. - If you miss the class, the assignment must be submitted within 7 days; otherwise, you will receive 0 points.
Group Work	7	28	1-15	- Group work will be completed during class. If you miss the class, you are required to support your team by revising the work or contributing in another meaningful way. - Self and peer evaluations of group work contributions will be conducted at the end of the term, and these will be factored into your total group work score.
Total	15	60		

Evaluation criteria

☐ Group-based								
☒ Standard-based								
Grade	A	B+	B	C+	C	D+	D	F
Score (60 points)	57-60	49-56.9	41-48.9	34-40.9	27-33.9	21-26.9	15-20.9	0-14.9
☐ Satisfactory/Unsatisfactory (S/U)								
Grade	S				U			
Score (60 points)	30-60				0-29.9			

Scoring criteria according to Assessment Plan

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
Attendance and Participation	GE-LO-8	1	Attends more than 11 class sessions AND consistently and constructively contributes to in-class activities, asks thoughtful questions, and elevates group discussions.	Attends 8-10 class sessions AND regularly contributes to in-class activities and discussions.	Attends 5-7 class sessions AND participates occasionally but is often passive.	Attends fewer than 5 class sessions OR participation is non-existent/distracting.
Exams (2 times)	GE-LO-1	2	Demonstrates a comprehensive understanding of key business concepts; analyzes complex problems by identifying relevant variables; clearly evaluates assumptions, biases, and limitations.	Demonstrates a solid understanding of concepts; analyzes problems with minor gaps in identifying assumptions or limitations.	Demonstrates a basic understanding of concepts; attempts basic analysis but misses key assumptions or logical connections.	Demonstrates limited understanding; unable to apply concepts to analyze problems; fails to identify assumptions.
	GE-LO-2	2	Accurately identifies and defines complex business problems; proposes innovative, feasible solutions that reflect diverse perspectives and weigh potential consequences.	Identifies and defines problems; proposes generally effective solutions but may overlook complexity or implications.	Recognizes simple problems; proposes partial solutions that lack depth or feasibility.	Fails to identify the problem or offers no meaningful solution
	GE-LO-10	1	Demonstrates a deep understanding of the entrepreneurial process and can apply it to develop a viable startup idea. Identifies and evaluates opportunities and risks.	Demonstrates a strong understanding of the entrepreneurial process and can apply it to develop a basic startup idea. Identifies some opportunities and risks.	Demonstrates a basic understanding of the entrepreneurial process but may struggle to apply it to develop a startup idea. Does not identify opportunities or risks.	Demonstrates a limited understanding of the entrepreneurial process and cannot apply it to develop a startup idea.
Leadership & Presentations	GE-LO-8	1	Actively motivates the team, facilitates discussion, and helps build consensus. Consistently takes initiative and responsibility. This is supported	A reliable and constructive team member who completes all tasks, listens to others, and contributes positively to group	Participates but contributions are inconsistent or passive. May require frequent guidance from others. This is	Fails to participate, contributes little to the group's work, or negatively impacts the team dynamic.

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
			by overwhelmingly positive self and peer evaluations.	dynamics. This is supported by generally positive self and peer evaluations.	reflected in mixed self and peer evaluations.	This is reflected in poor self and peer evaluations.
	GE-LO-9	1	- The presentation is exceptionally professional, engaging, and persuasive with a very logical structure. - Exceptional use of non-verbal cues; enhances the overall impact of the presentation. - Expertly handles questions from an audience (classmates and instructor).	- The presentation is decently well-prepared, clear, and logical. - Consistent use of appropriate non-verbal cues; enhances presentation. - Effectively handles audiences' questions.	- The presentation is lacking in preparation and structure. - Limited use of effective non-verbal cues; may lack eye contact or facial expression. - Struggles to answer audiences' questions.	- The presentation is very poorly prepared and largely unstructured. - Poor non-verbal cues; distracting or inappropriate gestures. - It is difficult to follow, and the team cannot answer the audiences' questions.
Group Project	GE-LO-1	3	The business plan is thorough, coherent, and highly viable. All components (STP, PEST, Strategic Plan, Marketing, HR, Financials) are deeply analyzed and integrated.	The business plan is solid and viable. All components are present and correctly analyzed. Some minor gaps in integration may exist.	The business plan is partially complete or contains significant flaws in logic or viability. Analysis is basic or tools are applied incorrectly.	The business plan is incomplete, incoherent, or not viable. Key components are missing or poorly executed.
	GE-LO-2	1	Effectively identifies and defines complex problems in the group project. Collaborates with others to develop creative and innovative solutions that consider multiple perspectives and potential consequences. Contributes to the implementation and evaluation of solutions.	Identifies and defines complex problems in the group project. Contributes to the development of solutions that are generally effective but may not consider all perspectives or potential consequences. Participates in the implementation and evaluation of solutions.	Identifies simple problems in the group project. Provides suggestions for solutions but they may not be fully effective or address all aspects of the problem. May struggle to participate in the implementation and evaluation of solutions.	Struggles to identify problems in the group project. Does not contribute to the development of solutions. Does not participate in the implementation or evaluation of solutions.
	GE-LO-10	3	The startup idea is highly innovative and well-researched. The business model is creative and demonstrates a deep understanding of market	The startup idea is solid and practical. The business model is appropriate and shows a good understanding of the entrepreneurial process.	The startup idea lacks innovation or is not well-defined. The business model is generic or shows a basic	The startup idea is not viable or demonstrates a lack of understanding of the entrepreneurial process.

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
			opportunities and risks. The plan plays a key role in developing a viable business model and strategy.	Contributes to the development of a business model and strategy.	and struggling understanding of entrepreneurial principles.	