

GENERAL EDUCATION, KMITL

COURSE SYLLABUS

Course Code	96643014	Course Title	General Business				
Total Credits	3	Semester / Year of Study	1/2025	Section	101-201 102	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	<input type="checkbox"/> Thai <input checked="" type="checkbox"/> English <input type="checkbox"/> 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							
<p>By the end of this course, the student will be able to</p> <p>CLO-1 Demonstrate an understanding of core business concepts, including types of business organization, functional areas (marketing, finance, HR), and key administrative processes.</p> <p>CLO-2 Apply analytical tools and frameworks (e.g., SWOT, PEST, STP, Business Model) to develop a feasible business plan that addresses real-world challenges.</p> <p>CLO-3 Create a startup idea and design an innovative product or service using design thinking principles and entrepreneurial strategies.</p> <p>CLO-4 Demonstrate effective leadership, teamwork, and decision-making skills in group-based business planning and group activities.</p> <p>CLO-5 Deliver professional oral and visual business presentations and communicate ideas clearly in both individual and team-based formats.</p>							

General Education Learning Outcome: GE-LO		
GE-LO		Value
<input checked="" type="checkbox"/> GE-LO-1 Analytical and Critical Thinking		4
<input checked="" type="checkbox"/> GE-LO-2 Complex Problem Solving		3
<input type="checkbox"/> GE-LO-3 Creativity		
<input type="checkbox"/> GE-LO-4 Interpersonal Skills		
<input type="checkbox"/> GE-LO-5 Integrity and Perseverance		
<input type="checkbox"/> GE-LO-6 Active Learning and Learning Strategies		
<input type="checkbox"/> GE-LO-7 Resilience, Stress Tolerance and Flexibility		
<input checked="" type="checkbox"/> GE-LO-8 Leadership and Social Influence		2
<input checked="" type="checkbox"/> GE-LO-9 Communication		1
<input checked="" type="checkbox"/> GE-LO-10 Entrepreneurship and Startup		5
<input type="checkbox"/> 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	Courses Introduction Foundation of Business	<i>Individual Work 1: Spark Your Business Ideas</i>	
2	Business Formation Part	Group Work 1: Set up Your Own Business	
3	Design Thinking / New Product / Logo	Group Work 2: Product Development	
4	Segmentation, Targeting, Positioning	Group Work 3: STP & Persona	
5	Managing Work Environment	<i>Individual Work 2: Your SWOT</i> Group Work 3: PEST & SWOT analysis	
6	Business Model	Group Work 4: Business Model Canva	
7	Quiz 1 / Group Project Review	Submit group work part 1-2 for review	
8	Strategic Management	<i>Individual Work 3: SMART Goals</i> Group Work 5: Strategic Planning	
9	Organization Structure, Culture & Design	Group Work 6: Organizational Design	
10	Motivating Employees, Power, Influence & Leadership	<i>Individual Work 4: Case study</i>	
11	Human Resource Management & Operation Plan	Group Work 7: HRM & Operation Plan	
12	Introduction to Marketing	Group Work 8: Marketing Plan	
13	Accounting and Financial Statements Controlling Systems	Group Work 9: Projected Income Statement	
14	Quiz 2 / Group Project Review	Submit group work part 3-5 for review	
15	Group Presentation: Pitching Business Plan	Submit the group report and presentation	

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.
Quizzes (2 times)	3	12	1-13	No make-up quizzes will be given unless a medical certificate or other valid evidence is provided.
Individual Assignments & Presentations	3	12	1, 5, 8, 10, 15	<ul style="list-style-type: none"> - 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 Project	8	32	1-14	<ul style="list-style-type: none"> - 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

<input checked="" type="checkbox"/> Group-based								
<input type="checkbox"/> 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
<input type="checkbox"/> 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.
Quizzes (2 times)	GE-LO-1	1	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	1	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.
Individual Assignments & Presentations	GE-LO-1	2	Demonstrates a comprehensive understanding of concepts (e.g., SWOT, SMART Goals) and applies them with deep, critical insight. Analysis is thorough, well-supported, and identifies subtle complexities.	Demonstrates a solid understanding of concepts and applies them correctly. Analysis is clear and relevant but may overlook some nuances	Demonstrates a basic understanding of concepts but struggles with application. Analysis is superficial or misses key connections	Demonstrates limited or incorrect understanding of concepts. Fails to apply them or analysis is absent/irrelevant

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
	GE-LO-9	1	<ul style="list-style-type: none"> - Proactively and clearly expresses thoughts and ideas during group work in class - 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). 	<ul style="list-style-type: none"> - Clearly expresses thoughts and ideas during group work in class - The presentation is decently well-prepared, clear, and logical. - Consistent use of appropriate non-verbal cues; enhances presentation. - Effectively handles audiences' questions. 	<ul style="list-style-type: none"> - Sometimes expresses thoughts and ideas during group work but may be unclear or passive. - 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. 	<ul style="list-style-type: none"> - Rarely or never expresses thoughts and ideas during group work. - 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	1	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	2	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-8	1	Actively motivates the team, facilitates discussion, and helps build consensus. Consistently takes initiative and responsibility. This is	A reliable and constructive team member who completes all tasks, listens to others, and contributes	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)
			supported by overwhelmingly positive self and peer evaluations.	positively to group 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-10	4	The startup idea is highly innovative and well-researched. The business model is creative and demonstrates a deep understanding of market opportunities and risks. The plan plays a key role in developing a viable business model and strategy.	The startup idea is solid and practical. The business model is appropriate and shows a good understanding of the entrepreneurial process. Contributes to the development of a business model and strategy.	The startup idea lacks innovation or is not well-defined. The business model is generic or shows a basic and struggling understanding of entrepreneurial principles.	The startup idea is not viable or demonstrates a lack of understanding of the entrepreneurial process.