



The Bachelor of Business Administration International Program
Kasetsart University

01133211: Operations Management

Instructors: Assoc. Prof. Wuttigrai Ngamsirijit, Ph.D.
Nuttapon Punpugdee, Ph.D.
Asst. Prof. Sawat Wanarat, DBA.
Assoc. Prof. Tipparat Laohavichien, Ph.D.

Course Objectives: This is introductory course in operations management. The course covers the roles of operations management in value creation of the firm as well as tools, and techniques for managing the operations function in both manufacturing and service organizations. Some of the topics included in this course are: Operations Functions, Operations Strategy, Forecasting, Product and Service Design, Capacity Planning, Process Selection and Facility Layout, Location Planning and Analysis, Quality Management, Quality Control, Supply Chain Management, Inventory Management, Aggregate Planning, Material Requirements Planning, Lean Manufacturing, and Scheduling. At the completion of the course, students should understand the key concepts of these topics.

Performance Evaluation: Your performance in this course will be evaluated on the basis of examination.

Midterm Exam	50%
Final Exam	50%

The Honor System: The honor system will be strictly enforced in this course. All assignments and exams submitted shall be considered graded work, unless otherwise noted. All aspects of your course work must be the honor system. Honesty in your academic work will develop into professional integrity. Any form of academic dishonesty will not be tolerated.

Textbook: Stevenson, W.J. 2021. *Operations Management*, 14th ed. Singapore: McGraw-Hill.

Tentative Course Schedule

Tuesday, 1-4pm

No	Date	Topic	Lecturer
1	January 10, 2023	Ch. 1 Introduction to Operation Management Ch. 2 Competitiveness, Strategy and Productivity	Wuttigrai
2	January 17, 2023	Ch. 3 Forecasting	Wuttigrai
3	January 24, 2023	Ch. 4 Product and Service Design	Wuttigrai
4	January 31, 2023	Ch. 5 Strategic Capacity Planning for Products and Service	Nuttapon
5	February 7, 2023	Ch. 6 Process Selection and Facility layout	Nuttapon
6	February 14, 2023	Ch. 8 Location Planning and Analysis	Nuttapon
7	February 21, 2023	Ch. 15 Supply Chain Management	Nuttapon
		<i>Midterm Exam Week, February 25-March 3, 2023</i>	
8	March 7, 2023	Ch 9. Management of Quality	Tipparat
9	March 14, 2023	Ch 10. Quality Control	Tipparat
10	March 21, 2023	Ch. 11 Aggregate Planning and Master Scheduling	Tipparat
11	March 28, 2023	Ch. 12 Inventory Management	Tipparat
12	April 4, 2023	Ch. 13 MRP and ERP	Sawat
13	April 11, 2023	Ch. 14 JIT and Lean Operations	Sawat
14	April 18, 2023	Ch. 16 Scheduling	Sawat
15	April 25, 2023	Ch. 17 Project Management	Sawat
		<i>Final Exam Week, May 1-12, 2023</i>	



Course Syllabus Academic Year 2022

- 1. Faculty** Faculty of Business Administration **Department** Department of Marketing
- 2. Code** 134331 **Subject (Thai)** นโยบายผลิตภัณฑ์และราคา
Credit 3(3-0) **(English)** Product and Price Policy
Pre-requisite 134211 Principles of Marketing
Sec 1 **Time Schedule** Friday 9.30am-12.30pm
- 3. Lecturer**
Assistant Prof. Dr. Prapimpun Limsuwan, Ph.D.
- 4. Academic Advising after class**
Please contact 02-942-8777 E-mail: prap_l@hotmail.com/Line Id: prap_l
Line Group: PPP Kubim 2022

5. Objectives

1. To enable students to learn and understand the principles, theories and concepts of product and price policy. It may also extend to planning and guiding to the implementation of product and pricing strategy of goods and services
2. To encourage students to be creative in bringing their knowledge they have learned into concrete knowledge by introducing and planning product and price policy of their product that can be introduced into the real market.

6. Course Description

The course will emphasize concepts of planning and setting product and pricing policies. The main topics to be covered in this course are developing marketing mix, launching marketing strategies in line with managing product life cycle and exploring internal and external marketing environment affecting product and pricing policy.

7. Course Structure

Chapter 1	The world of Product Management
Chapter 2	Product Life Cycle
Chapter 3	Marketing Environment
Chapter 4	The Analysis of Marketing Environment
Chapter 5	Introducing to the Perspectives of Product
Chapter 6	Product Mix and Product Mix Strategy
Chapter 7	Develop a Marketing Strategy
Chapter 8	Brand and Brand Strategy Decision
Chapter 9	Packaging and Packaging Management
Chapter 10	Delivering Product Values to customers
Chapter 11	Price Policy
Chapter 12	Price Strategy

8. Scoring

ASSIGNMENTS AND PROJECTS: There will be a case study and project (group) for the class. The case study will account for 10% of the course grade. The group project will be to create a new product concept and its marketing plan. This group project will account for 20% of the course grade. More details on the case study and group project will be provided in separate documents. And then final report for the project will account for 10% of the course grade

PARTICIPATION AND ATTENTION: Class attendance and your evaluations by your fellow group project members will determine the participation grade. It will account for 10% of the course grade.

QUIZZES AND EXAMINATIONS: There will be a non-comprehensive final exam at the end of the semester. The exams will consist of multiple choice and short answer questions (40% of the course grade). Also, there will be quizzes in class. All quizzes will be accumulated and will account for 10% of the course grade

	Percent
1. Quizzes and Assignment	30
2. Project and Report	20
3. Participation and Attention	10
4. Final Examination	<u>40</u>
Total	100

9. Grading

The following grading scale will be used to calculate final grades: A (80 – 100%), B+ (75-79%), B (70-74%), C+ (65-69%), C (60-64%), D+ (55-59%), D (50-54%), F 49 or below. (as for illustration)

INCOMPLETE GRADES: We do not give incomplete grades in this course, except for cases where a student missed the final examination for an excusable reason. According to policy, the grade will automatically be converted to an F if it is not removed by the end of the second academic term after the “I” is assigned.

10. Extra Readings

12.1 Gerardus B., “*Product Mix Knowledge Second Edition*”. 2nd Ed. Bangkok: 5starcooks., 2019.

12.2 Stephan S., “*Price Analytics : Strategy, Tactics and Execution*”, 2020

11. Tentative Course Schedule

The course syllabus provides a general plan for the course; deviations may be necessary

Week	Chapter	Topic
1	Course Overview	Introduction to Product and Price Policy
2	Chapter 1	The world of Product Management
3	Chapter 2	Product Life Cycle
4	Chapter 3	Marketing Environment
5	Chapter 4	The Analysis of Marketing Environment
6	Marketing Environment	Project Presentation
7	Review	Review for the half term
	Mid-term Examination	Feb 26,2021-Mar 6, 2022
8	Chapter 5	Introducing to the Perspectives of Product
9	Chapter 6	Product Mix and Product Mix Strategy
10	Chapter 7	Develop a Marketing Strategy
11	Product Strategies	Project Presentation
12	Chapter 8	Brand and Brand Strategy Decision
	Chapter 10	Delivering Product Values to customers
13	Chapter 9	Packaging and Packaging Management
14	Chapter 11	Price Policy
	Chapter 12	Price Strategy
15	Price Policy	Case Study for Price Policy
	Final Examination	May 2-13, 2022

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(Prapimpun Limsuwan, Ph.D., Assist. Prof.)

December 27, 2022

Course Syllabus

01131211 Business Finance

Description: Overview of financial function, the theoretical finance and basic application on finance to other business function.

Lecture:

1. Associate Professor Dr. Pattaragit NETINYOM BBA 1st Honor (Finance & Banking) Thammasat University Ph.D (Banking & Finance) University of Queensland
2. Assistant Professor Dr. Nattawoot Koowattantianchai B.C.A. (Money and Finance) Victoria University of Wellington M.C.A. 1st Honor (Money and Finance) Victoria University of Wellington
D.B.A. (Applied Finance) Southern Cross Uni.

Grading Section:

Midterm 40%

Final 40%

Class Activities and Assignment 20%

Text Book: Ang et al. (2022). Contemporary Financial Management 16th Edition

Class Schedule

Date /2023 (9-12 AM)	Topic – Reference Chapter	Lecturer
9 Jan	Role and Objective – Ch 01	Pat
Tu, 17 Jan (13-16)	Financial Market – Ch 02	Pat
23 Jan	Financial Analysis – Ch 03	Pat
30 Jan - ONLINE	Current Asset Mgt. – Ch 17+18	Pat
6 Feb	Time Value of Money – Ch 05	Natt
13 Feb	Fixed Income Analysis – Ch 06	Natt
20 Feb	Common Stock Valuation – Ch 07	Natt
MIDTERM		
6 Mar	Cost of Capital – Ch 12	Natt
13 Mar	Capital Budgeting – Ch 09	Natt
20 Mar	Risk and Return – Ch 08	Natt
27 Mar	Dividend Policy – Ch 15	Pat
3 Apr	International Finance – Ch 16	Pat
10 Apr	Financial Restructuring	Pat
17 Apr	Crypto Currency	Pat
24 Apr	Short-term Paper Presentation	Pat
Final		

Course Syllabus 01131214 Principles and Policy of Investment

Office

Kasetsart Business School

Finance Department

Prerequisite: 131211 Business Finance

Co-ordinator: Pat Email: fbuspan@ku.ac.th

Venue: Monday 1 PM to 4 PM --- Friday 9 AM to 12 AM ----

Lecturers:

1. Associate Prof. Dr.Pat	BBA 1 st Honor Finance & Banking, Thammasat MBA Finance, NIDA Ph.D. (Banking and Finance) University of Queensla
2. Assistant Prof. Dr.Bee	B.B.A. (General Management), Ramkhamhaeng University M.B.A. (Finance and Banking), Sripatum University D.B.A. (Finance) Nova Southeastern University, USA
3. Assistant Prof.Toey	B.C.A. (Money and Finance) Victoria University of Wellington M.C.A.1 st Honor (Money and Finance) Victoria University of Wellington D.B.A. (Applied Finance) Southern Cross Uni.
4. Dr.Jo	Bachelor of Engineering (Industrial Engineering), Sirindhorn International Institute of Technology, Thammasat University Master of Science (Industrial and System Engineering), University of Southern California Ph.D. in Management (Finance), College of Management, Mahidol University

Course Description

Investment Policy, Speculative Behavior, Determinant of Investment, Investment Analysis, Risk and Return Measurement

Objectives

1. To understand the valuation in finance
2. To determine the risk and return measurement
3. To apply on investment policy on diversified assets

Grading

1. Examination	
2.1. Midterm	35%
2.2. Final	35%
2. Class Participation and Assignment	15%
3. Short term Paper and Examination	<u>15%</u>
รวม	<u>100%</u>

Class Schedule: 446 - BUS

Date (1-4 PM)	Topics	Lecturer
9/01/23	Thai Capital Market Development	GUEST
16/01/23	Thai Debt Market	GUEST
23/01/23	Overview of Investment	Pat
30/01/23	Valuation of Investment	Bee
06/02/23		
13/02/23	Behavior Finance	Toey
20/02/23		
MIDTERM		
06/03/23	Investment Asset Class 2 – CS/DEBT	Jo
13/03/23	Investment Asset Class 2 – Derivatives	
20/03/23	Portfolio Analysis & Measurement	
27/03/23		
03/04/23	Current Issue in Investment	Pat
10/04/23		
17/04/23	Short term Paper Discussion	
24/04/23		
Final		

Class Schedule: 447 - FIN

Date (1-4)	Topics	Lecturer
9/01/23	Thai Capital Market Development	GUEST
16/01/23	Thai Debt Market	GUEST
27/01/23	Overview of Investment	Pat
03/02/23	Valuation of Investment	Bee
10/02/23		
17/02/23	Behavior Finance	Toey
24/02/23		
MIDTERM		
10/03/23	Investment Asset Class 2 – CS/DEBT	Jo
17/03/23	Investment Asset Class 2 – Derivatives	
24/03/23	Portfolio Analysis & Measurement	
31/03/23		
07/04/23	Current Issue in Investment	Pat
14/04/23		
21/04/23	Short term Paper Discussion	
28/04/23		
Final		

Course Syllabus 01131331 Financial Communication

Description: Assigning communication formats for stakeholders, management of communication channel based on a degree of risk and return, increasing enterprise value through efficient communication processes.

Lecturer & Co-ordinator: Associate Prof.Dr.Pattaragit NETINIYOM (Pat)

Class: Th 9.00 – 12.00 น. Room XXXX

Course Objective

1. Understand the business communication and its difference from financial communication
2. Understand the application of financial communication
3. Encourage the ability to make efficient financial communication

Grading

1. Class Participation/ Assignment	60%
3. Final	<u>40%</u>
Total	<u>100%</u>

Lecture Schedule (Finance)

Th./2023	Topic	Lecturer
12/01	Business Communication	Pat
19/01	Branding in Finance	Pat
26/01	Company Customisation	Pat
02/02	Financial Service Quality	Pat
09/02 (ONLINE)	Online Communication	Pat
16/02	B2B market place synergy	Pat
23/02	Financial Institution Communication	Pat
NOOOOO MIDTERM		
02/03	Guest Lecturer --- Online Communication	<i>Guest</i>
09/03	Investor Relationship Management	
16/03	Thai Listed Company - IR	Guest
23/03	Risk Perspective Communication	
30/03	Governance Communication	
06/04 (ONLINE)	Workshop -- 1	
13/04 (ONLINE)	Workshop -- 2	
20/04	Virtual Bank and its Communication	Guest
27/04	Stakeholders Engagement Communication	
Final --- 04/05/2023		



**Kasetsart University
Kasetsart Business School
BBA International Program**

SCHOOL	Kasetsart Business School (KBS)
PROGRAM	BBA International Program
COURSE CODE	01131332
COURSE TITLE	Principles of Insurance
NUMBER OF CREDITS	3 Credits
PREREQUISITE	None
STATUS	Elective
COORDINATOR	Assistant Professor Nattawoot Koowattanatianchai, DBA, CFA
CONTACT	Phone: 087-5393525, Email: fbusnwk@ku.ac.th , Line ID: fbusnwk
REFERENCE TEXT	- Rejda, G.E. and McNamara, M.J. (2017), <i>Principles of Risk Management and Insurance</i> , 13 th Edition, Pearson. - Harrington, S. and Niehaus, G. (2004), <i>Risk Management and Insurance</i> , 2 nd Edition, McGraw-Hill/Irvin.
CLASS PERIOD	Thursday 1-4 pm
CLASS LOCATION	KBS Building 1, Room 1404
CISCO WEBEX MEETING NUMBER	166 298 9691
CLASS MATERIALS	Available for download at http://fin.bus.ku.ac.th/nattawoot.htm

Class times

As scheduled in the course outline below (via Cisco Webex Application, if necessary).

There will be two exams as scheduled by the KBS.

**Course description**

Principles, management, and operations in insurance: fire insurance, marine insurance, automobile insurance, accident insurance, and life insurance.

Course objectives

The course is designed to introduce students to the fundamental concepts of risk and insurance. The main focus will be on the fundamentals of insurance and personal risk management products, including life insurance, annuity, automobile insurance, homeowners' insurance, and marine insurance. The course will also cover the insurance company operations, including pricing, underwriting, and marketing. In addition, students are required to conduct research into current issues facing the risk management and insurance industry.

Classes will comprise a weekly 3-hour seminar at which student participation is encouraged and graded.

Course objectives, corresponding learning outcomes, teaching and evaluation approaches are outlined in the following table.

	Course objectives	Learning Outcomes	Teaching Approaches	Evaluation Approaches
1	To be able to identify appropriate methods of risk management.	1. Well-round Knowledge 2. In-depth Knowledge	- Lecture - Group discussion - Case Study	- Midterm exam - Class participation
2	To be able to explain the characteristics of insurance and insurable risks.	1. Well-round Knowledge 2. In-depth Knowledge	- Online lecture - Group discussion - Case Study - Essay	- Midterm exam - Class participation
3	To be able to understand basic legal principles governing the insurance industry and components of insurance contracts.	1. Well-round Knowledge 2. In-depth Knowledge	- Online lecture - Group discussion - Case Study	- Midterm exam - Class participation
4	To be able to price insurance contracts.	1. In-depth Knowledge 2. Problem Solving 3. Professional Skills 4. Mathematical and Statistical Skills	- Online lecture - Group discussion - Case Study - Essay	- Midterm and final exams - Class participation
5	To become a more informed consumer of auto, homeowners', marine, life and health insurance.	1. Well-round Knowledge 2. In-depth Knowledge	- Online lecture - Group discussion - Case Study	- Midterm and final exam - Class participation - Term project



	Course objectives	Learning Outcomes	Teaching Approaches	Evaluation Approaches
6	To become aware of current issues facing the risk management and insurance industry.	1. Well-round Knowledge 2. In-depth Knowledge	- Online lecture - Group discussion - Case Study	- Class participation - Term project

Expected workload

You are expected to spend roughly 12 hours per week for completing this course. This comprises 3 hours for the online class, 5 hours in undertaking the background reading, and 4 hours in researching and writing the term project. The actual load is unlikely to be uniform however.

Assessment requirements

The final mark for the course will be based upon the following approximate weights:

Class participation	10%
Midterm exam	35%
Final exam	35%
Term project	20%
<u>Total</u>	<u>100%</u>

Class participation

Students are strongly encouraged to attend every class and participate in classroom discussions. Students who attend class regularly perform substantially better in the exams than those who do not. One full attendance point will be awarded for attending each class. Only half attendance points will be given to late attendees. Students who miss a class without a valid reason will receive zero attendance point on that class. Acceptable reasons for missing classes include severe illness (certified by medical staffs), family emergencies, or other unavoidable events, including dangerous weather conditions and accidents. Students who I consider to be reasonable for missing classes will **NOT** be penalized. My judgement is final.

Exams

There will be two exams. All exams will be closed-book, and no formula sheet is allowed. All forms of communications with other students in the exam are strictly prohibited. Students are required to bring their own calculators (smartphones are not allowed). Each exam consists of several essay questions (possibly including mathematical argument) which will test appreciation and understanding of important materials covered in the lecture series. Students are allowed two hours to complete each exam.

Students who miss an exam without a valid reason will receive a zero on that exam. Make-up exams will be allowed only with pre-approval of the coordinator or with an acceptable, documented reason. Acceptable reasons for make-up exams include severe illness (certified by medical staffs), family emergencies, or other unavoidable events, including dangerous weather conditions and accidents. Exam format for make-up exams may be different from the original exam.

Term project

Students will be divided into 5 groups. Some groups may have more students than others if the number of enrolled students does not evenly divide by 5. The number in your group may drop if members of your group drop out of class during the semester.



In this project, each group of students is required to prepare a PowerPoint presentation (or a presentation in other media formats) and make an oral presentation to the class (between 15 to 20 minutes) that explores one of the topics listed below.

- Health care and health insurance system in Thailand
- Takaful: Insurance that meets Islamic standards
- Climate change and the insurance industry
- Aging of the Thai citizens and associated insurance products
- Travel insurance in Thailand

The term project is submitted and presented during the final class. All students are required to participate in the discussion. If oral presentation of the term project is not possible due to any unforeseeable reasons, the term project will need to be presented using a pre-recorded video format and submitted to my email: fbusnwk@ku.ac.th

Grading of the project will be divided between the quality of contents (50%) and the quality of presentation (50%). A good presentation will be well-written with correct grammar, informative, logical, well-organized, and easy to understand. Basically, you need to illustrate that you understand the topic well.

Grade scale

A	B+	B	C+	C	D+	D	F
80 or more	75-79	70-74	65-69	60-64	55-59	50-54	Less than 50

Note: A student's final mark is calculated by adding all of the individual assessment scores together, and then rounding up to the nearest integer. For example, your final mark of 73.3 will be rounded up to 74, and the grade of B will be awarded.

Mandatory course requirements

The term project must be submitted, and both exams attended.

Withdrawal policy

A student may officially withdraw from this class with an automatic W at any time before the official deadline set by Kasetsart University. No withdrawals will be allowed after the deadline. Automatic withdrawals will **NOT** be made by the instructor. To be withdrawn from the class, students must take appropriate actions, that must be in consistency with the university rules and regulations, on or before the university deadlines.

Rules for student conduct

Kasetsart University (KU) prides itself on its standards of academic excellence. In all matters of intellectual pursuit, KU faculty and students must strive to achieve excellence based on the quality of work produced by the individual. In the classroom and in all other academic activities, students are expected to uphold the highest standards of academic integrity. Any form of academic dishonesty is an affront to the pursuit of knowledge and jeopardizes the quality of the degree awarded to all graduates of KU. It is imperative, therefore, that the members of this academic community understand the regulations pertaining to academic integrity and that all faculty members insist on adherence to these standards.

Attendance in the class implies acceptance of the KU honor and behavior codes. Cheating in any form is not acceptable behavior. Students are expected to be familiar with KU's policy regarding academic honesty. Any incidence of suspected cheating will be dealt with through the appropriate judicial channels. Apart from these general honor and behavior codes, I also expect you to adhere to the following standards.



- Please arrive to class on time and do not leave before the class period has ended. Late attendance or early departure are disruptive behaviors. If you have extenuating circumstances and must arrive late, please take a seat as close to the entrance as possible. If you have extenuating circumstances and must leave early, please let the speaker know in advance and sit as close to the exit as possible.
- Please do **NOT** talk with your colleagues in the classroom. Talking is disruptive to other attendees and inconsiderate to the speaker.
- Please silent your cell phone and do **NOT** take calls during the class. Also, please do **NOT** read or reply text messages either.
- Please use the restroom before or after the meeting, or during the recess. Please try **NOT** to go out of the meeting for the restroom. If you are sick (e.g., from diarrhea) and really need to go to the restroom during the meeting, please inform the speaker about your problem before the meeting and sit as close to the exit as possible so as not to disturb others when you leave.
- Please be polite and polished. Do **NOT** curse or use slang.
- Please participate in the discussions during the meeting.
- Please do **NOT** pack your stuffs until it has been indicated that the meeting is over. It is rude to start packing, especially if there has been a time set for the meeting and the time has not expired.

Plagiarism

The University of Oxford defines plagiarism as “presenting someone’s else work or ideas as your own, with or without their consent, by incorporating it into your work without full acknowledgement”. In particular, if you reproduce someone else’s work without acknowledging its source, or if a source is cited which you have not cited or used, you have committed plagiarism. Frequent examples of plagiarism advocated by the Old Dominion University include the following: “submitting a research paper obtained from a commercial research service, the Internet, or from another student as if it were original work; making simple changes to borrowed materials while leaving the organization, content, or phraseology intact; or copying material from a source, supplying proper documentation, but leaving out quotation marks”.

Plagiarism may occur in the term project of this subject if members of the group commit a free-rider behavior; that is, doing none of the group’s work and participating in none of the group’s activities, but attempting to take credit for the work of the group.

You may avoid plagiarism by using the following hints:

- Use citation when you copy more than three words in sequence.
- Common knowledge does **NOT** require citation. But the information will not be common knowledge if there is only one source for that information.
- If you are not sure about whether or not to cite a source, cite.
- You are responsible for the project in its entirety. Therefore, you also have to make sure that works done by your co-author are his or her own.
- Read the information from your sources, then put what you have read into your own words. This is called “paraphrasing”.
- Start writing from an empty screen in MS Word may be a good way of avoiding plagiarism. Many students commit plagiarism without knowing it by copying and pasting someone else’s work into MS Word before making adjustments for that work.
- Internet is a fantastic source for research. But any information you find from the internet is always written by someone. Therefore, you must cite Internet websites, and if you use a quote, use appropriate quotation procedures.
- Paraphrasing is challenging. Changing a verb, tense, or reordering a list is **NOT** paraphrasing. Citing a source for a fact is different from creating a bad quote.

Reputation is a key ingredient for advancement in your professional career. Plagiarism can ruin your reputation and, thus, your professional career, along with the respect of your peers. Plagiarism at KU is an act of academic dishonesty that will be faced with serious consequences. Please refer to the Student Handbook and Student Affairs for details about sanctions and penalties for this behavior.



Penalties

Each late attendance will receive only half attendance points. Each unapproved absence will receive zero attendance point.

Term project handed in late will suffer a 10% penalty per calendar day for the first five days (i.e., marked out of 90, 80, etc.), and be awarded zero after five days. Extensions may be granted (for significant medical or personal problems) prior to the deadline but not after.

Evidence of plagiarism found in the term project will suffer a heavy penalty (up to 100% of the project score). Disciplinary actions under university rules may also be initiated against students who commit plagiarism.

Any forms of cheating during examination will not be tolerated. Cheaters will receive F for the final grade.

It is assumed that students will not engage in behavior that is disruptive to the class (please read the above rules for student conduct). If I consider that you have engaged in disruptive behavior, up to 10% may be deducted from your final score.

In addition, any student who commits an act of academic dishonesty will be faced with disciplinary sanctions. Examples of academic dishonesty may include cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. Proven violations of the detailed regulations, as outlined in the homepage of KU at <https://www.ku.ac.th/th/community-home>, may result in sanctions ranging from disciplinary probation, to failing grade on the work in question, to a failing grade in the course, to suspension or dismissal, among others.

Communication of additional information

Course notices will generally be relayed in class or via a chat group on Line Application. Course contents can be downloaded from the coordinator homepage (<http://fin.bus.ku.ac.th/nattawoot.htm>). Any queries should be directed to the coordinator.

Course Outline

This course outline is subject to review and may be amended to meet students' needs and instructors' availability

Session	Date	Time	Topic	Remark	Instructor
1	Jan 12, 2023	1.00 pm – 4.00 pm	Introduction to Risk and Insurance	- RM Ch 1 - HN Chs 1, 3	Natt K
2	Jan 19, 2023	1.00 pm – 4.00 pm	Basic Concepts in Risk Management and Insurance	- RM Chs 2, 3 - HN Chs 2, 4	Natt K
3	Jan 26, 2023	1.00 pm – 4.00 pm	Insurance Pricing and Insurance Economics	- HN Chs 8, 9	Natt K
4	Feb 2, 2023	1.00 pm – 4.00 pm	Basic Fundamental Legal Principles	- RM Ch 9 - HN Ch 10	Natt K
5	Feb 9, 2023	1.00 pm – 4.00 pm	Analysis of Insurance Contracts	- RM Ch 10 - HN Ch 10	Natt K



Session	Date	Time	Topic	Remark	Instructor
6	Feb 16, 2023	1.00 pm – 4.00 pm	Life Insurance	- RM Ch 11 - HN Ch 15	Natt K
7	Feb 23, 2023	1.00 pm – 4.00 pm	Life Insurance Contractual Provisions	- RM Ch 12	Natt K
Examination	Mar 2, 2023	1.00 pm – 4.00 pm	Midterm Exam Covering lecture materials from sessions 1-7	The exact exam date & time & rules may change and will be advised during session 7.	Natt K
8	Mar 9, 2023	1.00 pm – 4.00 pm	Taxation of Life Insurance & Calculation of Life Insurance Premiums	- RM Ch 13 - HN Ch 15	Natt K
9	Mar 16, 2023	1.00 pm – 4.00 pm	Liability Risk and Homeowners' Insurance	- RM Chs 19, 20, 21 - HN Ch 14	Natt K
10	Mar 23, 2023	1.00 pm – 4.00 pm	Auto Insurance Section I	- RM Ch 22 - HN Ch 13	Natt K
11	Mar 30, 2023	1.00 pm – 4.00 pm	Auto Insurance Section II	- RM Ch 23 - HN Ch 13	Natt K
12	Apr 20, 2023	1.00 pm – 4.00 pm	Marine Insurance in Thailand	TBA	Guest
13	Apr 27, 2023	1.00 pm – 4.00 pm	Fire Insurance in Thailand	TBA	Guest
14	May 11, 2023	1.00 pm – 4.00 pm	Life Insurance Industry in Thailand	TBA	Guest from AIA
15	May 18, 2023	1.00 pm – 4.00 pm	Term Project Presentation of the term project	Participation and discussions will be graded.	Natt K
Examination	May 25, 2023	1.00 pm – 4.00 pm	Final Exam Covering lecture materials from sessions 8-14	The exact exam date & time & rules will be advised during the final class.	Natt K

About the Coordinator:

Biography: Nattawoot Koowattanatianchai, DBA, CFA

Nattawoot Koowattanatianchai is an assistant professor of finance in the Department of Finance at Kasetsart Business School. He has a Doctorate degree (DBA) in Finance from Southern Cross University and has earned



the Chartered Financial Analyst (CFA) designation from the CFA Institute. He is currently a Director of the Master of Finance Program at Kasetsart Business School. His duties include research, developing curricula, teaching, unit coordination, preparing and presenting lecture material, and general administration. As a consultant, he has provided advice on issues pertaining to transport policy, alternative energy development, energy efficiency and real estate development to various organizations such as the Australian Railway Association, Department of Alternative Energy and Development Efficiency of Thailand, and Treasury Department of Thailand. His current research mainly focuses on asset replacement policies, financial services, and capital market studies. His consulting firm, entitled "NNS Advisor Company Limited", has provided advisory services pertaining to investment banking transactions to many corporations.

Selected Publications:

1. **Koowattanatianchai, N.** Charles, M.B. and Eddie, I. (2019), "Incentivising Investment Through Accelerated Depreciation: Wartime Use, Economic Stimulus and Encouraging Green Technologies", ***Accounting History***, 24(1), 115-137. [2018 SJR Ranking: Quartile 1 in History]
2. **Koowattanatianchai, N.** and Prayarach, K. (2016), "How the ASEAN Exchange Integration Affects Firms' Position on the ASEAN Link: Evidence from Thailand", ***International Journal of Economics and Business Research***, 11(1), 58-82. [2018 SJR Ranking: Quartile 3 in Economics, Econometrics and Finance]
3. **Koowattanatianchai, N.** and Charles, M.B. (2015), "An Extended Asset Replacement Model: Impacts of Taxation, Inflation, and Technological Advancement on Optimal Asset Duration", ***INFOR: Information Systems and Operational Research***, 53(4), 178-193. [2018 SJR Ranking: Quartile 3 in Computer Science Applications]
4. **Koowattanatianchai, N.** and Charles, M.B. (2015), "A Mixed Methods Approach to Studying Asset Replacement Decisions", ***International journal of Business Innovation and Research***, 9(5), 544 – 567. [2018 SJR Ranking: Quartile 3 in Business and International Management]
5. **Koowattanatianchai, N.**, Wang, J. and Charles, M.B. (2012), "The Merits of Accelerated Depreciation for Promoting Investment in Clean Technologies: A Simulation Study in the Australian Rail Freight Industry", ***Transportation Research Part D: Transport and Environment***, 17(8), 578 – 584. [2018 SJR Ranking: Quartile 1 in Transportation and Environmental Science]



COURSE SYLLABUS

2nd Semester Academic Year 2022

Bachelor of Business Administration: International Program

1. Faculty of Business Administration

2. Course code 01132462-65

Course name Family Business Management

Total credits 3(3-0-6)

Prerequisite -

Section 445 **Day and Time:** Tuesday 9.00 – 12.00

Room: BA1-1301

3. Lecturer(s): Assistant Professor Dr. Waranpong Boonsiritomachai Mr. Gerald Lim

4. Office hours for consultation with students

Day: Tuesday **Time:** 9.00 – 12.00 AM.

e-mail: waranpong.b@ku.th

5. Course Objective(s)

- Understand the historical importance of family businesses in the Thailand and global economy - both developed and developing world perspectives
- Become familiar with the operational and organizational dynamics of a family business
- Understand the differences and sensitivities across multigenerational family businesses
- Learn about effective governance and succession models for family businesses
- Learn how to form and / or manage a family business and the conditions where suitable

6. Course Description

Family businesses represents a significant part and a key driver of the Thai economy. Estimates account family businesses for more than 80% of Thailand's GDP. Globally family businesses represent even proportion of the global economy. Worldwide, an estimated 80% of all businesses are classified as "family businesses". The course is applicable to students who may be remotely involved in your family business or contemplating joining your family-owned enterprise or someone else's after graduation.

7. Course Outcome

This course is intended for students seeking to understand generational family business, innovation, management, and investment across a variety of global sectors, functions, and ecosystems. It will expose students to approaches, frameworks, and ways-of-thinking that can be utilized to identify meaningful problems and constantly changing individual needs, conceive actionable ideas and solutions, and propel them to fruition.

8. Student-centered Teaching Method(s)

Lecture, discussion, case study, group independent study (written report), presentation, homework, and group activity.

9. Teaching Aids/Materials

All teaching & learning materials for the class can be found in google classroom

10. Measure(s) of Achievement

	Percent
10.1 Class Activity/ Attendance	10
10.2 Mid term exam	20
10.3 Final term exam	20
10.4 Family business 3 minutes challenge	10
(VDO clip – group assignment 6 people – you can send more than one clip)	
For top 10 finalists will present live at the stage (only representative)	
10.5 Final Exhibition “DNA FAMILY BUSINESS” (maximum 6 people per team)	
Report	15
Booth presentation	15
Poster	10
(Details about your company ex Name of your family business, history, strategy, challenges, and future direction)	
Extra points for promoting your selected family business	(5)
(e.g. souvenir, product demonstration, and product testing)	
Total	<u>100</u>

Class Attendance: Students must attend class not less than 80% of the total classes or they are not allowed to take an exam.

11. Grading

Total scores	Grade
80-100	A
75-79	B+
70-74	B
65-69	C+
60-64	C
55-59	D+

50-54	D
0-49	F

12. Textbooks and Readings

There is no assigned textbook for this course.

The course emphasizes exposure to the latest vocabulary, tools, developments, and trends underlying family business as it relates to general management, innovation, fundraising, investing, social impact / ESG, real estate, governance and succession.

Please get in the habit of following the daily local, national, and international news.

13. Class Schedule (Tuesday 9.00-12.00)

#	Date	Topic	Lecturers
1	10 Jan 23	Course Introduction History of Family business	Mr. Gerald Lim
2	17 Jan 23	Successful Family Business / What defines success, building blocks for success	Mr. Gerald Lim
3	24 Jan 23	Key Actors	Dr. Waranpong Boonsiritomachai (Online)
4	31 Jan 23	Surviving and thriving through the evolving demands of family and business	Mr. Gerald Lim
5	7 Feb 23	Ownership	Mr. Gerald Lim
6	14 Feb 23	Principles of Sound Governance	Mr. Gerald Lim
7	21 Feb 23	Transforming the family business into a professional organisation	Mr. Gerald Lim
*** Mid-term exam week : No Class ***			
8	7 Mar 23	Succession in family business	Mr. Gerald Lim
9	14 Mar 23	Succession in family business - Continued	Dr. Waranpong Boonsiritomachai
10	21 Mar 23	Growth through International Expansion - considerations	Mr. Gerald Lim
11	28 Mar 23	Managing conflict and dysfunction	Mr. Gerald Lim
12	4 April 23	New Ideas, Entrepreneurship, Intrapreneurship	Dr. Waranpong Boonsiritomachai
13	11 April 23	Financing your family business	Mr. Gerald Lim
14	18 April 23	The Family Office	Mr. Gerald Lim
15	25 April 23	Exhibition	Dr. Waranpong Boonsiritomachai
*** Final Examination ***			

Remarks: For the benefits of the students, the schedule may be adjusted upon the mutual agreement between the lecturer and students.



The Bachelor of Business Administration International Program
Kasetsart University

01133211: Operations Management

Instructors: Assoc. Prof. Wuttigrai Ngamsirijit, Ph.D.
Nuttapon Punpugdee, Ph.D.
Asst. Prof. Sawat Wanarat, DBA.
Assoc. Prof. Tipparat Laohavichien, Ph.D.

Course Objectives: This is introductory course in operations management. The course covers the roles of operations management in value creation of the firm as well as tools, and techniques for managing the operations function in both manufacturing and service organizations. Some of the topics included in this course are: Operations Functions, Operations Strategy, Forecasting, Product and Service Design, Capacity Planning, Process Selection and Facility Layout, Location Planning and Analysis, Quality Management, Quality Control, Supply Chain Management, Inventory Management, Aggregate Planning, Material Requirements Planning, Lean Manufacturing, and Scheduling. At the completion of the course, students should understand the key concepts of these topics.

Performance Evaluation: Your performance in this course will be evaluated on the basis of examination.

Midterm Exam	50%
Final Exam	50%

The Honor System: The honor system will be strictly enforced in this course. All assignments and exams submitted shall be considered graded work, unless otherwise noted. All aspects of your course work must be the honor system. Honesty in your academic work will develop into professional integrity. Any form of academic dishonesty will not be tolerated.

Textbook: Stevenson, W.J. 2021. *Operations Management*, 14th ed. Singapore: McGraw-Hill.

Tentative Course Schedule

Monday, 9-12am

No	Date	Topic	Lecturer
1	January 9, 2023	Ch. 1 Introduction to Operation Management Ch. 2 Competitiveness, Strategy and Productivity	Wuttigrai
2	January 16, 2023	Ch. 3 Forecasting	Wuttigrai
3	January 23, 2023	Ch. 4 Product and Service Design	Wuttigrai
4	January 30, 2023	Ch. 5 Strategic Capacity Planning for Products and Service	Nuttapon
5	February 6, 2023	Ch. 6 Process Selection and Facility layout	Nuttapon
6	February 13, 2023	Ch. 8 Location Planning and Analysis	Nuttapon
7	February 20, 2023	Ch. 15 Supply Chain Management	Nuttapon
		<i>Midterm Exam Week, February 25-March 3, 2023</i>	
8	March 6, 2023*	Ch 9. Management of Quality	Tipparat
9	March 13, 2023	Ch 10. Quality Control	Tipparat
10	March 20, 2023	Ch. 11 Aggregate Planning and Master Scheduling	Tipparat
11	March 27, 2023	Ch. 12 Inventory Management	Tipparat
12	April 3, 2023	Ch. 13 MRP and ERP	Sawat
13	April 10, 2023	Ch. 14 JIT and Lean Operations	Sawat
14	April 17, 2023	Ch. 16 Scheduling	Sawat
15	April 24, 2023	Ch. 17 Project Management	Sawat
		<i>Final Exam Week, May 1-12, 2023</i>	

*Public holidays. These classes will be rescheduled.



Faculty of Business Administration, Kasetsart University
01133323 Hotel Management Course syllabus (International BBA program)
Spring-2022

Course name: 01133323 Hotel Management (3-0-6)

pre-requisite: nil

Thursday 1 – 4pm

Instructor: Yodmanee Tepanon, PhD

Email yodmanee.t@ku.th (advance appointment required for an in-person meeting)

Course description

Principles of hotel operations management. Duties and procedures of key departments in the hotel business.

Expected course outcomes

Upon completion of this course, students must be able to

- differentiate the hotel business and other businesses
- describe the significant components and departments in a hotel
- illustrate the importance and roles of each department in a hotel
- define terms regularly used in the hotel business
- explain the “guest cycle”
- analyze and explain the impact of the current global changes on hotel operations management
- analyze and provide managerial solutions to specific departmental problems

Teaching method

Lecture, discussion, homework/assignment, hotel site visit (depend on immediate situation)

Teaching materials

PowerPoint presentation slides, online teaching platform (Webex, google classroom), textbook, VDO clips

Assessment/evaluation

- homework/assignment/quiz	20%
- participation	10%
- midterm exam	20%
- final exam	20%
- term paper & presentation	30%
	100%

*** Late homework/quizzes/assignments are not accepted. Plagiarism of any assignments will result in an immediate zero grade for the assignment.**

Textbook

*Hayes, D. K. & Ninemeier, J. D. (2016). Hotel Operations Management. New Jersey: Pearson Prentice Hall.

Vallen, G. K. & J. J. Vallen (2013). Check-in Check-Out: Managing Hotel Operations. New Jersey: Pearson Prentice Hall

(Other materials will be given/assigned throughout the semester)

Class Policies


1. On-time attendance is anticipated. I may not allow you in a classroom if you are late.
2. Pay attention to what we talk about during the class period
3. Although regular attendance is not required, it is encouraged. Professional and considerate behavior during class is expected. Be respectful to your teacher and classmates
4. Use MS office for all assignments (unless specified differently)
5. No recording is allowed
6. There will be no make-up quiz. Please make sure you attend class regularly.
7. Students are required to wear proper university uniform

Class Schedule

	Date	Topic	Remarks
1	1-12	Overview of the Hotel Industry	
2	1-19	The Guest Service Imperative	
3	1-26	The Hotel General Manager	
4	2-2	Human Resources	K. Sirirat (Chatrium hotel group)
5	2-9	Accounting	
6	2-16	Sales and Marketing	
7	2-23	Property Operation and Maintenance	
8	3-9	Personal Safety and Property Security	
9	3-16	The Front Office (1)	
10	3-23	The Front Office (2)	
11	3-30	Housekeeping	
12	4-6*	Food and Beverage	Dr. Ng (IFTM)
13	4-13*	Franchise Agreements and Management Contracts	Dr. Pimtong (HK Poly Tech – SPEED)
14	4-20	Managing the Global Hotel Industry	
15	4-27	Student presentation	

*Classes scheduled on holidays will be determined later whether new meeting dates are needed.

*Dates are subject to change at the discretion of the instructor

 Digitally signed
by Yodmanee
TEPANON
Date: 2022.12.27
10:39:35 +07'00'



Course Syllabus Semester 2/ Academic Year 2022

1. Faculty Faculty of Business Administration	Department Department of Marketing
2. Code 01134315	Subject (Thai) การตลาดเพื่อความรับผิดชอบต่อสังคมและสิ่งแวดล้อม
Credit 3(3-0)	(English) Marketing for Social and Environmental Responsibility
Pre-requisite 134211 Principles of Marketing Sec 440	Time Schedule Tuesday 1.00 pm – 4.00pm

3. Lecturer
Assistant Professor Chonlada Sajjanit, Ph.D.

4. Academic Advising after class
Please contact 02-942-8777 E-mail: chonlada.saj@ku.th,

5. Objectives

1. To enable students to understand the principles, theories and concepts of sustainability, corporate social responsibility, social enterprises, social marketing and environmental marketing.
2. To enable students to understand the need for behavioral change and develop social marketing plans.
3. To enable students to understand the environmental marketing context and develop environmental marketing plans.

6. Course Description

Definition, importance, concepts and philosophy of marketing for social and environmental responsibility. Marketing mix for social and environmental responsibility. Using marketing management for changing consumer and business behaviors to responsible for society and environment in order to reach the sustainable development. Case studies.

7. Course Structure

Chapter 1	Overview of Marketing for Social and Environmental Responsibility
Chapter 2	Sustainability and Corporate Social Responsibility
Chapter 3	Social Enterprises
Chapter 4	Social Marketing Process
Chapter 5	Social Marketing Mix and Evaluation
Chapter 6	Green Behavior, Segmentation and Positioning within Green Markets
Chapter 7	Environmental Marketing: Product
Chapter 8	Environmental Marketing: Pricing

Chapter 9	Environmental Marketing: Place
Chapter 10	Environmental Marketing: Promotion & Evaluation
Chapter 11	Trends in Environmental Marketing

8. Scoring

	Percent
1. Assignment and participation	30
2. Social marketing plan	15
3. Environmental marketing plan	15
4. Final examination	<u>40</u>
Total	100

9. Extra Readings

Buchholtz & Carroll. (2008). *Business & society: Ethics & stakeholder management*. South-Western Cengage Learning.

Gordon, Carrigan & Hastings. (2011). *A framework for sustainable marketing*. Sage Publication, Inc.

Kotler, P. & Keller, K.L. (2016). *Marketing management*. Pearson Education Limited.

Kotler, P. & Armstrong, G. (2018). *Principles of marketing*. Pearson Education Limited.

Lee, N. R. & Kotler, P. (2020). *Social marketing: Behavior change for social good*. Sage Publication Inc.

Peattie, K. (1995). *Environmental marketing management*. Financial Times Management

Wein, N.K. (2011). *Hands-on social marketing*. Sage Publication, Inc.

Young, S.T. & Dhanda, K.K. (2013), *Sustainability*. Sage Publication, Inc.

10. Tentative Course Schedule

The course syllabus provides a general plan for the course; deviations may be necessary

	Date	Chapter	Topic	
1	January 10, 2023	1	Overview of Marketing for Social and Environmental Responsibility	Asst.Prof.Dr.Chonlada
2	January 17, 2023	2	Sustainability and Corporate Social Responsibility	Asst.Prof.Dr.Chonlada
3	January 24, 2023	2	CSR Case Study	Asst.Prof.Dr.Chonlada
4	January 31, 2023	3	Social Enterprises	Asst.Prof.Dr.Chonlada
5	February 7, 2023	3	Social Enterprise Case Study	Asst.Prof.Dr.Chonlada
6	February 14, 2023	4-5	Social Marketing Process and Mix	Asst.Prof.Dr.Chonlada
7	February 21, 2023	4-5	Social Marketing Case Study	Asst.Prof.Dr.Chonlada
		Mid-term Examination	Feb 25-Mar 5, 2023	
8	March 7, 2023	4-5	Social Marketing Plan: Presentation and Report	Asst.Prof.Dr.Chonlada
9	March 14, 2023	6	Green Behavior, Segmentation and Positioning within Green Markets	Asst.Prof.Dr.Chonlada
10	March 21, 2023	7-8	Environmental Marketing: Product & Pricing	Asst.Prof.Dr.Chonlada
11	March 28, 2023	9-10	Environmental Marketing: Place & Promotion	Asst.Prof.Dr.Chonlada
12	April 4, 2023	6-10	Environmental Marketing Case Study 1	Asst.Prof.Dr.Chonlada

13	April 11, 2023	6-10	Environmental Marketing Case Study 2	Asst.Prof.Dr.Chonlada
14	April 18, 2023	11	Trends in Environmental Marketing	Asst.Prof.Dr.Chonlada
15	April 25, 2023	6-11	Environmental Marketing Plan: Presentation and Report	Asst.Prof.Dr.Chonlada
		Final Examination	May 1-12, 2023	

.....
 (Assistant Professor Chonlada Sajjanit, Ph.D)
 January 3, 2023



Course Syllabus

Second Semester Year 2022

- 1. Faculty:** Business Administration **Department:** Department of Marketing
- 2. Course Code:** 01134325 **Course Title:** Tourism Marketing
- Number of Credits:** 3(3-0-6) **Pre-requisite:** 01134111 Principles of Marketing
- Section:** 1
- Classes:** Mondays Time 9.00-12.00 Room BA1-1204

3. Lecturer

Dr. Alisa Sony

4. Appointments

Department of Marketing, Floor 9, Business Administration Building

Email : alisa.son@ku.th

5. Course Objectives

1. Recognize the roles of service marketing in the hospitality and tourism industry.
2. Examine the consumer and organizational buyers' behavior and their influences on the marketing of hospitality and tourism products.
3. Understand marketing strategies for hospitality and tourism businesses, including segmentation, targeting, positioning, marketing mix, and competition strategies.
4. Analyze marketing strategies for hospitality and tourism businesses.

6. Course Description

Theories, concepts and applications of tourism marketing within a travel and tourism organizational context, the tourism marketing process and the unique nature of tourism marketing, tourism marketing research, tourist behavior, tourism marketing plan, and case studies.

7. Course Outline:

Chapter 1 Creating Customer Value and Engagement Through Marketing for Hospitality and Tourism

Chapter 2 Services Marketing Concepts Applied to Marketing for Hospitality and Tourism

Chapter 3 Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships

Chapter 4 Analyzing the Marketing Environment

Chapter 5 Managing Customer Information to Gain Customer Insights

Chapter 6 Consumer Markets and Consumer Buying Behavior

Chapter 7 Organizational Buyer Behavior

Chapter 8 Customer-Driven Marketing Strategy: Creating Value for Target Customers

Chapter 9 Designing and Managing Products and Brands: Building Customer Value

Chapter 10 Internal Marketing

Chapter 11 Pricing: Understanding and Capturing Customer Value

Chapter 12 Distribution Channels Delivering Customer Value

Chapter 13 Engaging Customers and Communicating Customer Value and Advertising

8. Student-Centered Class

Use of lectures along with examples to enhance students' understanding of the chapter taught. In addition, students are encouraged to exchange ideas with the lecturer and participate in case studies and group projects to apply the knowledge learned throughout the course.

9. Teaching Equipment and Media

Computer, multimedia, and other materials

10. Learning Evaluation

	Percentage
10.1 Quiz before midterm examination (Chapters 1-3)	10
10.2 Midterm (Chapters 1-7)	20
10.3 Quiz before final examination (Chapters 8-10)	10
10.4 Final examination (Chapters 8-13)	20
10.5 Case analysis and presentation	10
10.6 Analysis of marketing strategies for hospitality and tourism businesses	25
10.7 Attendance	<u>5</u>
Total	<u>100</u>

11. Learning Assessment

Students' learning will be assessed, and the criteria for the different grades, A B+ B C+ C D+ D F, are as follows:

Score Range	Grade
80 — 100	A
75 — 79	B+
70 — 74	B
65 — 69	C+
60 — 64	C
55 — 59	D+
50 — 54	D
น้อยกว่า 50	F

12. Reference Materials:

1. Kotler, P., Bowen, J.T., & Seyhmus, B. (2022). *Marketing for Hospitality and Tourism* (8th ed., Global Edition). Pearson Education.
2. Kotler, P. & Armstrong, G. (2018). *Principles of Marketing* (17e). Pearson Education.

13. Teaching Plan

Week	Date	Content	Activities	Lecturer
1	Monday 9/1/2023	Course Introduction Chapter 1	Lecture/Discussion	Dr. Alisa Sony
2	Monday 16/1/2023	Chapter 2	Lecture/Discussion	Dr. Alisa Sony
3	Monday 23/1/2023	Chapter 3	Lecture/Discussion	Dr. Alisa Sony
4	Monday 30/1/2023	Quiz (Chapters 1-3) Chapter 4 Case 2	Lecture/Discussion	Dr. Alisa Sony
5	Monday 6/2/2023	Chapter 5	Lecture/Discussion	Dr. Alisa Sony
6	Monday 13/2/2023	Chapter 6 Case 3 Case 7	Lecture/Discussion	Dr. Alisa Sony

Week	Date	Content	Activities	Lecturer
7	Monday 20/2/2023	Chapter 7 Student Course Evaluation (1 st Period) Case 1	Lecture/Discussion	Dr. Alisa Sony
Midterm Examination Week (25 February – 5 March 2023) Midterm for 01134325: 27 February 2023 Time: 13-16 hours				
8	Monday 6/3/2023 Online Class: Public Holiday	Chapter 8	Lecture/Discussion	Dr. Alisa Sony
9	Monday 13/3/2023	Chapter 9	Lecture/Discussion	Dr. Alisa Sony
10	Monday 20/3/2023	Chapter 10 Case 9	Lecture/Discussion	Dr. Alisa Sony
11	Monday 27/3/2023	Quiz (Chapters 8-10) Chapter 11 Case 12	Lecture/Discussion	Dr. Alisa Sony
12	Monday 3/4/2023	Chapter 12 Case 15	Lecture/Discussion	Dr. Alisa Sony
13	Monday 10/4/2023	Chapter 13 Case 22	Lecture/Discussion	Dr. Alisa Sony
14	Monday 17/4/2023	Project Presentation	Presentation/Discussion	Dr. Alisa Sony
15	Monday 24/4/2023	Guest Speaker Student Course Evaluation (2 nd Period)	Presentation/Discussion	Dr. Alisa Sony
	Final Examination Week (1-12 May 2023) Final Examination for 01134325: 8 May 2023 Time: 13-16 hours			

14. Project

Students are required to form a group of 5 students and choose a business that operates in the hospitality and tourism industry, which has been affected by COVID-19. For example, students can select hotels, theme parks, water parks, zoos, restaurants, cinemas, etc. Then, students need to analyze the marketing strategies that the business has employed to recover, survive, and if possible reverse the threat into opportunity. Each group should present for 20-25 minutes, followed by 5-10 minutes of questions by the lecturer. The presentation should cover the following:

- Analysis of external environmental factors that have affected the business using PESTEL

- Analysis of the business using SWOT Analysis
- Analysis of the direct competitor
- Analysis of marketing strategy including segmentation, targeting, positioning, and marketing mix
- Recommendations for the business to improve the marketing strategies for its hospitality and tourism business

Group Project (Marketing Strategy) Assessment Criteria (25 marks)

Criteria	Barely	Minimal	Acceptable	Good	Excellent
Presentation (5 marks):					
<ul style="list-style-type: none"> - Interesting and holds the audience's attention - Effective use of media to support presentation - Clear explanation - Effective time management 	1	2	3	4	5
Content (20 marks):					
Ability to analyze environmental factors <ul style="list-style-type: none"> - PESTEL - SWOT 	1	2	3	4	5
Ability to analyze direct competitor	1	2	3	4	5
Ability to analyze marketing strategy <ul style="list-style-type: none"> - Segmentation - Targeting - Positioning - Marketing mix 	1	2	3	4	5
Recommendations for the business to improve the marketing strategies for its hospitality and tourism business	1	2	3	4	5
Total Marks					

15. Others

Please use Zoom for online classes

Meeting ID: 642-100-5024 Passcode: alisa

Link:

<https://us02web.zoom.us/j/6421005024?pwd=S3JZa2wySVoya1VXc0VPSEtUQmppQT09>

Students' Course Evaluation (1st Period) 20-24 February 2023

Students' Course Evaluation (2nd Period) 24-28 April 2023

Students' Course Evaluation Website: <https://eassess.ku.ac.th/>



Course Syllabus
Semester 2 Academic Year 2021

1. Faculty of Business Administration Department of Marketing

2. Course code: 01134351 **Course name:** Integrated Marketing Communication

Credit: 3 (3-0-6)

Pre-requisite: 01134111 Principles of Marketing

Section: 440

Day/Time: Wednesday 1 - 4 pm **Room :** Webex Online Class

Meeting Number: 166 121 2671

3. Lecturers

Associate Professor Chuenjit Changchenkit

4. Office hours for consultation with students: Tue 2.30 – 4.30 pm at Building # 4 , Fl. 9
(Please make an appointment via Email)

Email address: fbusejc@ku.ac.th

5. Course objectives

1. To understand key attributes of Integrated Marketing Communication Strategy and Marketing Communication Program by case study basis.
2. To identify Integrated Marketing Communication strategic planning process.
3. To elaborate contact points for Integrated Marketing Communication program.

6. Course description

Marketing communication strategy through advertising, sales promotion, personal selling, public relations, direct marketing and other communications. Creating brand awareness, brand image and buying behaviour.

7. Course Outline

1. An Introduction to Integrated Marketing Communications (IMC)
2. Role of IMC in the Marketing Process
3. Consumer Behaviour and IMC
4. The Communication Process
5. IMC Program Planning : Establishing Objectives and Budgeting for the Promotional Program
6. Advertising
7. Sales Promotion
8. Public Relations , Publicity , and Corporate Advertising
9. Personal Selling and Direct Marketing
10. The Internet : Digital and Social Media
11. Measuring The Effectiveness of the Promotional Program
12. Case Study in IMC Program

8. Teaching Materials and Instructions

PowerPoint presentation sheets will be provided for students in each class. Besides, students may have others media in marketing communication campaign via social media i.e., facebook , IG , YouTube etc., for better understanding in Integrated marketing Communication campaign .

Class participation

1. Workshops are assigned in class , working as a group of 4-5 students.
2. Class Attendance will be checked in class. Students are expected to attend the class consistently at least 80% of total class period.

Homework/Cases

Students are expected to have homework or Case Study either individually or by group . Some are assigned in class. While some may be at home.

Class projects

Integrated Marketing Communication Plan project is assigned to group , with the schedule for presentation and full report submission shown below.

9. Class Evaluation

		<u>Percent</u>
10.1	Class Attendance	10
10.2	Workshop/Homework/Cases	30
10.3	Class projects	20
10.4	Final examination	<u>40</u>
		<u>100</u>

10. Textbook

George E. Belch & Michael A. Belch. **Advertising and Promotion : An Integrated Marketing Communications Perspective**. 12th ed. McGrawHill,2021.

11. Tentative class schedule*

Week	Date	Topic	Activity	Lecturer
1	11 Jan 2023	An Introduction to Integrated Marketing Communications (IMC)	Lecture	A. Chuenjit
2	18 Jan 2023	Role of IMC in the Marketing Process	Lecture	A. Chuenjit
3	25 Jan 2023	Consumer Behaviour and IMC	Lecture	A. Chuenjit
4	1 Feb 2023	The Communication Process	Lecture	A. Chuenjit
5	8 Feb 2023	IMC Program Planning : Establishing Objectives and Budgeting for the Promotional Program	Lecture & Workshop	A. Chuenjit
6	15 Feb 2023	Advertising	Lecture	A. Chuenjit
7	22 Feb 2023	Advertising (Continued)	Workshop	A. Chuenjit
No Mid Term Examination				
8	8 Mar 2023	Sales Promotion	Lecture	A. Chuenjit
9	15 Mar 2023	Public Relations , Publicity , and Corporate Advertising	Lecture	A. Chuenjit
10	22 Mar 2023	Personal Selling and Direct Marketing	Lecture	A. Chuenjit
11	29 Mar 2023	The Internet : Digital and Social Media	Lecture& Workshop	A. Chuenjit

Week	Date	Topic	Activity	Lecturer
12	5 Apr 2023	Measuring The Effectiveness of the IMC Program	Lecture	A. Chuenjit
13	12 Apr 2023	Case Study in IMC Program	Lecture	A. Chuenjit
14	19 Apr 2023	Project Presentation		A. Chuenjit
15	26 Apr 2023	Project Presentation (Continued)		A. Chuenjit
Final Examination				

** The schedule may be changed upon notification.*

Signature.....

(Associate Professor Chuenjit Changchenkit)

29 Dec 2022



Course Syllabus
Semester 2 Academic Year 2022

1. Faculty of Business Administration Department of Marketing

2. Course code: 01134353 **Course name:** Customer Relationship Management

Credit: 3 (3-0-6)

Pre-requisite: 01134111 Principles of Marketing

Section: 440

Day/Time: Wednesday 9 - 12 am

Room:

3. Lecturers

Associate Professor Chuenjit Changchenkit

4. Office hours for consultation with students: Tue 2.30 – 4.30 pm at Building # 4 , Fl. 9
(Please make an appointment via Email)

Email address: fbuscjc@ku.ac.th

5. Course objectives

- 5.1 To understand the basic concept of Customer Relationship Management and Integrated Relationship Management.
- 5.2 To understand marketing activities to retain customers.
- 5.3 To be able to create Customer Relationship Management Plan of corporate or business that students are interested in.

6. Course description

Marketing process to build long-term relationship with customers. Marketing programs decision to create good understanding and relationship between organizations and market, including customers and stakeholders. Value added buying decision through win – win strategy. Strategy for customer retention , new customer acquisition, and customer win back.

7. Course Outline

- 7.1 Introduction to Customer Relationship Management.
- 7.2 Customer Relationship Management and STP Marketing
- 7.3 Concept and theory of Customer Relationship Management.
- 7.4 Customer Relationship Management Planning and Implementation.
- 7.5 How to retain customers ,get new customer acquisition and win back customers by Customer Relationship Management strategies.
- 7.6 Integrated Relationship Management or Six market Model.

7.7 Marketing activities to build long-run customer relationship.

7.8 Key Account Management strategy.

7.9 Customer Relationship Management Strategy Evaluation.

8. Teaching Materials and Instructions

PowerPoint presentation sheets will be provided for students in each class. Besides, students may have others media in marketing communication campaign via social media i.e., facebook, IG, YouTube etc., for better understanding in Customer Relationship Management strategy. Workshops are assigned in class, working as a group of 4-5 students.

Class Attendance will be randomly checked in class. Students are expected to attend the class consistently at least 80% of total class period.

Homework/Cases

Students are expected to have homework or Case Study either individually or by group.

Some are assigned in class. While some may be at home.

Class projects

Customer Relationship Management Plan project is assigned to group, with the schedule for presentation and full report submission shown below.

9. Class Evaluation

		<u>Percent</u>
10.1	Class Attendance	10
10.2	Workshop/Homework/Cases	30
10.3	Class projects	20
10.4	Final Examination	<u>40</u>
		<u>100</u>

10. Textbook

Ed Peelen. **Customer Relationship Management**. 2ed Harlow: Pearson, 2014

11. Class Schedule

Week	Date	Topic	Activity.	Lecturer
1	11 Jan 2023	Introduction to Customer Relationship Management	Lecture	A. Chuenjit
2	18 Jan 2023	Customer Relationship Management and STP Marketing	Lecture	A. Chuenjit
3	25 Jan 2023	Concept and theory of Customer Relationship Management	Lecture	A. Chuenjit
4	1 Feb 2023	Customer Relationship Management Planning and Implementation	Lecture	A. Chuenjit
5	8 Feb 2023	How to retain customers, get new customer acquisition and win back customers by Customer Relationship Management strategies.	Lecture	A. Chuenjit
6	15 Feb 2023	Integrated Relationship Management or Six market Model.	Lecture	A. Chuenjit
7	22 Feb 2023	Integrated Relationship Management or Six market Model (Continued)	Workshop	A. Chuenjit
No Mid Term Examination				
8	8 Mar 2023	Marketing activities to build long-run customer relationship	Lecture	A. Chuenjit

Week	Date	Topic	Activity.	Lecturer
9	15 Mar 2023	Marketing activities to build long- run customer relationship (Continued)	Lecture	A. Chuenjit
10	22 Mar 2023	Key Account Management strategy	Lecture	A. Chuenjit
11	29 Mar 2023	Key Account Management strategy (Continued)	Workshop	A. Chuenjit
12	5 Apr 2023	Customer Relationship Management Evaluation	Lecture	A. Chuenjit
13	12 Apr 2023	Workshop	Workshop	A. Chuenjit
14	19 Apr 2023	Project Presentation		A. Chuenjit
15	26 Apr 2023	Project Presentation (Continued)		A. Chuenjit
Final Examination				

** The schedule may be changed upon notification.*

Signature.....

(Associate Professor Chuenjit Changchenkit)

29 Dec 2022

Product Development & Design Course Syllabus

COURSE DESCRIPTION

This is an outcome-based learning module where students will research, design, and develop conceptual products over the 12-week time period. Students will be introduced to professional research methodologies, synthesis, design and product development methodologies, strategic problem-solving practices, as well as self-directive learning of appropriate design and development skills. This course takes a three-pronged approach introducing professional practices focused on gaining an empathetic understanding users, development as creative professionals in the product development industry, and applying the knowledge gained vs memorizing it for testing. Students will be required to work in teams developing professional communications skills as well as teamwork and leadership skills

LEARNING OUTCOMES

Applying the knowledge gained in this class to real-world new product development and product design strategies and productions

LEARNING ACTIVITIES

Experiential learning, introspection and self-discovery, conceptual thinking and analytical self-guided studies based on topic, basic core design skills

CONTENT CURATION

Articles, research papers, videos, blog/vlogs, led by the instructor with regular student contributions to support the KUBIM community

ASSESSMENT

Will be professionally focused not traditional academic focus to provide students with real-world experience (see detailed assessment section)

Product Development & Design Course Syllabus

LEARNING OUTCOMES DETAIL

PRACTICAL

Understanding the contextual landscape of a product/market segment of your choosing. User centric problem solving and business model development. Research synthesis and problem definition. Conceptual frameworks for idea generation, and idea selection. Practical hands-on product development and design methods to attract and delight your target audience.

SELF DEVELOPMENT

Empower students by introducing them to real-world 21st century professional practices, self-management, team/project management, leadership, and professional communications for innovation professionals. Students will learn and develop the professional practices required of high-performing teams in the professional marketing industry. They should cultivate the self-confidence to make them worthy international job candidates and/or global entrepreneurs.

LEARNING ACTIVITIES DETAIL

CLASS DIRECTED

Research methodologies to develop landscape/contextual understanding, supporting quantitative and qualitative research methodologies with a focus on gaining an empathetic understanding of the users in your audience, individual development as a creative professional, and creating a competitive business model, . Strategic synthesis of research analyzing and understanding issues then identifying product /service opportunities. Critical and creative thinking when ideating. Turning ideas into phase-appropriate “new product prototypes” then testing those “prototypes” with a range of prospective users.

SELF-DIRECTED

Student teams will select a topic of interest to them and then devise a course strategy based on class content that will fulfill the course requirements while developing themselves and their teammates into budding creative marketing professionals. The best students will use the resources available to them (network, informational, team, faculty members/students and instructors) to produce the best possible outcome in the given time with the resources available to them.

Product Development & Design Course Syllabus

ASSESSMENT DETAIL

NONTRADITIONAL

Performance planning, students will declare their academic (professional) as well as personal goals at the start of the semester. There will be a mid-term performance review and a final performance review (student responsibility to schedule with instructor). Students should acknowledge that the ground rules of this evaluation are based on professional performance: attendance, timeliness of both attendance and assignments, participating in on-line lectures, meetings or other activities **with screens on when not in-person.** Contributing analytical discussion to the class and teams. Demonstrating a level of professionalism and care in all forms of work, helping others, application and sharing of knowledge. It is the instructor's intention to coach the students towards excellence not use this assessment as a form of punishment. 15% Individual assignments/organization, **25% of the grade is based on student participation (being present is not equal to participation).** 30% assignment work and team contributions, 30% final presentation.

Note- students with poor attendance, punctuality, and/or continuously leaving the classroom during lecture will score poorly overall for this class, as these are not the behavioral characteristics of a young professional

TRADITIONAL

- A - **exceeds all expectations of the instructors and team members,** the kind of performance that would equal a salary increase and a promotion in the real world
- B – exceeds most expectations of instructors and team members (small salary increase)
- C – meets the expectations set forth in this class (keep job but no salary increase)
- D – does not live up to expectations set forth in this class (start looking for a replacement)
- F – does not live up to expectations and is problematic, the kind of performance that would get a professional fired in the real-world (terminate employment immediately)

Product Development & Design Course Syllabus

CONTENT DESCRIPTION

The primary steps for new product development can vary depending on the specific product and the resources available, but generally, the process involves the following steps:

UNDERSTANDING USERS: this is the first step in the new product development process. Knowing what are the target segments, and personas in the marketplace as well as gaining business intelligence of the companies you will be competing against

IDEA GENERATION: This step involves identifying potential ideas for new products. This can be done through market research, brainstorming sessions, or by analyzing customer needs and problems.

FEASIBILITY ANALYSIS: the feasibility of the product idea is evaluated based on factors such as market demand, technical feasibility, production costs, and potential competition.

CONCEPT DEVELOPMENT AND TESTING: This step involves creating a detailed concept of the product and testing it to ensure that it meets the needs of the target market. This can involve creating prototypes, conducting market research, and gathering feedback from potential customers.

MARKETING STRATEGY DEVELOPMENT: In this step, a marketing strategy is developed to effectively promote the product to the target market. This may involve identifying the target market, determining the product's positioning, and developing a pricing strategy.

Product Development & Design Course Syllabus

CONTENT DESCRIPTION CONTINUED

BUSINESS ANALYSIS: In this step, the financial viability of the product is evaluated. This may involve conducting market research to estimate the potential demand for the product, analyzing production costs, and developing financial projections.

PRODUCT DESIGN AND DEVELOPMENT: This step involves designing and developing the product based on the concept developed in earlier stages. This may involve working with engineers, designers, and other professionals to bring the product to life.

TESTING AND REFINEMENT: In this step, the product is tested to ensure that it meets the desired specifications and quality standards. Any necessary changes or improvements are made at this stage.

LAUNCH: Once the product is ready for market, it is launched and made available to the target market. This may involve conducting promotional activities, such as advertising and public relations efforts, to generate demand for the product.

EVALUATION AND ASSESSMENT: After the product has been launched, it is important to continually evaluate its performance and make any necessary changes or improvements. This may involve gathering customer feedback, analyzing sales data, and monitoring the product's market performance.



Course Syllabus

Semester 2 Year 2022

1. Faculty of Business Administration

Department of Marketing

2. Course Code: 01134442

Course Title: Principles of Logistics Management

Course Credit: 3(3-0-6)

Prerequisite: 01134111 Principles of Marketing

Course Schedule:

Section 440 Friday 9.00 – 12.00 Room BA1-1201

3. Instructor: Benjarut Chaimankong, Ph.D. and

Asst.Prof. Pornthep Anussornnitisarn, Ph.D.

4. Office hour by appointment

Contact Information: Room 911 Department of Marketing

9th Fl. Building 4 Faculty of Business Administration

Tel. 02-942-8777 ext. 1402, 1403

Email: Benjarut@ku.ac.th

5. Course Description

Principles and process of logistics in order to support materials and finished goods logistics concept through main logistics activities. Logistics strategy management in globalization.

6. Learning Objectives

1. To understand the fundamental role of logistics management in marketing thorough the logistics concept and process from material handling to finished-goods towards target customers.

2. To understand the concept of integrated logistics by emphasizing on an understanding of primary logistics activities and logistics strategies in global economy.

3. To analyze business environmental factors and to optimize logistics components to achieve a sustainable competitive advantage.

7. Class Textbooks and Readings

1. Christopher, Martin. 2016. **Logistics and Supply Chain Management**. 5th edition, Pearson Education Limited.

2. Christopher, Martin and Peck, Helen. 2011. **Marketing Logistics**. 2nd edition, Routledge. (Original work published 2003)

3. Bowersox, Donald J., Closs, David J., Cooper, M. Bizby and Bowersox, John C. 2020. **Supply Chain Logistics Management**. 5th edition, Mc Graw Hill Education.

4. Class materials

8. Class Evaluation

8.1 Class Participation and Discussing	10%
8.2 Individual Class Assignment	20%
8.3 Term Project	20%
8.4 Midterm Exam	20%
8.5 Final Exam	<u>30%</u>
Total	<u>100%</u>

9. Class Schedule

Week	Date	Topic(s)	Instructor
1	13 Jan 2023	Course information and introduction: Role and Evolution of Logistics	Benjarut Chaimankong
2	20 Jan 2023	Globalization Process and Logistics Management	Benjarut Chaimankong
3	27 Jan 2023	Concepts of Logistics Management	Benjarut Chaimankong
4	3 Feb 2023	Marketing and Logistics Management	Benjarut Chaimankong
5	10 Feb 2023	Marketing Channel Execution	Benjarut Chaimankong
6	17 Feb 2023	Marketing Mix in Marketing Channel	Benjarut Chaimankong
7	24 Feb 2023	Customer Service	Asst. Prof. Pornthep Anussornnitisarn
Midterm Exam			
8	10 Mar 2023	Order Management	Asst. Prof. Pornthep Anussornnitisarn
9	17 Mar 2023	Warehouse Management and Material Handling and Storage Equipment	Asst. Prof. Pornthep Anussornnitisarn
10	24 Mar 2023	Transportation	Asst. Prof. Pornthep Anussornnitisarn
11	31 Mar 2023	Inventory Management	Asst. Prof. Pornthep Anussornnitisarn
12	7 Apr 2023	Materials Management	Benjarut Chaimankong
13	14 Apr 2023 (Songkran Holiday)	Packaging	Benjarut Chaimankong
14	21 Apr 2023	Integrated Logistics Strategy and the Competitiveness in Global Market	Benjarut Chaimankong
15	28 Apr 2023	Term project presentation	Benjarut Chaimankong
Final Exam			

Note: Subject to change



Course Syllabus

2nd Semester, Academic Year 2022

1. Faculty Business Administration

Department Marketing

2. Course ID 01134491 **Sec** 440

Course Name Basic Research Methods in Marketing

Credit 3 (3-0)

Prerequisite 01134111

Class Hour Monday 13.00 – 16.00

3. Lecturer

Asst.Prof.Dr. Thirarut Worapishet

4. Appointment

email: thirarut.s@ku.ac.th

Office room 908, KBS Building 4

QR Code for line application



5. Objectives

1. To understand foundations of marketing research and can apply efficiently
2. To be able to conduct marketing research helping in making decision for marketing operation
3. To realize the problems in conducting research and find solution properly

6. Course Description

Principles and methods in marketing research, identification of research problems, formulation of research objectives and hypotheses, collection of data, construction of questionnaire, data analysis and interpretation, application of statistics for research, report writing and presentation.

7. Course outline

Topic 1 Introduction to Marketing Research and Research process

Topic 2 Defining the Marketing Research Problem and Developing an approach (Report Chapter 1)

Topic 3 Literature Review (including Bibliography), Conceptualization, Operationalization, Conceptual Framework (Report Chapter 2)

Topic 4 Research Design: Exploratory, Descriptive, Casual Research (Report Chapter 3)

Topic 5 Measurement and Scaling, Questionnaire and Form Design (Report Appendix)

Topic 6 Methodology: Population vs Sample, Sampling Design and Procedures, Data Collection Plan (Report Chapter 3 continued)

Topic 7 Data Preparation

Topic 8 Descriptive statistics (Add in Report Chapter 3)

Topic 9 Inferential Statistics (Add in Report Chapter 3)

Topic 10 Result, Discussion, (Report Chapter 4) Conclusion (Report Chapter 5)

Topic 11 Recommendation (Report Chapter 5 continued) and Presentation

8. Teaching Methods

Reading, lecturing, discussion, project-based learning

Google Classroom (classroom.google.com)

9. Media

Books, materials, cases

10. Course Requirement

10.1 Pair research report	40 %
Proposal 20%	
Final report 20%	
10.2 Assignment, participation	20 %
10.3 Examination	40 %
Midterm 20%	
Final 20%	
Total	100 %

11. Grading System

Base on score curve of the class.

12. Required Text

Naresh K. Malhotra, (2015) Essentials of Marketing Research A Hands-on Orientation, Global edition, England, Pearson.

and other materials

13. Schedule

Class	Date (2023)	Topic	Teacher	Report
1	Jan 9	Topic 1 Introduction to Marketing Research and Research process	Thirarut	
2	Jan 16	Topic 1 (Continue) Introduction to Marketing Research and Research process	Thirarut	
3	Jan 23	Topic 2 Defining the Marketing Research Problem and Developing an approach (Report Chapter 1)	Thirarut	
4	Jan 30	Topic 3 Literature Review (including Bibliography), Conceptualization, Operationalization, Conceptual Framework (Report Chapter 2)	Thirarut	Chapter 1 should be done
5	Feb 6 (Kaset fair)	Topic 4 Research Design: Exploratory, Descriptive, Casual Research (Report Chapter 3)	Thirarut	Chapter 2 should be done
6	Feb 13	Topic 5 Measurement and Scaling, Questionnaire and Form Design (Report Appendix)	Thirarut	
7	Feb 20	The real case of quantitative research (assess course at eassess.ku.ac.th)	Guest speaker	Questionnaire should be done
Midterm exam (Topic 1 – 5) Feb 27 (13.00 – 16.00)				
8	Mar 7* (9.00-12.00) Make up class	Topic 6 Methodology: Population vs Sample, Sampling Design and Procedures, Data Collection Plan (Report Chapter 3 continued)	Thirarut	

9	Mar 13	Student present proposal	Thirarut	Chapter 3 should be done
10	Mar 20	Topic 7 Data Preparation	Thirarut	Data should be collected
11	Mar 27	Topic 8 Descriptive statistics (Add in Report Chapter 3) Topic 9 Inferential Statistics (Add in Report Chapter 3)	Thirarut	
12	April 3	Topic 9 Inferential Statistics (Add in Report Chapter 3)	Thirarut	
13	April 10	Topic 10 Result, Discussion, (Report Chapter 4) Conclusion (Report Chapter 5)	Thirarut	Add analysing part in chapter 3
14	April 17	Topic 11 Recommendation (Report Chapter 5 continued) and Presentation	Thirarut	Chapter 4 should be done
15	April 24	Presentation Full report (assess course at eassess.ku.ac.th)	Thirarut	Chapter 5 should be done
Final exam week (Topic 6 – 11) (May 1 13.00-16.00)				

* March 6 is holiday

14. Class rules

All professional behaviors are required.

15. Report outline (Advisor will be assigned. Please consult your advisor)

Cover

Topic

Group name list

Teacher's name

Subject

Semester, academic year

Chapter 1 Introduction

Background and importance

Objectives

Expected benefit

Definition of terms

Scope (venue & time frame)

Brief conceptual framework (take out after complete full conceptual framework in ch. 2)

Chapter 2 Literature review

Literature review of each variable

Literature review of context

Full conceptual framework (3 boxes two lines for this class)

Chapter 3 Methodology

Research design

Population

Sampling frame

Sampling method

Sample size (100 for this subject)

Questionnaire / form explanation

Analysis methods

Chapter 4 Result and discussion

Results of objective 1

Results of objective 2

Results of objective 3

(So on, if available)

Discussion

Chapter 5 Conclusion and recommendation

Conclusion

Recommendations from this research (as state in expected benefit)

Recommendation for future researches

Bibliography

Appendix

Questionnaire / form

Signature.....
(Asst.Prof.Dr.Thirarut Worapishet)
Dec 27, 2022

Course Syllabus 01140231 Economic Indicators for Forecasting

Description: Economic indicators affecting the behavior of individuals, household and manufacturing sector. Supply and demand mechanisms. Economic indicators either nationally, regionally or globally. Overall economic indicators of each level, consumption Index, public and private investment, import and export. The reference of economic indicator for analysis.

Lecturer & Co-ordinator: Associate Prof.Dr.Pattaragit NETINIYOM (Pat)

Class: TU 13.00 – 16.00 น. Room XXXX

Course Objective

1. Understand the economic indicator
2. Understand the application of economic for business purpose
3. Encourage the ability to foresee business environment

Grading

1. Midterm	40%
2. Class Participation/ Assignment	20%
3. Final	<u>40%</u>
Total	<u>100%</u>

Lecture Schedule (Finance)

Th./2023	Topic	Lecturer
10/01	Overview of Economic for Business	รศ.ดร.ภัทรกิตติ์ เนตินิยม
17/01	Overview of Economic Theoretical	รศ.อุ๋นกัง แซ่ลิ้ม 02-561-3474 ต่อ 207
24/01		
31/01		
07/02		
14/02		
21/02		
MIDTERM		
07/03	Economic Role on MOF	MOF
14/03		
21/03	Econometric	รศ.ดร.ภัทรกิตติ์ เนตินิยม
28/03	Modeling Consultation	
04/04	Economic Role on BOT	BOT
11/04		
18/04	Economic Role on NESDC	NESDC
25/04		
Final		

Lecture Schedule (Bus AD)

Th./2023	Topic	Lecturer
F.20/01 (1-4 pm)	Overview of Economic for Business	รศ.ดร.ภัทรกิตติ์ เนตินิยม
17/01	Overview of Economic Theoretical	ผศ.ดร. ยูลักษณ์ เศรษฐ์บุญสร้าง 02-561-3474 ต่อ 305
24/01		
31/01		
07/02		
14/02		
21/02		
MIDTERM		
07/03	Economic Role on MOF	MOF
14/03		
F. 24/03 (1-4 pm)	Econometric	รศ.ดร.ภัทรกิตติ์ เนตินิยม
F. 31/03 (1-4 pm)	Modeling Consultation	
04/04	Economic Role on BOT	BOT
11/04		
18/04	Economic Role on NESDC	NESDC
25/04		
Final		



COURSE SYLLABUS

2st Semester Academic Year 2022

Bachelor of Business Administration: International Program

1. Faculty of Business Administration

2. Course code 01140341 **Course name** Contemporary Human Resource Management

Total credits 3(3-0-6)

Prerequisite -

Section 445 **Day and Time:** Tuesday 13.00 – 16.00

Room: BA1-1301

3. Lecturer(s): Dr. Panisara Thitatorn
Dr. Napalai Buasuwan

4. Office hours for consultation with students

Day: Wednesday **Time:** 9.00 – 12.00 hr.

e-mail: Panisara.t@ku.th

5. Course Objective(s)

5.1. To develop an advanced understanding of human resource management in the context of contemporary business.

5.2. To be familiar with elements of the HR strategies and functions and key concepts of human resource management.

5.3. To understand the practice of human resource management in the contemporary business.

5.4. To enhance skills and apply principles of human resource management gained through this course to the discussion of case studies and future direction of HR in the contemporary business practice.

6. Course Description

Modern concepts in human resource management in manpower planning, recruitment, selection, training and personnel development, performance evaluation Compensation management Labor relations, safety As well as maintaining personnel to achieve job satisfaction And effective human resource management in order to achieve long-term success.

7. Course Outcome

The learning outcomes for this course include:

1. Understand the nature and importance of human resource management in the business context.
2. Apply and analyse the principles of human resource management as well as HR strategies and functions to the discussion of major HR issues.
3. Understand the implications for human resource management in different cases.
4. Analyse and evaluate the future direction of HR in the contemporary business context.

8. Student-centered Teaching Method(s)

Lecture, discussion, case study, group independent study (written report), presentation, homework, and group activity.

9. Teaching Aids/Materials

All teaching & learning materials for the class can be found in MSteam

10. Measure(s) of Achievement

	Percent
10.1 Class Activity/ Attendance	20
10.2 Final Project	20
10.3 Mid term exam	20
10.4 Final Exam	40
Total	<u>100</u>

Class Attendance: Students must attend class not less than 80% of the total classes or they are not allowed to take an exam.

11. Grading

Total scores	Grade
80-100	A
75-79	B+
70-74	B
65-69	C+
60-64	C
55-59	D+
50-54	D
0-49	F

12. Textbooks and Readings

Mondy, R. W. & Mondy, J. B. (2014). Human Resource Management, 13th Edition. England: Pearson Education Limited.

13. Class Schedule (Tuesday 13.00-16.00)

#	Date	Topic	Lecturers
1	17 Jan 23	Course introduction	Dr. Panisara Thitatorn
2	18 Jan 23 13.00 -16.00	Human Resource Management Theory	Dr. Panisara Thitatorn
3	24 Jan 23	Hiring and recruiting	Dr. Napalai Buasuwan
4	31 Jan 23	Job analysis and selection	Dr. Napalai Buasuwan
5	7 Feb 23	Employment law	Prof. Hiroo Takahashi
6	14 Feb 23	Performance management	Prof. Hiroo Takahashi
7	21 Feb 23	Organizational Development	Guest Speaker
*** Mid-term exam week : No Class ***			
8	7 Mar 23	Training and development	Dr. Napalai Buasuwan
9	14 Mar 23	Employee relations	Dr. Napalai Buasuwan
10	21 Mar 23	Employee retention	Mr. Gerald Lim
11	28 Mar 23	Employee compensation	Mr. Gerald Lim
12	4 April 23	Employee engagement	Dr. Napalai Buasuwan
13	11 April 23	Diversity, equality, and inclusion	Dr. Napalai Buasuwan
14	18 April 23	Future of strategic HRM	Dr. Napalai Buasuwan
15	25 April 23	Final Project	Dr. Panisara Thitatorn
*** Final Examination ***			

Remarks: For the benefits of the students, the schedule may be adjusted upon the mutual agreement between the lecturer and students.



COURSE SYLLABUS

Second Semester Academic Year 2022

1. Faculty of Architecture Department of Architecture
2. Course code 01240011 Course name: Design in Everyday Life
Total credits 3(3-0-6)
3. Section/Instructor:
Section: 445 Date and Time: Wednesday 09.00-12.00 Room: BA1-1301
Instructure(s):

1. Asst.Prof. Patiphol Yodsurang, Ph.D.

Office hours for consultation with students

Date and Time: Wednesday 09.00-12.00 Room: Department of Architecture

4. Telephone: 02 942 8690-3 e-mail address: patiphol.y@ku.th

5. Course Objective(s)

1. To learn and understand everyday things design and aesthetics.
2. See the opportunity to use design ideas and knowledge for studying and future careers.
3. To enhance creativity and application of design to student's everyday life.

6. Course Description

The basic concept of design in everyday life. Definition and importance of design. Design thinking and design process. Design fundamentals. Design innovation. And Design for Ecology for a better understanding and application of design in everyday life.

7. Course Outline

- a. Design and Creativity
- b. Basic Visual Element and Communication ex. Sign/Symbol/Logo
- c. Apply Design – Product Design, Architecture, Interior, Eco-design, Universal Design

8. Student-centered Teaching Method(s)

Lecture, individual/group design works, presentation, collaborative learning by assigning students to carry out an independent study/group study.

9. Teaching Aids/Materials

Slides, videos, electronic media, handouts, demonstrations, etc.

10. Measure(s) of Achievement

10.1) Class assignment (x10)	50%
10.2) Project #1	15%
10.3) Project #2	15%
10.4) Final Project	20%

Note:

- Attend the class no less than 12 lectures which will qualify the student to take exams.
- Being late 3 times will be counted as one absence; showing up later than 10 minutes is considered late.
- Personal leave or sick leave: Personal leave or sick leave request form must be submitted along with supporting evidence and/or a medical certificate within 1 week after the absence. Submission of a leave request later than 1 week will not be accepted, which is considered that the student is absent from that class and affects the student's grade.
- All class assignments and projects will be conducted in class. A retrospective request for any class assignments and projects could be made according to the aforementioned request.

- All assignments and projects must be submitted on time. However, the late submission automatically deducts points from all late submission policies as follows.
 - 50% of the score will be deducted if submitted later than the due date but not later than 60 minutes.
 - 80% of the score will be deducted when submitted later than 60 minutes late but not later than 2 hours.
 - Submissions submitted later than 2 hours late will not be considered.
- Teaching and learning schedule might be changed to better meet the needs of all students and/or any specific circumstances. In this case, we will inform students via email ASAP.

11. Grading

The course evaluation applies criterion-referenced grading criteria as follows

A = 80-100 %	B + = 75-79 %	B = 70-74 %	C + = 65-69 %
C = 60-64 %	D + = 55-59 %	D = 50-54 %	F = less than 50 %

12. Textbook(s) and Readings

- Dent, A., & Sherr, L. H. (2014). Product design. Thames & Hudson.
- Krasea-in, A. (2021). Design in everyday life [Thai]. Bangkok: Faculty of Architecture Kasetsart University.
- Letterhead & logo design. (1996). Rockport Publishers.
- Makstutis, G. (2018). Design process in architecture: from concept to completion. Laurence King.
- Norman, D. A. (2013). The design of everyday things. MIT Press.
- Rodgers, P., & Milton, A. (2011). Product design. Laurence King.
- Rowe, P. G. (1994). Design thinking. MIT Press.
- Etc.

13. Class Schedule

No.	Date	Topic	Class Activity	Lecturers*
1	11 Jan 2023	Introduction to Design + Class Assignment #1	Lecture / Discussion	Patiphol
2	18 Jan 2023	Creativity + Class Assignment #2 + Project#1	Lecture / Discussion	Patiphol
3	25 Jan 2023	Design Thinking + Class Assignment #3	Lecture / Discussion	Patiphol
4	1 Feb 2023	Project #1 Presentation and critic	Discussion	Patiphol
5	8 Feb 2023	Composition + Color + Class Assignment #4	Lecture / Discussion	Patiphol
6	15 Feb 2023	Sign/Symbol/Logo + Class Assignment #5	Lecture / Discussion	Patiphol
7	22 Feb 2023	Text, Layout and InfoGraphic + Class Assignment #6	Lecture / Discussion	Patiphol
9	8 Mar 2023	Project #2 Presentation and critic	Discussion	Patiphol
8	15 Mar 2023	Product Design + Class Assignment #7	Lecture / Discussion	Patiphol
10	22 Mar 2023	Architecture + Class Assignment #8	Lecture / Discussion	Patiphol
11	29 Mar 2023	Interior Design + Class Assignment #9	Lecture / Discussion	Patiphol
12	5 Apr 2023	Universal Design + Class Assignment #10	Lecture / Discussion	Patiphol
13	12 Apr 2023	No class. Go over project ideas as a class and continue production of final project design	Assignment	Patiphol
14	19 Apr 2023	(Draft) Final Presentation#1, critic, and revision suggestion.	Discussion	Patiphol
15	26 Apr 2023	Final Presentation#2	Discussion	Patiphol

To attend classes and exams, students must dress properly in accordance with the announcement of Kasetsart University Council, dated 3 February 2010 regarding the Regulation on Undergraduate Student Uniforms, Kasetsart University, B.E. 2559



Course Syllabus

First Semester, Academic Year 2022, Bang Khen Campus

1. Faculty of Humanities

Department of Philosophy and Religion

2. Subject Code: 01387121

Subject Name: Logic

3 Credits

3. Course Description

In this course, you will learn meaning of Logic, process of reasoning, deductive argument: term reasoning and propositional reasoning, inductive generalization, reasoning by analogy, Mill's Methods of experimental inquiry, fallacy and basic of symbolic logic.

4. Course Objectives

- 4.1 To learn meaning of logic and process of reasoning.
- 4.2 To learn deductive argument.
- 4.3 To learn inductive generalization and reasoning by analogy
- 4.4 To learn Mill's Methods of experimental inquiry and fallacy.
- 4.5 To learn basic of symbolic logic.

5. Course Plan

45 Classes (15 weeks) the details are as follows:

Week	Topic	Activities	Note
1	- Introduction - Prologue	Hand out course syllabuses Lecture/Discuss	
2	-Process of Reasoning	Lecture/Discuss Watch a video	
3	deductive argument: term reasoning	Lecture/Discuss	
4	deductive argument: term reasoning (continued)	Lecture/Discuss	
5	deductive argument: propositional reasoning	Lecture/Discuss	
6	deductive argument:	Lecture/Discuss	

	propositional reasoning (continued)		
7	inductive generalization	Lecture/Discuss	
8	reasoning by analogy	Lecture/Discuss	
9	Mill's Methods of experimental inquiry	Lecture/Discuss	
10	fallacy	Lecture/Discuss	
11	Fallacy (continued)	Lecture/Discuss	
12	basic of symbolic logic	Lecture/Discuss	
13	basic of symbolic logic	Lecture/Discuss	
14	basic of symbolic logic	Lecture/Discuss	
15	- Conclusion	Lecture/Discuss	

6. Teaching Method and the Learner-Centered System of Teaching

6.1 Giving a lecture according to the topic of the class

6.2 Giving a presentation, discussing, and Q&A

7. Learning Aid

Print outs, Power Point presentation, Slide projector, VCD, etc.

8. Measuring Student Success

Attending classes and student participation	10%
Individual Assignment	10%
Midterm exam	40%
Final exam	40%

9. Grading Plan

Using a combination of both the fixed-rate system (80/100 then get A, etc.) and the student-based system (if the mean of total score is 25/100 then if you get 40 you will get A, etc.) A flexible system based on who enrolls in the class, sometimes they are all of the same faculty and year, sometimes they are not, etc.

10. Lecturer's Office Hours

Students can meet the lecturer, ask questions, seek advices concerning studying, or make recommendations to the lecturer at any time they are free, or as appointed, at the Department of Philosophy and Religion, Faculty of Humanities, Room HUM.1-511/1, tel. 02-5796525-6 extension: 11- (also refer to the lecturer's own schedule as posted on the lecturer's office's door.)

11. Supplementary Material

- 11.1 Ballard, Keith Emerson. Study Guide for Copi: Introduction to Logic. 4th ed. The Macmillan Company. 1972
- 11.2 Barker, Stephen F. The Elements of Logic. 5th ed. New York: McGraw-Hill Book Company, 1989.
- 11.3 Copi, Irving M. Introduction to Logic. 7th ed. New York: Macmillan Publishing Company. 1986.

12. Lecturer:

Sign here:..... (Lecturer)

(Dr. Tanet Panhuaphai)

Date:.....