

**TQF.5 Course Report**

**Course Code :** IBP1201

**Course Title :** Principles of Business

**Credits :** 3(3-0-6)

**Semester /Academic Year :** 1 / 2020

**Students :** Bachelor of Business Administration **Program in** International Business

**Lecturer(s) :** Dr.Yingsak Vanpetch

International College, SuanSunandhaRajabhat University

**Course Report**

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| **Institution** : Suan Sunandha Rajabhat University  **Campus/Faculty/Department** : International College |
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**Section 1: General Information**

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| **1. Course Code and Title :** IBP1201 Principles of Business |

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| **2. Pre-requisite (if any) :** None |
| **3. Faculty Member(s) Teaching the Course and Sections**  Dr.Yingsak Vanpetch  **Sections:** 01  **Room No.**  402 |

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| **4. Semester and Academic Year**  Semester 1 Academic Year 2020 |

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| **5. Venue**  International College, Nakhon Pathom Education Center |

**Section 2 : Actual Teaching Hours Compared with**

**Teaching Hours Specified in the Teaching Plan**

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| **1. Number of actual teaching hours compared with the teaching plan** | | | |
| **Topics** | **No. of teaching hours in the plan** | **No. of actual teaching hours** | **Reason(s) (in case the discrepancy is more than 25%)** |
| **Topic 1** Introduction to Business   * The definition of business * Business objectives * Types of of business * Business functions | 3 hours | 3 hours | - |
| **Topic 2** Business structures | 3 hours | 3 hours | - |
| **Topic 3** Business environment analysis   * External environment * Internal environment | 3 hours | 3 hours | - |
| **Topic 4** Principles of business management   * Management functions * Organization chart * Types of managers * Influencing factors in management | 3 hours | 3 hours | - |
| **Topic 5** Production and operation management (POM)   * The importance of studying POM * Production process system * Operation planning * Product design | 3 hours | 3 hours | - |
| **Topic 6** Production and operation management (POM) (continued)   * High Production capacity factors * Facility Layout * Material Management * Industrial standard and law * Quality control | 3 hours | 3 hours | An hour dominated for the midterm exam review |

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| **Topics** | | **No. of teaching hours in the plan** | | **No. of actual teaching hours** | | | **Reason(s) (in case the discrepancy is more than 25%)** |
| **Topic 7** Human resource management   * Competency * Range of human resource management | | 3 hours | 2 hours | | |  | |
| **Topic 8** Marketing management   * Marketing management philosophies * Marketing functions * Market Segmentation * Marketing mix | | 3 hours | | 3 hours | | |  |
| **Topic 9** Accounting and budgeting   * Fianacial statement | | 3 hours | | 3 hours | | | - |
| **Topic 10** Strategic business management   * Configuration of strategic * Types of strategies * Strsategic management & business policy success factors | | 3 hours | | 3 hours | | | - |
| **Topic 11** Business Ethics   * Ethical evaluation criteria * Ethics levels * Corporates governance * Social responsibility | | 3 hours | | 3 hours | | | - |
| **Topic 12** Small business   * Definitions | | 3 hours | | 3 hours | | | - |
| **Total** | | **45** | | **44** | | |  |
| **2. Topics that couldn’t be taught as planned** | | | | | | | |
| **Topics that couldn’t be taught (if any)** | **Significance of the topics that couldn’t be taught** | | | | **Compensation** | | |
| None | None | | | | None | | |
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| **3. Effectiveness of the teaching methods specified in the Course Specification** | | | | |
| **Learning Outcomes** | **Teaching methods specified in the course specification** | **Effectiveness**  **(Use 🗸)** | | **Problems of the teaching method(s) (if any) and suggestions** |
| **Yes** | **No** |
| 1. Morals and Ethics | 1. Group activities 2. Classroom attendance 3. Case study | 🗸 | - | - |
| 2. Knowledge | 1. Mid-term examination 2. Final examination 3. Group activity | 🗸 | - | Student worked better in group task. Thus, lecturer should assign more group activities. |
| 3. Cognitive Skills | 1. Cooperative learning 2. Quiz 3. Group discussion | 🗸 | - | Cooperative learning method could help student integrate their knowledge with real business situation. So, lecturer should create more cooperative learning activities for students. |
| 4. Interpersonal Skills and Responsibilities | 1. Cooperative learning 2. Group discussion 3. Group discussion | ✓ | - | Smart students should help less smart students to learn. So, lecturer should carefully divide group with the mix of students. |
| 5. Numerical Analysis, Communication and Information Technology Skills | 1. Group activity 2. Group project 3. Group discussion | 🗸 | - | - |

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| **4. Suggestions for Improving Teaching Methods**  Group activities, discussion and cooperative learning should be carefully assign to students, such as smart student should be grouped with less smart students to let them help less smart students complete the task. |

**Section 3 : Course Outcomes**

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| **1. Number of registered students** : 10 |

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| **2. Number of students at the end of semester** : 10 |

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| **3 Number of students who withdrew (W)** : None |
| **4. Grade distribution**   |  |  |  | | --- | --- | --- | | Grade | No. of students | Percentage | | A | - | - | | A- | 1 | 10 | | B+ | 1 | 10 | | B | 3 | 30 | | B- | - | - | | C+ | 1 | 10 | | C | - | - | | C- | - | - | | D+ | 1 | 10 | | D | 2 | 20 | | D- | - | - | | F | - | - | | Incomplete (I) | 1 | 10 | |

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| **5. Factors causing unusual distribution of grades (If any)**  None |

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| **6. Discrepancies in the evaluation plan specified in the Course Specification** | |
| 6.1 Discrepancy in evaluation time frame | |
| Details of Discrepancy | Reasons |
| None | None |

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| 6.2 Discrepancy in evaluation methods | |
| Details of Discrepancy | Reasons |
| None | None |

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| **7. Verification of students’ achievements** | |
| Verification Method(s) | Verification Result(s) |
| 1. Interview  2. Group discussion  3. Question & answer | 1. Students liked to go for field trip to learn about Business  2. Students can analyze Business situation based on a given case study.  3. Students can apply Business concept with their real life. |

**Section 4 : Problems and Impacts**

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| **1. Teaching and learning resources** | |
| **Teaching Problems:**  None | **Impacts on students’ learning :**  None |
| **Learning Resources Problems:**  None | **Impacts on students’ learning :**  None |

**2. Administration and organization**

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| **Problems from administration**  None | **Impacts on students’ learning**  None |
| **Problems from organization**  Need to rearrange the time schedule due to students need to go for a field trip | **Impacts on students’ learning**  Students had to study the topic before the class. |

**Section 5 : Course Evaluation**

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| **1. Results of course evaluation by students** |
| * 1. Important comments from evaluation by students   This course allows students to apply business concept learnt in the classroom with real practice. |
| 1.2 Faculty members’ opinions on the comments in 1.1  Lecturer should assign more cooperative learning tasks to encourage students to apply their knowledge in the creative way. |
| **2. Results of course evaluation by other evaluation methods** |
| 2.1 Important comments from evaluation by other evaluation methods  This course is enjoyable and helps students to understand business. |
| 2.2 Faculty members’ opinions on the comments in 2.1  There is a need to find a guest speaker who is experienced a special topic in business to provide the knowledge in how to apply the knowledge to the current social situation for students. |

**Section 6 : Improvement Plan**

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| **1. Progress of teaching and learning improvement recommended in the previous Course Report** | |
| Improvement plan proposed in Semester 3  Academic year 2017   1. A plan to use more e-learning for additional practice exercises. | Results of the plan implementation (In case no action was taken nor completed, reasons must be provided.)   1. The e-learning for additional practice exercises had been conducted as planned. |

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| **2. Other improvements**  There is a plan of using cooperative learning with some topics to help students to learn and practice more effectively. |

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| **3. Suggestions for improvement for Semester \_2\_ Academic year \_2020\_** | | |
| Suggestions | Time Frame | Responsible person |
| A plan to use cooperative learning with students | Throughout the semester | Dr.Yingsak Vanpetch |
| **4. Suggestions of faculty member(s) responsible for the course**  None | | |

**Responsible Faculty Member/Coordinator:** Dr.Yingsak Vanpetch

Signature......................................... Submission Date 25 December 2020

**Chairperson/Program Director:** ……………………………………..…………….

Signature............................................. Receipt Date ........................................