Business Management

Basic Course Information			
Course Number	01005067	**Subject Category**	Compulsory(G)
Class Format	Lecture	**Credit Type and Number of Credits**	1
Department	Mechatronics	**Student Category**	Year 5
Period of Study	Semester 2	**Classes per Week**	1
Required Materials	Management, Angelo Kinicki and Brian K.Williams,		
Instructor	Associate Professor Katanyu Hiransomboon		

Course Objective

The objectives of this course aim to equip students with a well-rounded understanding of business management principles and practices, preparing them for various roles in the corporate world or entrepreneurship.

Evaluation(Rubric)	Ideal Level of Achievement (Very Good)	Standard Level of Achievement (Good)	Unacceptable Level of Achievement (Fail)
1. Authority and responsibility of manager.	Understand types, authority and responsibility of manager.	Be able to identify authority and reponsibility of manager.	Not be able to identify authority and reponsibility of manager.
2. Management process.	Understand planning, organizing, directing and controlling process in management.	Know the meaning of planning, organizing, directing and controlling process in management.	Do not know the meaning of planning, organizing, directing and controlling process in management.
3. Business management functions.	Understand marketing, operations, finance and human resource management.	Know marketing, operations, finance and human resource management.	Do not know marketing, operations, finance and human resource management.

Relationship with Learning Outcomes
G(2) Enriched personality with wide range knowledge and understanding of history, culture and society of Thailand and love of nation.
G(4) Creativity to make a new value with fusing the knowledge from various fields.
G(5) As an engineer, attitude to act with awareness of social roles and responsibility to make a better society.

Teaching Method	
Outline:	The objectives of this course aim to equip students with a well-rounded understanding of business management principles and practices, preparing them for various roles in the corporate world or entrepreneurship.
Class Format:	Lecture
Please Note :	

Course Plan			Related MCC
Semester 2	**Contents and Method of Course**	**Goals**	
1.Management Theory	Meaning of management, Activities of manager, Levels, skills and roles of manager,	Understand meaning of management, Activities of manager, Levels, skills and roles of manager,	
2.Environment and Ethic	People, planet and profit, Ethical and social responsibility required for manager, Corporate governance,	Understand people, planet and profit, Ethical and social responsibility required for manager, Corporate governance,	
3.Global business	Globalization, International Management,	Understand globalization, International Management,	
4.Planning	Planning and strategy, Goal and plan,	Understand planning and strategy, Goal and plan,	V-D 4 61
5.Strategic Planning	Mission, vision and value statement, Implement and controlling strategy	Understand mission, vision and value statement, Implement and controlling strategy	
6.Individual and group decision	Kinds of decision making, Four general decision making style,	Understand kinds of decision making, Four general decision making style,	
7.Organizing	Organization culture, Culture change, Organization structure, Basic types of organization structure,	Understand organization culture, Culture change, Organization structure, Basic types of organization structure,	
8.Organization change	Nature, types and models of change, Organization development,	Understand nature, types and models of change, Organization development,	
9.Human resource management	Recruitment, orientation, training, performance appraisal,	Understand recruitment, orientation, training, performance appraisal,	
10.Manage difference and behavior	Personality and individual behavior, Values, attitudes, and behavior, Work-related attitude,	Understand personality and individual behavior, Values, attitudes, and behavior, Work-related attitude,	
11.Motivation	Motivation for performance, Content, process perspectives on employee motivation, Job design, Compensation,	Understand motivation for performance, Content, process perspectives on employee motivation, Job design, Compensation,	
12.Group and Team, Power and Leadership,	Building effective team, Manage conflict, Nature of leadership,	Understand building effective team, Manage conflict, Nature of leadership,	
13.Interpersonal and organization communication	Communication process, Barriers to communication, Social media communication,	Understand communication process, Barriers to communication, Social media communication,	
14.Control and quality management	Levels and areas of control, Balance scorecard, Total Quality Management,	Understand levels and areas of control, Balance scorecard, Total Quality Management,	
15.Review for final exam	Review and conclude all topics, Participation in engineering and business management,	Understand relationship of engineering and business management,	情-1 9 33

Do not

	Examination	Quiz	Mutual Evaluations between students	Report	Portfolio	Other
Basic Ability						
Technical Ability	Midterm 40 and final Exam 40					
Interdisciplinary Ability						