



MSME BUSINESS SCHOOL
ASSUMPTION UNIVERSITY

Department of Finance
FIN 3102 Business and Economic Analysis for Decision Making
FIN3714 Business Condition Analysis
COURSE SYLLABUS: SEMESTER 2/2019

MSME’s Vision and Mission

Vision: To be a distinguished business school with entrepreneurial spirit and an international learning environment

Mission: Educating graduates with entrepreneurial spirit, global competency, and social responsibility.
 - By nurturing business knowledge and skills to develop creative business solutions;
 - By developing business communication skills and appreciation of diversity;
 - By fostering ethical awareness to act in the benefit of the society at large.

Assumption University’s Uniqueness and Identity

Uniqueness of the University: An International Catholic University

Identity of AU Students: Ethics
 English Proficiency
 Entrepreneurial Spirit

Course Information

Course Title	FIN 3102 Business and Economic Analysis for Decision Making (for Student with ID above 601xxxx) FIN 3714 Business Condition Analysis (for Student with ID below 601xxxx)
Prerequisites	For FIN3102: FIN 2201 Principle of Finance or FIN2700 Money, Banking and Financial Markets and ECO 2202 Macroeconomics For FIN3714: ECO 2202 Macroeconomics
Class time and Classroom	Section 401 TU/TH 09:00-10:30 CL 0901 Section 402 TU/TH 10:30-12:00 CL 0901 Section 403 TU/TH 13:30-15:00 CL 0901
Instructor Information	Asst. Prof. Dr. Wanida Ngienthi MSM 2nd floor wngienthi@msme.au.edu

LMS	http://www.lms.msme.au.edu
Course Website	http://www.aufinance.net
Course Description (FIN3714)	Understanding of the working of macro-economy that crucially affects business activities such as production, consumption and investment by using tools of macroeconomic theory and applying them to an analysis of the changes in economic environment that caused by economic growth, business cycle, unemployment, inflation, aggregate demand and aggregate supply, national income, money supply, interest rate, international trade and exchange rate in order to understand the impacts of government's and the Central Bank's policies on industry, financial market, economy and business environment.
Course Description (FIN3102)	Understanding the working of macroeconomic system to encapsulate the changes in economic environment caused by fluctuations in business activities and policy responses and to investigate their effects on economic performance including trends, opportunities, and threats to businesses in both real and financial sectors using economic models and the relevant analysis tools to make successful business and financial decisions.
Course Objectives	<p>Upon completing the course, the students are able to:</p> <ul style="list-style-type: none"> • Systematically analyze how the changes in economic environment that caused by fluctuations in business activities and policy responses affect current state of economy. • Understand how government and central bank respond to the changes in economic environment by implementing macroeconomic policies. • Evaluate the impacts of the changes in economic environment and macroeconomic policies on industry, financial market, economy and business environment. • Use appropriate business analysis tools in supporting business decision making.

Course Learning Goals and Objectives

<p>LG1: Business Knowledge: Students possess knowledge of core business principles and practices.</p> <p><input type="checkbox"/> LO 1.1: Students are able to exhibit thorough understanding of core business theories and principles;</p> <p><input type="checkbox"/> LO 1.2: Students are able to exhibit thorough understanding of business knowledge in their specialized fields;</p> <p><input type="checkbox"/> LO 1.3: Students are able to apply core and specialized business theories and principles to current business Practices.</p> <p>LG2: Entrepreneurial Spirit: Students exhibit entrepreneurial spirits and make creative business solutions.</p> <p><input checked="" type="checkbox"/> LO 2.1: Students are able to identify new business opportunities;</p> <p><input type="checkbox"/> LO 2.2: Students are able to create new solutions for existing business problems;</p> <p><input checked="" type="checkbox"/> LO 2.3: Students are able to demonstrate initiative and creative thinking in business decision-making;</p> <p><input type="checkbox"/> LO 2.4: Students are able to exhibit abilities to assess the potential risks in business and create contingency plans.</p> <p>LG3: Communication Skills: Students are able to communicate effectively in various business settings.</p> <p><input type="checkbox"/> LO 3.1: Students are able to demonstrate abilities to make professional presentations in English;</p> <p><input type="checkbox"/> LO 3.2: Students are able to demonstrate abilities to prepare professional written reports in English;</p> <p><input type="checkbox"/> LO 3.3: Students are able to demonstrate abilities to use communication technologies effectively.</p> <p>LG4: Interpersonal Skills: Students are able to work in teams of diverse cultures.</p> <p><input type="checkbox"/> LO 4.1: Students are able to demonstrate awareness of cultural differences in a multicultural environment;</p> <p><input type="checkbox"/> LO 4.2: Students are able to demonstrate abilities to negotiate and cooperate in teams with diverse culture</p> <p>LG5: Analytical Skills: Students possess analytical skills in dealing with business issues and problems.</p> <p><input type="checkbox"/> LO 5.1: Students are able to analyse business issues/problems by applying appropriate quantitative and qualitative tools and techniques;</p> <p><input type="checkbox"/> LO 5.2: Students are able to integrate results from quantitative and qualitative analysis into decision-making and draw conclusions.</p> <p>LG6: Social Responsibilities:</p> <p><input checked="" type="checkbox"/> LO 6.1: Students are able to demonstrate understanding of social responsibility issues face by the business organizations;</p> <p><input checked="" type="checkbox"/> LO 6.2: Students are able to make ethical and socially responsible decision under different circumstances.</p>

Textbooks, Software, and Other Readings

Required Textbook(s):	Colander, D. C. (2020). Macroeconomics (Eleventh Edition). McGraw-Hill Education
Required Software:	IMF Application
Other Required Readings:	Current Economic News
Optional Readings	Guell, R. C. (2018). Issues in Economics Today (Eighth Edition). McGraw-Hill Education Schiller, B. R. and Gebhardt, K. (2019). The Macro Economy Today (Fifteenth Edition). McGraw-Hill Education

Mark Allocation:

Project and Presentation	20 %	
Participation	5 %	
Assignments (Workshop)	10 %	
Midterm Examination	25 %	March 3, 2020 (9:00-11:00)
Final Examination	40 %	May 11, 2020 (13:00-16:00)
TOTAL	100 %	

Examinations, Assignments, and Other Evaluation Policies:

Mid-Term Examination:	March 3, 2020 (Tuesday), 9:00-11:00, Suvarnabhumi Campus
Final Examination:	May 11, 2020 (Monday), 13:00-16:00, Suvarnabhumi Campus
Assignment (Workshop)	Sessions 2 - 22
Participation	Sessions 1 - 30
Project and Presentation	Sessions 27- 28

April 24, 2020 (Friday): Last day to withdraw with "W"

Academic Integrity:

The instructor and Assumption University value and enforce academic integrity. All students must understand the meaning and consequences of cheating, plagiarism and other academic offences.

Plagiarism is defined in dictionaries as the “wrongful appropriation,” “close imitation,” or “purloining and publication” of another author’s “language, thoughts, ideas, or expressions,” and the representation of them as one's own original work. – Wikipedia

Any work submitted that is deemed plagiarized work (e.g. without citing the origin of the idea or writing) will receive a ZERO for that submission. More importantly, your action is subject to the university committee for academic integrity. The punishment, if found guilty, is the same as what you will receive when you are found cheating in an exam. That is, you will receive an F for the course

Course Schedule:

Session	Chapter	Topic	Hours
1		Orientation • Grouping • Project and Workshop Discussion • Industry Selection for Term Project	1.5
2		Introduction to Business Analysis Tools • Porter’s Five Forces Analysis • PESTEL Analysis • SWOT Analysis • TOWS Analysis	1.5
3	Ch. 6	Ch. 6: Economic Growth, Business Cycles, and Unemployment • The Historical Development of Macroeconomics • Growth • Business Cycles and Structural Stagnation • Unemployment and Job • Conclusion	1.5
4	Ch. 7	Ch. 7: Measuring and Describing the Aggregate Economy • Aggregate Accounting • Calculating Aggregate Income • Some Limitation of Aggregate Accounting • Conclusion Remark: Workshop I (Chapters 6&7)	1.5
5, 6	Ch. 8	Ch. 8: The Keynesian Short-Run Policy Model: Demand-Side Policies • The Key Insight of the Keynesian AS/AD Model • The Aggregate Demand Curve • The Aggregate Supply Curves • Equilibrium in the Aggregate Economy • Limitation of the AS/AD Model • Conclusion Remark: Workshop II (Chapter 8)	3
7, 8	Ch. 9	Ch. 9: The Classical Long-Run Policy Model: Growth and Supply-Side Policies • General Observations about Growth	3

		<ul style="list-style-type: none"> • Markets, specialization, and Growth • The Sources of Growth • Turning the Sources of Growth into Growth • Conclusion Remark: Workshop III (Chapter 9)	
9, 10	Ch.10	Ch. 10: The Financial Sector and the Economy <ul style="list-style-type: none"> • The Definition and Functions of Money • Banks and the Creation of Money • Why Is the Financial Sector Important to Macro? • The Role of Interest Rates in the Financial Sector • Conclusion Remark: Workshop IV (Chapter 10)	3
11, 12	Ch.11	Ch. 11: Monetary Policy <ul style="list-style-type: none"> • How Monetary Policy Works in the Models • How Monetary Policy Works in Practice • The Tools of Conventional Monetary Policy • The Complex Nature of Monetary Policy • Conclusion Remark: Workshop V (Chapter 11)	3
13, 14	Ch.14	Ch. 14: The Fiscal Policy Dilemma <ul style="list-style-type: none"> • Classical Economics and Sound Finance • Keynesian Economics and Functional Finance • Assumption of the AS/AD Model • Building Fiscal Policies into Institutions • Conclusion Remark: Workshop VI (Chapter 14)	3
15		Review (Optional)	1.5
MIDTERM EXAMINATION			
16, 17	Ch. 17	Ch. 17: Comparative Advantage, Exchange Rates, and Globalization <ul style="list-style-type: none"> • The Principle of Comparative Advantage • Sources of U.S. Comparative Advantage • Determinations of Exchange Rates and Trade • Conclusion Remark: Workshop VII (Chapter 17)	3
18, 19	Ch. 18	Ch. 18: International Trade Policy <ul style="list-style-type: none"> • The Nature and Patterns of Trade • Varieties of Trade Restriction • Reasons for and against Trade Restrictions • Institutions Supporting Free Trade • Conclusion Remark: Workshop VIII (Chapter 18)	3
20, 21	Ch. 19	Ch. 19: International Financial Policy <ul style="list-style-type: none"> • Exchange Rates • The Problems of Determining the Appropriate Exchange Rate • Advantages and Disadvantages of Exchange Rate Systems • Conclusion Remark: Workshop IX (Chapter 19)	3
22, 23	Ch. 22	Ch. 22: Macro Policy in Developing Countries <ul style="list-style-type: none"> • Developing Countries in Perspective • Growth Versus Development • Monetary Policy in Developing Countries 	3

		<ul style="list-style-type: none"> • Obstacles to Economic Development • Conclusion Remark: Workshop X (Chapter 22)	
24		Discussion on Current Economic Situation in Thailand (PESTEL Analysis)	1.5
25		Project Discussion I (Porter’s Five Forces Analysis)	1.5
26		Project Discussion II (PESTEL Analysis)	1.5
27		Project Discussion III (SWOT Analysis and TOWS Analysis)	1.5
28, 29		Project Presentation	3
30		Project Submission and Review (Optional)	1.5
FINAL EXAMINATION			

CLASSROOM POLICIES

ATTENDANCE POLICIES

To comply with the Office of the Higher Education Commission Requirements:

- If any students miss more than 6 classes, regardless of any reasons, he or she will not be allowed to take the final examination.
- The Dean, Department Chairperson, and Lecturer of this subject are empowered to withdraw or withhold correction of the final examination papers from students lacking class attendance requirements without the students’ consent.

CHEATING POLICIES

If any students or a group of students will be caught copying, partial/entire project or hire outside or inside person to do their works, the faculty consider such act as a serious matter which will automatically result in ‘F’ grade for an entire group.

CHANGING SECTION

Students are neither allowed to study in other section they have not enrolled for, nor do the project with their friends in other sections. The lecturer does not have any authority to allow his/her students to switch section without proper authorization from the registrar.

CLASS PARTICIPATION

In compliance with the University’s policy on class attendance, the ABAC School of Management requires all students enrolling in courses offered by the School, to obtain a minimum of 80% class attendance to be eligible to sit and take the final examination.

The 20% absence is the maximum number of allowable absences. It is inclusive for all excuses, i.e., sickness, personal and family matters, business trips, and other personal reasons. It is therefore, the student’s primary responsibility to determine the necessity and ascertain the number of times of their absences. For a 3-credit hour subject, with one-and-a-half hour, students are allowed to miss the class 6 times, and with 3 hours class, they can be absent 3 times. It is always desirable for students to reserve at least 2 allowable absences for some unanticipated situations, i.e. sickness or business trips that might result in their absences. Generally speaking, as they have paid tuition fees for 45-hour class (for 3-credit hour subject), students should not be missing any classes in order to obtain maximum value for what they have paid for.

It is always arguable whether class attendance has any correlation with passing or failing a subject. Nonetheless, it is the student’s effective time management and discipline to attend classes that enable them to meet minimum attendance requirements and thus appear for the final examination.

It is not up to the students to decide whether a lecture is too simple and hence, not necessary to attend. On the contrary, it is the students’ primary duty to provide feedback to the concerned Department Chairperson regarding the perceived poor performance of their lecturers, i.e. not being punctual, not preparing well for class, not using English in class, and being too critical for class evaluation at the end of the semester.

Class attendance can only be checked for the section the student is registered in:

Students are not allowed to ask lecturers to check their attendance in sections other than the one they have enrolled in. Nonetheless, to give students an opportunity to catch-up classes that they have missed or to review certain topics they did not understand, students are permitted to audit lectures in other sections, given that the

lecturer of the section grants permission. Please keep in mind that the permission of the Lecturer to audit his/her lecture in other sections does not imply that students can receive class attendance in those sections – there is no such thing as 'make-up class attendance.'

Speak English in Class

All students must speak English in class both to teacher and peers. The complaints from international students who cannot participate in group-work due to the language barrier such that local students do not communicate in English will seriously be considered for penalty.

Communication Devices in Class

Active mobile phones or any communication devices are not welcome in the classroom. If you regularly carry one of these devices during the day, make sure you turn it off before the class starts.

OTHER CLASSROOM POLICIES: DEPARTMENT OF FINANCE

- **Students need to comply with AU Dress Code, Time Conflict Examination Regulations, Laws on Smoking Cigarette, and Restrictions on Foods and Drinks V10.1, June 2010.**
- **Attendance policies:**
 - 2 times of ten-minute late for class is considered as 1 absence.
 - Make-up classes are not allowed.
 - **80% attendance** is strictly required regardless of any reason.
 - No checking attendance for other classmates. Violation of the policies will result in being automatically withdrawn from the class.
 - Attendance is checked since the first day of class regardless of any reason. Thus, **students' excuses for absences including adding the subject late, medical reports, being away for work and travel programs, etc. will not be considered under any circumstances.**
- **Manner in class:**
 - Behave in a polite manner
 - Pay respect to instructors and class participants
 - Turn off all communication devices
 - Do not leave and re-enter the classroom
 - **Prohibited manners:** Eating, drinking, chatting, talking on the phone, using any kind of communication devices, text-messaging, sleeping, reading other materials, doing other subjects' assignments/homework, walking in-out, etc.
 - **Improper behavior will result in no attendance checked.**
- **Dress code:**
 - Follow AU dress code
 - Improper dress code will result in no attendance checked.
- **Class assignments (Homework, reports, project, presentation, paper, etc.):**
 - No Plagiarism.
 - **Cheating and/or plagiarism of any assignments and/or projects will not be tolerated. It will result in failure or "F" of the course and other disciplinary action.**
 - Submit all class assignment on time, both soft copy and hard copy, where applicable.
 - **Late submission will not be graded.**
- **Class participation:**
 - **Not the same as attendance**
 - Be participative and attentive in class
 - The students are also required to comply with all classroom policies.
 - Violation of the classroom policies will result in "zero" or "negative" participation marks and/or "no attendance" checked.
- **Request for make-up quizzes (if applicable):**
 - The students requesting for the make-up quizzes need to submit their names with valid evidence (ABAC related issues) to the respective lecturer within the specified dates.

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- Failure to do so, the students will NOT be allowed to take the make-up quizzes.
 - **Grade inquiry:**
 - The students can request for a review for their marks or grades.
 - The students need to **submit petition** to the respective Chairperson at Martin de Tours School of Management and Economics **Office** at D Building, 6th floor, Huamak Campus or MSM Building, 2nd floor, Suvarnabhumi Campus within **ONE-MONTH period** after their marks or grades have been officially announced. Petition submitted after the specified period will **NOT be considered**.
 - **Reevaluation process:** The students' class assignments or exam answer scripts will be reevaluated by the internal committees assigned by the respective department. Please note that the students' marks may or may not be adjusted after the reevaluation process and it can also be higher, lower, or unchanged. The result of the reevaluation is considered as a "**final consensus**" between the students and the committees.

ADDITIONAL INFORMATION:

1. Project and Presentation

In order to enable students to be able to evaluate the impacts of changes in economic environment on industry and business environment, each group of students are required to fulfill the course requirement by completing the term project.

Based on the selected industry, students are required to:

- (1) study the overview of the selected industry (Porter's Five Forces Analysis)
- (2) apply macroeconomic theories to analyze the current state of the economy (PESTEL Analysis)
- (3) verify the impacts of the current state of the economy and macroeconomic policies on the selected industry (PESTEL Analysis)
- (4) make use of result of the analysis in the business decision making of the selected industry (SWOT Analysis and TOWS Analysis.)

Students are required to report and discuss their progress to lecturer according to the schedule. In addition, students are also required to provide the professional presentation of their term project on the specified date. This project is accounted for 20 percent of the semester grade. This 20 percent is allocated as follows:

- | | |
|---------------------------------|-----|
| (i) Project Progress and Report | 10% |
| (ii) Project Presentation | 10% |

2. Assignment (Workshop)

According to the aim of this course in which to encourage students to systematically monitor the current state of the economy and macroeconomic policies, this course requires all students to participate in workshop at the end of each session in order to discuss assigned economic issues based on either the related chapter(s) or current situation. By discussion, students will be encouraged to understand and apply macroeconomic theories effectively and also to utilize them in systematically analyzing the assigned economic issues. In addition, students are also required to participate actively in the workshop discussion.

AU Dress Code, Time Conflict examination regulations, Prerequisite Subject Requirement, Laws on Smoking Cigarette, and Restrictions on Foods and Drinks V10.1, June 2010

AU DRESS CODE REQUIREMENTS

Following are the University's dress codes students are obligated to strictly observe upon entering campus, attending classes, and using the University's facilities on weekdays, except in sport arenas, AU mall and resident halls:

- ✓ Tuck the rim of their shirts or blouses in their trousers or skirts,
- ✓ Wear only black, brown, dark blue or gray coloured trousers (for male students), and knee-length straight skirts (for female students)
- ✓ Please note that when attending the University's formal functions i.e. examinations, quizzes, ethic seminar, class presentations, field trips etc., students are required to wear full uniform with the design stipulated in the University's dress code.

Furthermore, the dress codes also proscribe the wearing of the following:

- × below-waist trousers or skirt.
- × tight trousers/blouses, or short skirt.
- × trousers or skirts made from jeans, corduroy, or velvet.
- × trousers with the design resemble to jeans (for male students).
- × half-pleated skirt with design similar to straight skirt on the upper part and pleated skirt on the bottom part (for female students).

- ⊙ **Breaching the aforementioned dress codes will result in students being denied entry or being requested to leave the university's premises, or being dismissed from classes – in such case, students may lose their class attendance. The rule of debarment will also be applied to the students with less than 80% class attendance.**

(Lecturers and university officers have been authorized to deny university entry permission to students violating this regulation and to request them to leave university's premises, as well as to confiscate their student ID card)

- ⊙ **Please note that all AU students are obligated to carry the University's student ID card upon entering the University's premise, and present it to the University Officers upon being requested. Failing to present their student ID card irrespective of reasons will subject students to a fine of up to 200 baht.**

Remark: Students whose ID cards are confiscated are required to contact Students Affairs Office (13th floor, CL Building; or 3rd floor, Students Organization Building for the ID card being confiscated at Suvarnabhumi campus or Hua Mak campus respectively), within 5 working days after their ID cards are confiscated to retrieve their ID cards, pay a fine of up to 200 baht, and be informed about other punitive actions, if any. Students who do not retrieve their ID cards within the stated period will be required to apply and pay 200 baht fee for their new students' ID card. The process of applying for the new ID cards requires students to obtain a letter from Office of Students Affairs to verify the termination of their ID cards, and subsequently contact the Bank officers for their new ID cards.) For future reference, it is advisable for the students to ask for names of lecturers or officers who confiscated their ID cards.

TIME CONFLICT EXAMINATION APPLICATION PROCEDURE

Period to apply for time conflict examination

- AT1. **As stipulated in the registration regulations, only graduating students will be allowed to appear for the time conflict examinations without obtaining Dean's approval, provided that their petition is turned in to the Office of Registrar within specified period (refer to AT3), as such, the non-graduating students must ascertain during the pre-registration and adding periods that the subjects they prefer to enroll or add do not have examination time conflict.**
- AT2. **Should the non-graduating students wish to enroll or add the subjects with conflicting examination time, advices and approval for the time conflict examination must be obtained from the Dean prior to their registration of the subjects. The Dean concerned may exercise his/her discretion in declining the non-graduating students' request for time conflict examination. The decision of the Dean pertaining to the request is final.**
- AT3. **All petitions for the time conflict examination for both graduating and non-graduating students who obtain the Dean's approval must be submitted to Office of Registrar within the first three weeks (15 working days) of the semester/summer session.**
- AT4. **The students need to keep the "receipt" issued by the Office of Registrar, and present it to the Office in case that their names are not included in the "time conflict examination list".**
- AT5. **Ignorant of the Time Conflict Examination Application Procedures or personal reasons causing students to miss the Time Conflict Examination Application's dead line are not justifiable reasons for the late submission of the Time Conflict Examination Application.**

Checking the time conflict examination schedule and venue

SV1. *The students are also required to contact Office of the Registrar five working days before the first day of the examination period for the time conflict examination schedule as well as the "time conflict examination room". Usually the date of the examination with time conflict would remain unchanged, while the examination time would be rescheduled i.e. one subject would take place before the other - "back-to-back examinations", and the venue would be the examination room designated only for "Time Conflict Examination".*

Venue for Time Conflict Examination

The students must appear for the examinations, only in the assigned "Time Conflict Examination Room". *Should the students sit for the examination of any subject with time conflict examination in regular examination rooms, they will not be allowed to appear for another examination or apply for "late examination", and will hence obtain automatic withdrawal for the subject.*

PREREQUISITE SUBJECT REQUIREMENT

A prerequisite is a subject or multiple subjects that students must complete before taking an advanced course. For example, students must complete *MGT1101 Introduction to Business* before taking *MGT2900 Principles of Management*. Students who did not meet this requirement will result in automatic debarment and no chance to take the final exam.

LAW ON SMOKING CIGARETTE

As the Health Ministry stipulates the University as a health protection area where smoking is prohibited, hence ***smoking cigarette is only allowed in the designated areas***. Breaching the law will subject students to a fine of **2,000 baht**.

RESTRICTIONS ON FOODS AND DRINKS IN THE CLASSROOM BUILDINGS

Foods and Drinks are not allowed to be brought into classroom buildings. *Should the students violate the regulation, their students' ID card will be confiscated.*

Office of Vice President for Academic Affairs