

5. Course Description

The relationship between economics and business administration with better living. Humans' role and their lifestyle in society, household economy, community economy, and social economy. Learn how to be an entrepreneur and what to do for business management. Understanding in economic components, patterns, and modern issues in economics and management.

6. Course Objective

The aim of this course is to learn and understand the economic relationship in human life and do activities to meet the needs of self and society in order to live happily in society.

7. Course outline

7.1 Introduction

7.2 Roles and lifestyles of human society

7.2.1 Humanity

7.2.2 Humanity as integrity in science and ethics

7.2.3 Human roles in various fields

7.2.4 Human life in the economy

7.2.5 Living together in an economic society

7.3 Economic concepts and values

7.3.1 Basic concepts in economics

7.3.2 Economic system and basic economic problems

7.3.3 Classical economics and alternative economics

7.3.4 Key concepts in economics

7.4 Organization and economic activities

7.4.1 Types of business organizations

7.4.2 Economic activities

7.4.3 Roles and behavior of economic organizations

7.4.4 Relationship of various economic levels

7.5 Current economic patterns

7.5.1 Competition economy

7.5.2 Sufficient economy

7.5.3 Cooperative economy

7.5.4 Economic integration: The ASEAN Economic Community (AEC)

7.6 Community and social economy

7.6.1 Community and social economy

7.6.2 Management of community and social economy

7.7 Household economy

- 7.7.1 Household income
- 7.7.2 Household expenditures
- 7.7.3 Household savings
- 7.7.4 Household borrowing
- 7.8. Environment and management of economic components
 - 7.8.1 General environment
 - 7.8.2 Economic environment
 - 7.8.3 Industrial environment
 - 7.8.4. Enterprise environment
 - 7.8.5 Managing economic components
- 7.9 Business elements
 - 7.9.1 Operation management
 - 7.9.2 Marketing
 - 7.9.3 Management
 - 7.9.4 Financial management
 - 7.9.5 Management information Systems
- 7.10 Entrepreneurship
 - 7.10.1 Meaning of entrepreneur
 - 7.10.2 Role of entrepreneurs
 - 7.10.3 Types and characteristics of entrepreneurs
 - 7.10.4 Business plan
- 7.11 Ethics, social responsibility, and good governance
 - 7.11.1 Meaning of ethics
 - 7.11.2 Household ethics
 - 7.11.3 Community and social ethics
 - 7.11.4 Entrepreneurship ethics (Code of Ethics (7))
 - 7.11.5 Good Governance
- 7.12 Modern issues in economics and management for better living
 - 7.12.1 Globalization
 - 7.12.2 Sustainability
 - 7.12.3 Labor productivity
 - 7.12.4 Productivity enhancement and competitiveness
 - 7.12.5 Value added
 - 7.12.6 Innovation

8. Instruction Methods

Student-centered teaching methods, lecture, discussion, self-study, homework, learning enhancement activity or field trip.

9. Instructional Material PowerPoint handout, slide, VDO, and instructional media.

10. Measures of Achievement

10.1 Examination

10.1.1 Midterm exam 35%

10.1.2 Final exam 35%

10.2 Learning enhancement activity participation and report 20%

10.3 Class participation 10%

Total 100%

11. Grading Evaluation

Based on norm-referenced and score frequency within groups.

12. Textbooks

12.1 Economics for better living (in Thai, 2008) Kasetsart University Press

12.2 Bibliography at the end of each chapter

12.3 Instructor resources

13. Course schedule

Mon 4:30 - 7:30 P.M. Building: IUP room E17201

Week	Date	Contents	Instructors
1	Aug 7, 2023	Course introduction Introduction	Assist. Prof. Dr. Suwanna Sayruamyat
2	Aug 14, 2023* (Online)	Roles and lifestyles of human society	Assist. Prof. Dr. Sorawat Wisalaporn
3	Aug 21, 2023	Economic concepts and values	Dr. Sasipen Bhuvapanich
4	Aug 28, 2023	Organization and economic activity	Dr. Sasipen Bhuvapanich
5	Sep 4, 2023	Community and Social Economy	Dr. Yuvaluk Setboonsrung
6	Sep 11, 2023	Environment and management of economic components	Dr. Borworn Tonrattanapong
7	Sep 18, 2023	Decision making bias in daily life	Assist. Prof. Dr. Suwanna Sayruamyat
Midterm exam: Sun. 1 October 2023 Time: 9-11 A.M.			
8	Oct 2, 2023	Household economy	Dr. Lalita Chanwongpaisarn Nguitragee
9	Oct 16, 2023	Current economic patterns	Dr. Lalita Chanwongpaisarn Nguitragee
10	Oct 23, 2023*	Business elements	Assist. Prof. Dr. Thirarut Worapishe
11	Oct 30, 2023	Entrepreneurship	Dr. Korsak Towantakavanit
12	Nov 6, 2023	Ethics, social responsibility, and good governance (Part 1)	Dr. Chanoksuda Sudsakorn

13	Nov 13, 2023	Ethics, social responsibility, and good governance (Part 2)	Assoc. Prof. Dr. Non Vorlapanit
14	Nov 20, 2023	Modern issues in economics and management for better living	Assoc. Prof. Dr. Kanchana Sripruetkiat
15	Nov 27, 2023	Activity	Assist. Prof. Dr. Suwanna Sayruamyat
Final exam: Sun. 10 December 2023 Time: 9-11 A.M.			

Signature



(Dr. Suwanna Sayruamyat)

18 July 2023