

COURSE OUTLINE

1. GENERAL

SCHOOL	Faculty of Economics Chiang Mai University Thailand		
DEPARTMENT	ECONOMICS		
LEVEL OF STUDY	<i>Postgraduate</i>		
COURSE UNIT CODE	751769	SEMESTER	2 nd
COURSE TITLE	Sufficiency Economy for Business and Social Enterprises.		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
		Lectures	2
COURSE UNIT TYPE	Compulsory		
PREREQUISITES	NO		
LANGUAGE OF INSTRUCTION/EXAMS:	English		
COURSE DELIVERED TO ERASMUS STUDENTS	NO		
MODULE WEB PAGE (URL)	-		

2. LEARNING OUTCOMES

Learning Outcomes

This course explores the principles of sufficiency economy and their application in business and social enterprises. Students will learn how to balance growth with sustainability, make prudent decisions for long-term impact, and build resilience to economic fluctuations. Through case *studies*, practical projects, and expert insights, participants will develop strategies to implement sufficiency economy principles in their own business practices and social ventures.

Course Objectives:

- Understand and apply sufficiency economy principles to business and social enterprise contexts.
- Develop sustainable business models and ethical practices.
- Analyze real-world examples and create actionable strategies for integrating sufficiency principles.

General Skills

- Decision making
- Teamwork
- Critical thinking

3. COURSE CONTENTS

1. *Introduction to Sufficiency Economy*

- **Definition and Principles:** *Overview of moderation, reasonableness, and self-immunity.* □ *The evolution of the sufficiency economy concept*

2: Core Principles for Business

- Balancing growth with resource management and ethical practices.
- Making prudent decisions that consider long-term impacts on society and the environment.
- Building resilience to market fluctuations and external shocks through sustainable practices.

3: Implementing Sufficiency Economy in Business

- How to integrate sufficiency principles into business strategies and operations.
- Efficient use of resources, waste reduction, and energy conservation.

- Ensuring fair labor practices, ethical sourcing, and transparency

4. Social Enterprises and Sufficiency Economy

- *How social enterprises contribute to societal well-being and align with sufficiency principles.*
- Tools and methods for assessing social and environmental impact.
- *Examples of social enterprises successfully applying sufficiency principles.*

5: Case Studies and Practical Applications

- **Case Studies:** In-depth analysis of businesses and social enterprises that have implemented sufficiency economy principles.
- **Case Studies:** Analysis of healthcare systems or organizations that have successfully integrated sufficiency economy principles.
- **Best Practices:** Examples of innovative practices in healthcare that reflect sufficiency economy values.

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	online	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	PowerPoint e-class support Communication via e-mail and course discussion	
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	lectures	26
	Individual Assignments	34
	Self study	65

	<i>Course total (15 hours of work load per credit)</i>	125
ASSESSMENT METHODS	I. Final examination (50%) I. Individual Assignments (50%)	

5. RESOURCES

Buddhist Economics @ Phra Debvedi (Prayudh Payutto), ISBN 974-575-219-3

Glen Alexandrin ,Buddhist Economics Demand and Decision Making ,EB21-2-04 Pdf. –Adobe Acrobat pro.

Sufficient Economy Philosophy, United Nations state ,Department of Economic and Social Affairs

Sufficiency Economy implications and Applications publication, Office of the National economic and Social development Board Public policy Strategy Office, ISBN: 978-974-9769- 751,third Publication September, 2014

Prasopchoke Mongsawad ,*The philosophy of sufficiency Economy :A contribution to the theory of Development*, Asia-Pacific Development Journal Vol. 17, No. 1, June 2010