

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	Faculty of Economics Chiang Mai University <b>Thailand</b>		
<b>DEPARTMENT</b>	ECONOMICS		
<b>LEVEL OF STUDY</b>	<i>Postgraduate</i>		
<b>COURSE UNIT CODE</b>	751769	<b>SEMESTER</b>	2 <sup>nd</sup>
<b>COURSE TITLE</b>	Sufficiency Economy for Business and Social Enterprises.		
<b>COURSEWORK BREAKDOWN</b>		<b>TEACHING WEEKLY HOURS</b>	<b>ECTS Credits</b>
Lectures		2	5
<b>COURSE UNIT TYPE</b>	Compulsory		
<b>PREREQUISITES</b>	NO		
<b>LANGUAGE OF INSTRUCTION/EXAMS:</b>	English		
<b>COURSE DELIVERED TO ERASMUS STUDENTS</b>	NO		
<b>MODULE WEB PAGE (URL)</b>	-		

### 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>	<i>125</i>
<b>ASSESSMENT METHODS</b>	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 JournalVol. 17, No. 1, June 2010