

<b>Course code</b>	: PER 3101
<b>Thai course name</b>	: Dance Na Phat (Buddhist figure)
<b>English course name</b>	: Nah Paht Dance (Male Character)
<b>Teacher</b>	: Mr. Whutthichai Khathawi

### **course description**

Principles and forms of the business management for performing arts. Designing the business plan, planning the business budget and managing the human resource for performing arts events. Managing and organizing performances through the business system.

### **Basic knowledge of business management**

Nowadays, management knowledge is becoming more and more important and popular. Especially those who want to have a personal business career whether. It is the sale of any type of goods and services. Management understanding is even more important. more important because it means the survival of their business. "Administration" (Administration) and "management" (Management) if it is a general meaning, can now be used interchangeably, it conveys the same understanding. If it is a narrow or specific meaning, there will be a slight difference. In Thailand, it is preferable to use the word dealing with private business because it is the meaning that conveys the practical guidelines Every organization places great importance on management. Because it is accepted that an organization with a good management system will make the organization successful. More than an organization with inefficient management, the word organization here refers to the business unit itself.

### **The meaning of business and business operations**

Royal dictionary The Adityathan gave the meaning of the word "business" in 2 meanings, namely

1. Business refers to a full-time job related to a career in trading. or other important business and non-governmental
2. Business refers to business operations in agriculture, industry, handicrafts, commerce, administration or other businesses as a trade.

**For many scholars, the meaning of business or business operations is as follows.**

Business means any activity that produces a product. or service up Then there is the exchange of trade and the Vatapura wants to benefit from the action of that activity, i.e. (1) the production of goods and services; (2) trade, exchange, sale and distribution of goods and (3) benefit from the activity is profit. (Krongkaew Yoosuk et al., 1993, page 1)

Business means carrying out activities related to production (Production), distribution (Distribution) and service (BusinessService). The business operation is the production of goods. and services, as well as bringing those goods and services to be sold to consumers if any person produces goods or Service brought for personal use and consumption is not considered that person conducting business. And he himself could not be called a business person. (Chao Rojanasaeng, 1997, page 5).

Business refers to activities that cause goods and services to be produced, traded, exchanged, sold and distributed, and have benefits or profits from those activities. (Publishing Center for Vocational Promotion, 2005).

Therefore, in summary, Doing business or running a business therefore means to operate Any activity that produces a product or product and/or produces a service, whether related to agriculture industry commercial or other in order to generate profits from Conducting those activities, we consider all business operations.

## **business management process**

Management is a process that executives or managers must carry out using techniques. Various combine resources in the organization artfully so that the mission of the organization can be accomplished and in accordance with the objectives set by the organization (Business ManagementProcess) or such business management has a sequence of steps that must be performed in 5 steps.

### **1. Planning**

It is an extremely important first step. Any mission should start with Always planning because it increases the chances of winning and succeeding. If you don't make a plan, then it's like losing or failing from the start because even though we have done Even if the plan is well planned, the plan may not be 100% successful. Because what we anticipate while planning is in the future that has not yet happened. Therefore, we cannot control things according to all assumptions and when performing actual operations. Some environmental factors that we can only partially control, such as government policies or some environmental

factors that we cannot control, such as natural disasters, global economic volatility, and war threats, etc. These are the environmental factors that will cause the plan to deviate. From the set goals, the success of the plan is reduced or may cause the plan to be unsuccessful. So it was finally possible. However, planning has significant advantages or benefits over unplanned. “If you want success, you must plan” because at the planning stage, we know the objectives that we really want, leading to the selection of methods or strategies. Defining the mission of the organization in order to make the organization achieve its objectives under a particular circumstance. Which we can know from the situation assessment or situation analysis (SWOT). Planning causes a rational, rational and careful thinking process, as well as further development.

## 2. Organization

It is a continuation of the planning process. is from careful thought in the planning stage get the destination and the mission of the organization, which is like a way to the destination Tasks are converted to task activities into taskboxes and subtasks. The activities of those tasks are arranged in order and the relationship of each task is formed. organizational structure, but some sub-groups that are of secondary importance may not be seen in the organizational structure. But there was activity going on. The organizational structure will be created as appropriate. and consistent with environmental factors and various situations of that organization Organization structure It shows the nature of a formal organization, indicating the priorities of work as a hierarchy and interrelatedness of all important work groups in an organization.

## 3. Staffing

It is a process for acquiring human resources. which is considered an important resource The most in the number of resources or fundamental factors of the organization (4M's: Man, Money, Material, Management) to be placed in the various work groups of the organization. Continuing from the arrangement process. The organization of putting people into various work groups is based on the principle that “Puttherightmanonthe rightjob” means putting the right man on the job. The principle is assumed. that each person has different abilities and aptitudes, causing the need to choose a job that is suitable for each person in order to use the potential of the person to the fullest and for the utmost benefit

## 4. Leading / Directing

From organizational planning and personnel to work in the system, there are people and jobs in the system. The next question is how to enable people to work with full efficiency

and get a job or not. Productivity as the organization expects that managers need to study about leadership and things that must be done and should be considered by managers. Must know the needs of employees in their organization and must be able to motivate employees to work to happen. In addition, executives or managers must be able to manage conflicts that may arise from people to people, people to work, or even work to work. No organization can avoid conflicts from occurring. can only do as little as possible to control the challenge of leadership lies in what techniques to use. So it will make the work with people mixed together well. Able to study, prepare and implement in this process.

### 5. Controlling

planning process There will be no benefit whatsoever. If there is no control The control process is most closely related to the planning process, that is, control means comparing what has been done and whether the results are consistent with what was planned or not. Any problems and obstacles involved in some of them. The aim is to try and control the plan to go as planned. by using techniques or tools various to help control in various standards, including Qualitative Standards Quantitative Standards Cost Standards and Time Standards The control reveals the problem and related hurdles In addition, the results obtained can be further improved and developed.

The 5-step process is cyclical (Cycle) without ending, meaning that after doing steps 1 to 5, it did not stop, but had to continue indefinitely, that is, had to make a new plan every time. Since the business unit is not isolated in the system of the global society but within the framework under limitations of both the environment within the business unit itself and the external environment, including both nationally and globally, that is the reason why the environment has changed for business units. Or the organization must change according to the current organization is viewed as a system and of course it must be an open system (Open System). Administration or management is a course about applying management techniques to other resources of the organization, such as material money. equipment and human resources to make the most of it. That is, make the operation happen. efficiency (Efficiency) and effectiveness (Effectiveness) there. Refers to worthwhile results or profits generated from the operation, while effectiveness refers to the success that Caused by operations and savings is a matter of knowing the matters necessary for the operation of the business.