

## COURSE SPECIFICATIONS

### TQF3

**Name of Institution:** Srinakharinwirot University  
**Campus/Faculty/Department:** College of Creative Industry

#### Section 1: General Information

##### 1. Course Code and Course Title

Thai: บสส 511 องค์กรสร้างสรรค์และการเป็นผู้ประกอบการ 3(2-2-5)  
English: CBM 511 Creative Enterprise and Entrepreneurship

##### 2. Semester/Academic Year

Semester: 1  
Academic Year: 2021

##### 3. Number of Credits

2

##### 4. Degree and Major

Degree: Master of Science  
In Major: Creative Brand Management

##### 5. Responsible Faculty Members

Instructor	Email
Pongarm Virutamasen	pongarm@g.swu.ac.th

##### 6. Pre-requisites (if any)

##### 7. Co-requisites (if any)

##### 8. Venue of Study

7<sup>th</sup> floor Professor Dr. Saroj Buasri Innovation building, Srinakharinwirot University

**9. Date of Latest Course Revision** (the date you completed this form)

Date: 6

Month: August

Year: 2021

**Section 2: Course Management**

**1. Course Description**

**Thai:** บทบาทและความรับผิดชอบของผู้นำและการบริหารทีมงานต่อการบริหารจัดการองค์กรสร้างสรรค์ หลักการ คุณลักษณะและทักษะที่จำเป็นของผู้ประกอบการใหม่ในธุรกิจสร้างสรรค์ กระบวนการสร้างและบริหารจัดการธุรกิจใหม่ การประยุกต์แนวคิดใหม่ในเชิงธุรกิจ พื้นฐานการออกแบบความคิดเชิงนวัตกรรม การเพิ่มมูลค่าสินค้าและบริการขององค์กรสร้างสรรค์ การวิเคราะห์ปัญหาธุรกิจ (Pain Point) และการนำผลิตภัณฑ์และบริการที่ใช้เทคโนโลยีขั้นสูงไปใช้เชิงพาณิชย์อย่างประสบความสำเร็จด้วยการใช้โมเดลธุรกิจแคนวาส (Business Model Canvas – BMC)

**English:** Roles, responsibility, and management skills of leaders in creative organizations.

Principles, attributes and attitudes of nascent entrepreneurs to creatively plan, launch, and manage small firms in order to link with international business context. Process of new business creation, application of new business thinking. Foundation of innovative thinking. Analysis of business problems and value adding of products and services in entrepreneur and creative organizations using business model canvas (BMC). Successful implementation of high-technology driven products and services in business.

**2. Course Goals**

Upon the completion of this course, the student should be able to:

1. Apply business ideas into practice.
2. Develop simple business model related to gems and jewelry business.
3. Present business ideas/models to public.

### 3. Expected Learning Outcomes of Program

Course learning outcomes (CLOs)	ELOs
CLO 1 Understanding knowledge and skills in business management and functions	ELO1 .Explain liberal art and science concepts to enhance career in creative industry.
CLO 2 Applying knowledge and skills to plan and manage a mock-up selling event in a public place	ELO2 .Build coacher skills with ethics, honesty, punctuality, and respectfulness to others.
CLO 3 Presenting the results of the event in public	
CLO 4 Developing simple business models in gems and jewelry business.	

### 4. Objectives of Course Development/Revision

N/A

### 5. Number of Hours per Semester

Lecture or Other In-class Activity	Additional Class Hours for Individual Students	Laboratory/ Field Trip/ Internship	Self Study Hours
2(2-0-4) = 30 hours	At least 1 hour		4

### 6. Individual Counseling and Guidance Hours

- By appointment

### Section 3: Teaching and Evaluation Plans

#### 1. Teaching Plan

Week	Topic	Hrs	Teaching Method and Media	Instructor(s)	CLOs
1	Introduction to course and its syllabus Business environment Knowing your business environment	2	Lecture on business environment  Active learning: Think, pair, share and small group discussion on business environment of gems and jewelry	Porngarm	
2	- Creativity and its applications		Activity: Grouping for the event and group assignments and functions  Small group discussion on jewelry business and its environment	Porngarm	
3	- Innovation and its application in business		Lecture on business process  Active learning: small group discussion on SWU flea market and its environment with presentation  Marketing survey assignment	Porngarm	
4	- Organization management		Lecture on organization management and functions  Active learning: Group consultation	Porngarm	
5	- Essential of marketing - Consumer behavior - Product display		Lecture on marketing content  Group presentation on marketing survey assignment	Porngarm	

6	- Individual consultation on product and services		Lecture and Case studies	Porngarm	
7	Individual consultation		Lecture and Presentation	Porngarm	
8	<b>Midterm Exam</b>				
9	- Financing & Accounting - Group consultation Presentation of marketing survey assignments		Lecture and Case studies	Porngarm	
10	Foundations of business laws and regulations		Lecture and Group activity: Role play	Porngarm	
11	- Business ethics and social responsibility - Group consultation		Lecture and Case studies	Porngarm	
12	- Business communication - Customer relations and CRM - Group consultation		Group Activity	Porngarm	
13	- Soft skills for business operations - Group consultation		Final project presentation	Porngarm	
14	- Rehearsal of business operations		Final project presentation	Porngarm	
15	-Group presentations		Final exam	Porngarm	

## 2. Evaluation Plan

Expected Knowledge/Skill Achievement	Teaching Methods	Evaluation Methods	ELO	CLOs
1.Foundation knowledge of business management  2.Managerial skills and techniques	Lecture  Case studies  In class assignments  Guest speakers	Exam  Observation  Quizzes  Group work  Presentation	1 .Explain liberal art and science concepts to enhance career in creative industry.  2 .Build coacher skills with ethics, honesty, punctuality, and respectfulness to others.	

Evaluation Methods	Evaluated in Week no.	Percentage
Exam	15	25%
Quiz	3	10%
Case studies	4, 7	20%
In-class discussion	1-7, 8-14	15%
Presentation	7 and 15	

**Grading:** Grades will be given based on the following score range

grade	Score ranking
A	≥80
B+	76-79
B	70-75
C+	66-69
C	60-65
D+	56-59
D	50-55
E	≤ 49

## Section 4: Teaching Materials and Resources

### 1. Main Texts and Documents

The Oxford Handbook of Creativity, Innovation, and Entrepreneurship

### 2. Important Documents and Information Sources

1. (*\*other texts also used for the instruction*)
2. (*\*other resources and materials used for the instruction*)
- 3.

### 3. Recommended Documents and Information Sources

1. Harvard Business Review: Manager's Handbook
2. The Art of Creative Thinking : How to be Innovative and Develop Great Ideas

## Section 5: Evaluation and Improvement of Course Management

### 1. Strategies for Evaluating Course Effectiveness by Students

1. Dedicated discussion session about the course with students during semester
2. Reflections from students during consultation sessions
3. Course evaluation form provided by the Department at the end of semester

### 2. Evaluation Strategies of Teaching Methods

1. Class observation by members of Department Committee or experienced lecturers
2. Students' performance on exams and other assessments (*please specify: presentations, reports or quizzes*)
3. Course evaluation by students

### Improvement of Teaching Methods

*N/A (for the course that is offered the first time)*

### 3. Verification of Students' Learning Outcomes

Curriculum committee hold a meeting to:

1. discuss and verify grades for the semester
2. Verify the content validity of the examinations
3. Designate which courses will be verified fully for this semester

#### **4. Review and Plan for Improvement of Course Effectiveness**

1. Use the information from TQF 5 from 2020 to improve the course this semester
2. Review and improve course contents, teaching strategies and techniques, course evaluation and assessment
3. Assign a variety of lecturers