

## 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 551 การสร้างสรรค์และนวัตกรรมสินค้าไลฟ์สไตล์และบริการ 3(2-2-5)

English: CBM551 Creative of Innovation and Lifestyle Product and Services

**2. Semester/Academic Year**

Semester: 2

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

Porngarm Virutamasen

Email

porngarm@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:** ทฤษฎีและกรอบความคิดสร้างสรรค์และนวัตกรรม เทคโนโลยีในอนาคต สมบัติของวัสดุ และการนำไปใช้ การผลิตสินค้าจากวัสดุนวัตกรรม นวัตกรรมสินค้าไลฟ์สไตล์ การบริการจากมุมมองของลูกค้าและผู้บริโภค การนำเสนอแบรนด์ใหม่ที่เกิดจากความคิดสร้างสรรค์ในธุรกิจไลฟ์สไตล์และบริการ เครื่องมือการประเมินสินค้าและบริการ ทรรศนะทางปัญญาของนวัตกรรมสร้างสรรค์

**English:** Theories, creative framework and innovation, future technology, material properties and applications, products and productions from innovative materials, innovative lifestyle product and service form consumers' perspective, ability to presents newly innovated brand from creativity within lifestyle business and service, lateral thinking, evaluating tools for product and service, intellectual property of creative innovation.

### 2. Course Goals

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

1. Apply theories and principles of innovation and creative framework to business.
2. Develop innovations (products or services) to targeted group of audience.
3. Present innovations appropriately to the audience.

### 3. Expected Learning Outcomes of Program

Course learning outcomes (CLOs)	ELOs
<b>CLO 1</b> Understanding knowledge and skills in business management and functions	<b>ELO1</b> .Explain liberal art and science concepts to enhance career in creative industry.
<b>CLO 2</b> Applying knowledge and skills to plan and manage a mock-up selling event in a public place	<b>ELO2</b> .Build coacher skills with ethics, honesty, punctuality, and respectfulness to others.
<b>CLO 3</b> Presenting the results of the event in public	
<b>CLO 4</b> 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	Theories of innovations and creativity	2	Lecture on business environment  Active learning: Think, pair, share and small group discussion on business environment of gems and jewelry	Porngarm	
2	- Innovative products and lifestyle products		Activity: Grouping for the event and group assignments and functions Small group discussion on jewelry business and its environment Exercise of understanding role and type of the mix	Porngarm	
3	- Evaluation of products and services		Lecture on business process  Active learning: small group discussion on SWU flea market and its environment with presentation  Marketing survey assignment	Porngarm	
4	- Innovation development and implementation		Lecture on organization management and functions  Active learning: discussion from case studies	Porngarm	
5	- Marketing in innovation and creative products and services		Lecture on marketing content  Group presentation on marketing survey assignment	Porngarm	
6	- Innovative business		Lecture and Case studies	Porngarm	

7	Online site visit of innovative ideas		Lecture and Presentation	Porngarm	
8	Patent and intellectual property of creative products and services		Lecture and Case studies	Porngarm	
9	Site visit of lifestyle business		Lecture and Group activity: Role play	Porngarm	
10	- Project development		Lecture and Case studies	Porngarm	
11	- Presentation of the project		Final project presentation	Porngarm	
12			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 I n c l a s s 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

<b>grade</b>	<b>Score ranking</b>
A	$\geq 80$
B+	76-79
B	70-75
C+	66-69
C	60-65
D+	56-59
D	50-55
E	$\leq 49$

#### **Section 4: Teaching Materials and Resources**

##### **1. Main Texts and Documents**

Lifestyle Brands: A Guide to Aspirational Marketing 2013th Edition, Kindle Edition

##### **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. Foundations of Marketing, 6<sup>th</sup> edition

#### **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