

TQF5

COURSE REPORT

CBM 511: Creative enterprise and entrepreneurship

College of Creative Industry, Srinakharinwirot University

1/2020

Section 1: General Information

1.Course Code and Course Title รหัสและชื่อวิชา	Thai- องค์กรสร้างสรรค์และการเป็นผู้ประกอบการสร้างสรรค์ English- CBM 511: Creative enterprise and entrepreneurship
2.Semester/Year of Study ภาคการศึกษา/ชั้นปีที่เรียน	Semester: 1
3.Number of Credits จำนวนหน่วยกิต	3(2-2-5)
4.Degree, Major and Course Type หลักสูตร วิชาเอก และประเภทของรายวิชา	
5.Responsible Faculty Members อาจารย์ผู้รับผิดชอบรายวิชาและอาจารย์ผู้สอน	Pongarm Virutamasen, Ph.D.
6.Pre-requisites (if any) รายวิชาที่ต้องเรียนมาก่อน	n/a
7.Co-requisites (if any) รายวิชาที่ต้องเรียนพร้อมกัน	n/a
8.Venue of Study สถานที่เรียน	7th floor, Innovation Building Prof.Dr.Saroj Buasri, Srinakharinwirot University
9.Date of Latest Course Revision วันที่จัดทำหรือปรับปรุงรายละเอียดของรายวิชา	Date: Jan 6,2020

Section 2: Actual Course Operation Compared with the Teaching Plan (TQF3)

1. Number of actual teaching hours compared with the teaching plan

Topics	No. of teaching hours in the plan	No. of actual teaching hours	Reason(s)
	2	2	
Introduction to course and its syllabus Business environment Knowing your business environment	2	2	
Creativity and its applications	2	2	
- Innovation and its application in business	1	1	
- Organization management	1	1	
- Essential of marketing - Consumer behavior - Product display	4	4	
- Individual consultation on product and services	4	4	
1 Individual consultation			
2 Midterm Exam			
- Financing & Accounting - Group consultation 3 Presentation of marketing survey assignments			
4 Foundations of business laws and regulations			
- Business ethics and social responsibility 5 Group consultation			

- Business communication - Customer relations and CRM 6 Group consultation			
- Soft skills for business operations 7 Group consultation			
- Rehearsal of business operations			
- -Group presentations			

Topic that could not be taught	Significance of the topics	Compensation plan
-	-	-

2. Effectiveness of the teaching methods specified in the Course Specification:

ELOs	Course learning outcomes (CLOs)	Teaching methods specified in the course specification	Effectiveness (Use ✓)		Problems of the teaching method(s) (if any) and suggestions
			Yes	No	
ELO1. Explain liberal art and science concepts to enhance career in creative industry	CLO 1 able to discuss the knowledge to the history of jewelry processing	-	✓		
ELO5. Analyze statistical information using digital technology tools and to present the results.	CLO 2 able to analyze jewelry production data for improvement	-	✓		

ELO6.2 Identify gems and jewelry using design, production and gemology concept equivalent to international level (Basic of Jewelry production in manufacturing)	CLO 3 understand jewelry production in Thailand comparing to global	-	✓		
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3. Suggestions for Improving Teaching Methods:

None

Section 3: Course Outcomes

1.Number of registered students: 2

2.Number of students at the end of semester: 2

3.Number of students who withdrew (W): -

4. Grade distribution:

Grade	No. of students	Percentage
A	1	50
B+		
B		
C+		
C		
D+		
D		
E	1	50
Incomplete (I)		

5.Verification of learning outcomes:

Verification Method	Verification Result
1. Presentation	Grade
2. Exam	
3. Quiz	

Section 4: Course Evaluation and Improvement plan

1. Results of course evaluation:

7.1 Faculty members' opinions based on evaluation:

-

7.2 Faculty members' general opinions (program meeting, etc.)

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2.Suggestions for improvement for the next offering:

Suggestions	Time Frame	Responsible person
e-learning module		

3. Recommendations from the responsible faculty member to the program director: (optional)

None

Responsible Faculty Member/Coordinator:

1. Signature:Submission Date:

2. Signature: Submission Date:

(if there are more than one teaching staff member, please list)

Chairperson/Program Director:

3. Signature: Receipt Date:

(the chair is the normally number 2, when a course is taught by one ajarn)