



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: IIB3222

Course Title: Introduction to International Business

Credits: 3(3-0-6)

Program: International Business

International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester : 2 **Academic Year :** 2017

Section 1 General Information

1. Code and Course Title :

Course Code: IIB3222

Course Title (English): Entrepreneurship

Course Title (Thai): ผู้ประกอบการ

2. Credits : 3(3-0-6)

3. Curriculum and Course Category :

3.1 Curriculum: Bachelor of Business Administration, Program in International Business (International Program), Revised in 2011.

3.2 Course Category:

General Education

Major Course

Elective Course

Others

4. Lecturer Responsible for Course and Instructional Course

Lecturer (s) :

4.1 Lecturer Responsible for Course: Ms. Nalin Simasathiansophon

4.2 Instructional Course Lecturer(s): None

5. Contact/Get in Touch

Room Number 401 Tel. 082-7842162 E-mail nalin.si@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 2 Year of Study 2017

6.2 Number of the students enrolled: 32 students

7. Pre-requisite Course (If any)

Course Code: IIB1203 Course Title: Principles of Finance, and

Course Code: IIB1204 Course Title: Principles of Marketing

8. Co-requisite Course (If any)

Course Code: None Course Title: None

9. Learning Location

Building: International College, Nakhon Pathom Education Center

Room: 405

10. Last Date for Preparing and Revising this Course:

15th December 2017

Section 2 Aims and Objectives

1. Course Aims

At the end of this course, the student will reach to five domains in the following areas of performance:

1.1 Morals and Ethics

- (1) The ability to deliver or to complete a required task at or the appointed time,
- (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,
- (3) The ability to make decisions in business according to moral concepts and judgments.

1.2 Knowledge

- (1) The ability to identify the business theories and describe important case studies,
- (2) The ability to provide an analysis and provide the solution to real world problems,
- (3) The ability to use business knowledge integrated with other disciplines.

1.3 Cognitive Skills

- (1) The ability to gather and summarize information, and conduct research,
- (2) Self-study and sharing information to the class,
- (3) The ability to solve problems from case studies.

1.4 Interpersonal Skills and Responsibility

- (1) The ability to communicate in English,
- (2) The ability to use English to solve business problem,
- (3) Initiate some new business ideas and have leadership.

1.5 Numerical Analysis, Communication and Information Technology Skills

- (1) Be able to use basic ICT skills and apply them to daily life,
- (2) Be able to use statistics and mathematics to solve business problems,
- (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.

2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)

According to TQF 5 (Thailand Quality Framework 5: HEd.) for the 2016 academic year, students should develop their abilities as follow:

- (1) The need to develop entrepreneurial skill,
- (2) The need to apply hands-on technology based on entrepreneurial concepts,
- (3) The need to encourage interactive learning during the class.

Therefore, the purpose for developing course content is that it should encourage students on active learning, team work, and creative thinking. It should also allow student to practice on entrepreneurial skill. The learning method will be revised to be more attractive to students, such as applying technology to analyze and solve business problems. Furthermore, the process of cooperative learning will encourage students to participate more on interpersonal activity.

Section 3 Characteristics and Operation

1. Course Outline

Business, management, and entrepreneurship; communication and interpersonal skills, economics, and professional development foundations, characteristics of successful entrepreneurs, techniques for finding and screening ideas, the politics of new ventures, valuation and deal making, business plan, buying a business, family business dynamics, entrepreneurial leadership, venture philanthropy and managing crisis and failure.

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self-Study (hours)
48 hours	-	96 hours	3 + (if any)

3. Time Length per Week for Individual Academic Consulting and Guidance

(The lecturer responsible for course identifies the information, for example, 1 hour / week)

3.1 Self consulting at the lecturer's office: Room No.: 401

Building: International College (Nakhon Pathom Education Center/SSRU)

3.2 Consulting via office telephone/mobile phone: 082-7842162

3.3 Consulting via E-Mail: nalin.si@ssru.ac.th

3.4 Consulting via Social Media (Facebook/Twitter/Line)

Facebook: Aj Nalin Simasathiansophon

3.5 Consulting via Computer Network (Internet/Web board)

Teacher Website: http://www.teacher.ssru.ac.th/nalin

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) The ability to deliver or to complete a required task at or the appointed time,
- (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,
- (3) The ability to make decisions in business according to moral concepts and judgments.

1.2 Teaching Strategies

- (1) The team of students will help to remind other team members to be on time,
- (2) Provide an example of integrity in classroom such as no plagiarism,
- (3) Provide a case study that explains business ethics.

1.3 Evaluation Strategies

- (1) Checking student attendance every class,
- (2) Evaluate from how many students cheating in exam,
- (3) Evaluate from students' responsibility on their contribution on group project.

2. Knowledge

2.1 Knowledge to be acquired

- (1) The ability to identify the business theories and describe important case study,
- (2) The ability to provide an analysis and provide the solution to real world problems,
- (3) The ability to use business knowledge integrated with other disciplines.

2.2 Teaching Strategies

- (1) Use Problem-based learning,
- (2) Use cooperative learning techniques,
- (3) Invite guest speaker who is an expert in real world business.

2.3 Evaluation Strategies

- (1) Pop-quiz, midterm, and final exam,
- (2) A group project,
- (3) Class Presentation.

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) The ability to gather and summarize information, and conduct research,
- (2) Self-study and sharing information to the class,
- (3) The ability to solve problems from case studies.

3.2 Teaching Strategies

- (1) Group presentations,
- (2) Participate in real competitions such as business plan writing,
- (3) Problem-based learning.

3.3 Evaluation Strategies

- (1) Evaluate individual and group research and studies,
- (2) Evaluate in class activities and personal involvement,
- (3) Class presentations and discussion.

4. Interpersonal Skills and Responsibility

4.1 Interpersonal Skills and Responsibility to be developed

- (1) The ability to communicate in English,
- (2) The ability to use English to solve business problem,
- (3) The ability to initiate some new business ideas and have leadership.

4.2 Teaching Strategies

- (1) Allow students with work in unfamiliar situation with new team members,
- (2) Practice business manner and how to deal with customers,
- (3) Use advance business English to communicate in class and with lecturers.

4.3 Evaluation Strategies

- (1) How students participate in teamwork,
- (2) How students use advance business English in their presentation,
- (3) Evaluate students' business creativities and innovativeness by keynote speaker involvement or students contest organization.

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology Skills to be developed

- (1) Be able to use basic ICT skills and apply them to daily life,
- (2) Be able to use statistics and mathematics to solve business problems,
- (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.

5.2 Teaching Strategies

- (1) Use case studies that allow students to implement their knowledge of statistics and mathematics to solve business problems,
- (2) Use activities such as encouraging students to show their work in an exhibition,
- (3) Students will form a team and do the group projects that require two-ways communication and develop their social skills.

5.3 Evaluation Strategies

- (1) Evaluate the correct application of statistics and mathematics to solve problems,
- (2) Evaluate their ability to present their work in at an exhibition,
- (3) Evaluate their ability to use software computer such as Photoshop doing their work.

Remark: Symbol ● means 'major responsibility'

Symbol ○ means 'minor responsibility'

No symbol means 'no responsibility'

The above symbols were shown in 'Curriculum Mapping' of TQF 2.

(Program Specification)

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Hours	Learning Activities and Medias
1	<p>Topic 1 Entrepreneurship in the New Millennium</p> <p>- Introduction</p> <ul style="list-style-type: none"> • The Entrepreneurial revolution • The Entrepreneurial process approaches 	3	<ul style="list-style-type: none"> • Pre-test • Direct instruction • Clarification Pauses • Writing: Minute Paper
2	<p>Topic 2 The Entrepreneurial Mindset</p> <p>- The Entrepreneurial individual</p> <ul style="list-style-type: none"> • Characteristics of successful entrepreneurs • The dark side of entrepreneurship 	3	<ul style="list-style-type: none"> • Direct instruction • Group discussion on entrepreneurial mindset • Child center: cooperative learning (round table)
3	<p>- Developing individual innovation</p> <ul style="list-style-type: none"> • The role of creativity • Techniques for finding and screening ideas 	3	<ul style="list-style-type: none"> • Direct instruction • Group discussion on innovation
4	<p>- Ethics and entrepreneurship</p> <ul style="list-style-type: none"> • Ethics and laws • Establishing a strategy for ethical responsibility • Ethics and business decisions 	3	<ul style="list-style-type: none"> • Direct instruction • Child center: cooperative learning (round table) • Self-assessment
5	<p>Topic 3 The entrepreneurial venture plan</p> <p>- Opportunity and environmental Assessment</p> <ul style="list-style-type: none"> • Critical factors for new-venture development • The evaluation process • A macro view: the economic and industry environments • A micro view: the community perspective 	3	<ul style="list-style-type: none"> • Direct instruction • Informal groups on industry analysis • Child center: cooperative learning (round table)

Week	Topic/Outline	Hours	Learning Activities and Medias
6	- Marketing research & Financial analysis <ul style="list-style-type: none"> • Developing the marketing concept • Marketing plan & analysis • Understanding the key financial statement • Preparing financial statements • Capital budgeting 	3	<ul style="list-style-type: none"> • Direct instruction • Peer Review on “Consumer Behavior Analysis Academic Project” • Group Evaluation
7	- Business plan <ul style="list-style-type: none"> • Developing a well-conceived business plan • Elements of a business plan • Presentation of the business plan 	3	<ul style="list-style-type: none"> • Direct instruction • Case study: The Incomplete Plan • Hands-on activity: minimart practice
8	MID-TERM EXAMINATION	3	<ul style="list-style-type: none"> • Paper tests
9	Topic 4 Entrepreneurial issues for start-up - The legal form of new ventures and the legal environment <ul style="list-style-type: none"> • The legal form of new ventures • Specific forms of partnerships and corporations • Politics of new venture 	3	<ul style="list-style-type: none"> • Direct instruction • Self-assessment on Experiential exercise • Group discussion on legal form
10	Topic 5 Entrepreneurial issues for growth & development - Strategic planning <ul style="list-style-type: none"> • The nature of planning in emerging firms • Strategic planning • The value of strategic planning • Implementing a strategic plan 	3	<ul style="list-style-type: none"> • Direct instruction • Group discussion on strategic planning • Child center: cooperative learning (round table)
11	- The challenge of entrepreneurial growth <ul style="list-style-type: none"> • Venture development stages • Building the adaptive firm • Understanding the growth stage • The international environment: global opportunities • Methods of going international • Entrepreneurial leadership 	3	<ul style="list-style-type: none"> • Direct instruction • Active review session on business life cycle

Week	Topic/Outline	Hours	Learning Activities and Medias
12	- Valuation and deal making <ul style="list-style-type: none"> • Acquisition of an entrepreneurial venture • Underlying issues • Analyzing the business • Establishing a firm's value • Other factors to consider 	3	<ul style="list-style-type: none"> • Direct instruction • Inquiry learning on how to acquire an existing business?
13	- Harvesting the venture <ul style="list-style-type: none"> • The management succession challenge • Key factors in succession • Developing a succession strategy • Managing crisis and failure 	3	<ul style="list-style-type: none"> • Direct instruction • Case study on family business dynamics • Inquiry learning base on case study
14	Group project presentation	3	<ul style="list-style-type: none"> • Group report • Oral presentation
15	Final Exam Review	3	<ul style="list-style-type: none"> • Post test
16	**Make Up Class**	3	<ul style="list-style-type: none"> • Paper practice
17	FINAL EXAMINATION	3	<ul style="list-style-type: none"> • Paper test
Total of Hours		48	

2. Learning Assessment Plan

Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1. Morals and Ethics (1) The ability to deliver or to complete a required task at or the appointed time, (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold, (3) The ability to make decisions in business according to moral concepts and judgments.	(1) Question & answer (2) Classroom attendance (3) Open-end questions	Throughout semester	(1) S/U (2) 10 % (3) S/U

Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
<p>2. Knowledge</p> <p>(1) The ability to identify the business theories and describe important case study,</p> <p>(2) The ability to provide an analysis and solution to real world problems,</p> <p>(3) The ability to use business knowledge integrated with other disciplines.</p>	<p>(1) Question & answer</p> <p>(2) Mid-term examination</p> <p>(3) Final examination</p>	<p>(1) Throughout semester</p> <p>(2) Week 8</p> <p>(3) Week 17</p>	<p>(1) S/U</p> <p>(2) 20 %</p> <p>(3) 30 %</p>
<p>3. Cognitive Skills</p> <p>(1) The ability to gather and summarize information, and conduct research,</p> <p>(2) Self-study and sharing information to the class,</p> <p>(3) The ability to solve problems from case studies.</p>	<p>(1) Report paper</p> <p>(2) Practice at Biz Mart</p> <p>(3) Essay questions</p>	<p>(1) Week 15</p> <p>(2) Throughout semester</p> <p>(3) Week 4</p>	<p>(1) 10 %</p> <p>(2) 10 %</p> <p>(3) 5%</p>
<p>4. Interpersonal Skills and Responsibility</p> <p>(1) The ability to communicate in English,</p> <p>(2) The ability to use English to solve business problem,</p> <p>(3) Initiate some new business ideas and have leadership.</p>	<p>(1) Question & answer</p> <p>(2) Question & answer</p> <p>(3) Open-end questions</p>	<p>Throughout semester</p>	<p>(1) S/U</p> <p>(2) S/U</p> <p>(3) S/U</p>

Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
<p>5. Numerical Analysis, Communication and Information Technology Skills</p> <p>(1) Be able to use basic ICT skills and apply them to daily life,</p> <p>(2) Be able to use statistics and mathematics to solve business problems,</p> <p>(3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.</p>	<p>(1) Practice at Biz Mart</p> <p>(2) Oral presentation</p> <p>(3) Question & answer</p>	<p>(1) Throughout semester</p> <p>(2) Week 15</p> <p>(3) Throughout semester</p>	<p>(1) 10 %</p> <p>(2) 5%</p> <p>(3) S/U</p>

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Kuratko, D. F., & Hodgetts, R. M. (2007). *Entrepreneurship: Theory, Process, Practice (7th ed.)*. Quebec: Thomson South-Western.

2. Important Documents for Extra Study

Baron, R. A., & Shane, S. A. (2005). *Entrepreneurship: A Process Perspective*. Ohio: Thomson South-Western.

Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2005). *Entrepreneurship (6th ed.)*. Singapore: McGraw Hill Companies.

3. Suggestion Information (Printing Materials/Website/CD/Others)

Pepin, J. (2011, October). Venture capitalists and entrepreneurs become venture philanthropists. *CharityVillage*. Retrieved from <http://www.charityvillage.com/cv/research/rph19.html>

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

1.1 Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. The topics include:

- (1) Content objectives
- (2) The instructional materials
- (3) Learning methods and assessment
- (4) Advisory method

1.2 Observing students' behavior in classroom.

1.3 Interviewing students during classroom.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturer observes the class and discusses the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulated interest in the course.
- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair in dealing with students.
- (9) The lecturer makes students feel comfortable about asking question.
- (10) Course assignments are interesting and stimulating.
- (11) The lecturer's use of technology enhanced learning in the

classroom.

2.2 The Dean or head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

3. Teaching Revision

Lecturer revises teaching / learning process based on the results from the students' survey question, observation, interview, and classroom research.

4. Feedback for Achievement Standards

The evaluation is conducted by the Administrator Committee in order to assess process and grading.

5. Methodology and Planning for Course Review and Improvement

5.1 Revise and develop course structure and learning process every year.

5.2 Seek advisory from expertise in order to enhance content and make it up-to-date with the changing environment.

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

Courses	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Category: Business Major Course	● Major Responsibility									○ Minor Responsibility					
Course Code: IIB3222 Course Title: Entrepreneurship	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●