



**College of
Hospitality Industry Management**

TQF.5 Course Report

Course Code : IBP3435

Course Title : Small Business Management

Credits : 3(3-0-6)

Semester /Academic Year : 1 / 2021

Students : Bachelor of Business Administration
Program in Digital International Business

Lecturer(s) : Ms. Nalin Simasathiansophon

College of Hospitality Industry Management

Suan Sunandha Rajabhat University

Course Report

Institution : Suan Sunandha Rajabhat University

Campus/Faculty/Department : College of Hospitality Industry Management

Section 1: General Information

1. Course Code and Title : IBP3435 Small Business Management

2. Pre-requisite (if any) : None

3. Faculty Member(s) Teaching the Course and Sections

Ms.Nalin Simasathiansophon

Sections: 01

Room No. Online

4. Semester and Academic Year

Semester 1 Academic Year 2021

5. Venue

College of Hospitality Industry Management, Nakhon Pathom Campus

Section 2 : Actual Teaching Hours Compared with Teaching Hours Specified in the Teaching Plan

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) (in case the discrepancy is more than 25%)
Topic 1 Introduction <ul style="list-style-type: none"> • Foundations for small business • Success and failure in small business 	3 hours	3 hours	-
Topic 2 Beginning Considerations <ul style="list-style-type: none"> • Strategic management 	3 hours	3 hours	-
<ul style="list-style-type: none"> • Choosing a form of ownership • Franchising and the entrepreneur 	3 hours	3 hours	-
<ul style="list-style-type: none"> • Buying an existing business 	3 hours	3 hours	-
Topic 3 Building A Business Plan <ul style="list-style-type: none"> • Creating a solid financial plan • Managing cash flow 	3 hours	3 hours	-
<ul style="list-style-type: none"> • Marketing plan • Creative use of advertising and promotion 	3 hours	4 hours	Students practice analysis skill by give example of Facebook page and analyze the page's creativity and how it gains customers' attention.
<ul style="list-style-type: none"> • Pricing and credit strategies • Global marketing strategies • E-commerce 	3 hours	4 hours	An hour dominated for the midterm exam review
Topic 4 Putting the Business Plan to Work <ul style="list-style-type: none"> • Sources of equity financing 	3 hours	3 hours	-
<ul style="list-style-type: none"> • Sources of debt financing 	3 hours	4 hours	Students took the quiz from online learning website.
Topic 5 Location and Layout <ul style="list-style-type: none"> • Location, layout, and physical facilities 	3 hours	3 hours	-
Topic 6 Managing a Small Business <ul style="list-style-type: none"> • Techniques for enhancing profitability 	3 hours	4 hours	Students practiced as a group via online program (Zoom) to discuss about

			profitability calculation method.
Topic 7 Managing People <ul style="list-style-type: none"> Staffing and Leading a growing company 	3 hours	3 hours	-
Topic 8 Legal Aspects of Small Business <ul style="list-style-type: none"> Management succession and risk management The legal environment 	3 hours	3 hours	-
Course Summary	3 hours	3 hours	Prepare for final examination.
Total	42	46	

2. Topics that couldn't be taught as planned

Topics that couldn't be taught (if any)	Significance of the topics that couldn't be taught	Compensation
None	None	None

3. Effectiveness of the teaching methods specified in the Course Specification

Learning Outcomes	Teaching methods specified in the course specification	Effectiveness (Use ✓)		Problems of the teaching method(s) (if any) and suggestions
		Yes	No	
1. Morals and Ethics	(1) Question & answer (2) Open-end questions (3) Activity participation	✓	-	-
2. Knowledge	(1) Question & answer (2) Mid-term examination (3) Final examination	✓	-	-
3. Cognitive Skills	(1) Group discussion (2) Question & answer (3) Activities	✓	-	Students needed to improve analysis skill. Lecturer, thus, should assign case studies in small business practice.

4. Interpersonal Skills and Responsibilities	(1) Question & answer (2) Open-end questions (3) Group discussion	✓	-	Students need to develop interpersonal communication skill. Thus, lecturer should encourage them to share information within a team.
5. Numerical Analysis, Communication and Information Technology Skills	(1) Group discussion (2) Question & answer (3) Group report & presentation	✓	-	Students needed to practice on academic reference. Lecturer should explain how to make a reference in APA style.

4. Suggestions for Improving Teaching Methods

Group activities and discussion should be able to maximize students' analysis and creative skill. Should have case studies to encourage students to apply those skills with real situations.

Section 3 : Course Outcomes

1. Number of registered students : 11

2. Number of students at the end of semester : 11

3. Number of students who withdrew (W) : None

4. Grade distribution

Grade	No. of students	Percentage
A	7	64.00
A-	2	18.00
B+	1	9.00
B	1	9.00
B-	-	-
C+	-	-
C	-	-
C-	-	-
D+	-	-
D	-	-
D-	-	-
F	-	-

Incomplete (I)	-	-
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5. Factors causing unusual distribution of grades (If any)

None

6. Discrepancies in the evaluation plan specified in the Course Specification

6.1 Discrepancy in evaluation time frame

Details of Discrepancy	Reasons
None	None

6.2 Discrepancy in evaluation methods

Details of Discrepancy	Reasons
None	None

7. Verification of students' achievements

Verification Method(s)	Verification Result(s)
1. Interview 2. Group discussion 3. Question & answer	1. Students liked to do a hands-on activity using active learning method. 2. Students were able to apply knowledge learnt in the classroom in their real life situation. 3. Students should have a real project to create a real business practice, such as opening the real FB page and sale products.

Section 4 : Problems and Impacts

1. Teaching and learning resources

Teaching Problems: None	Impacts on students' learning : None
Learning Resources Problems: Some students did not have a computer or laptop or tablet to use Excel.	Impacts on students' learning : It is hard for them to use Excel on their mobile phone. They may have to

	borrow a computer or laptop or tablet to finish the task.
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2. Administration and organization

Problems from administration None	Impacts on students' learning None
Problems from organization None	Impacts on students' learning None

Section 5 : Course Evaluation

1. Results of course evaluation by students

1.1 Important comments from evaluation by students

This course allows students to apply their business knowledge learnt in the classroom with case studies. However, it would be better to let students start the real business as part of final project.

1.2 Faculty members' opinions on the comments in 1.1

Lecturer should assign the big business project to students. This project should be cooperated with other courses in the program in order to maximize various business skills for third year students.

2. Results of course evaluation by other evaluation methods

2.1 Important comments from evaluation by other evaluation methods

Students had a chance to interview social enterprise owner which becomes popular trend in small business sector. In this case, they will learn from the expert and get inspiration from them.

2.2 Faculty members' opinions on the comments in 2.1

It is a good opportunity for students to learn from the expert. It also allows student to practice ICT skill in group project.

Section 6 : Improvement Plan

1. Progress of teaching and learning improvement recommended in the previous Course Report

Improvement plan proposed in Semester 3 Academic year 2020	Results of the plan implementation (In case no action was taken nor completed, reasons must be provided.)
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- A plan to use active learning with students.	- Students like hands-on activity because they can get the real business experience from expertise.
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2. Other improvements

There is a need to encourage students using Microsoft Excel when calculating financial plan.

3. Suggestions for improvement for Semester 2 Academic year 2021

Suggestions	Time Frame	Responsible person
A plan to apply more various business skills in final project.	Week 10 - 15	Aj.Nalin Simasathiansophon

4. Suggestions of faculty member(s) responsible for the course

None

Responsible Faculty Member/Coordinator: Aj.Nalin Simasathiansophon

Signature.....*Nalin*..... Submission Date 20 December 2021

Chairperson/Program Director:

Signature..... Receipt Date