

TQF. 3



Bachelor's Degree

Master's Degree

Course Specification

Course Code: IBD3308

Course Title: Technology Transformation and Adoption

Credits: 3(3-0-6)

Programs: Digital International Business

Semester: 2

Academic Year: 2022

College of Hospitality Industry Management
Suan Sunandha Rajabhat University
(CHM, SSRU)

Section 1 - General Information

1. Course code and course title

Course code: IBD3308

Course title (English): Technology Transformation and Adoption

ชื่อวิชา (ภาษาไทย): การวางแผนเชิงกลยุทธ์ดิจิทัล

2. Credits

3(3-0-6)

3. Curriculum and course category

Curriculums: Bachelor of Business Administration

Course Category:

- General Education Required Course
 Elective Course Others:

4. Teacher in charge and lecturer

Teacher in charge: Dr.Pongrapee Kaewsaiha

Lecturer: Dr.Pongrapee Kaewsaiha

5. Contact

Room Number: 401

Email: pongrapee.ka@ssru.ac.th

6. Semester/Academic year

Semester: 2 Academic Year: 2022

Number of enrolled students: 5

7. Pre-requisite (if any)

None

8. Co-requisite (if any)

None

9. Learning center

CHM Building, Nakhon-Pathom Campus

10. Last date for preparing and revising this course

January 2022

Section 2 - Aims and Objectives

1. Course aims

At the end of this course, students will reach the desired learning outcomes based on six domains, as mentioned in the curriculum specification (TQF2), as follows:

1.1 Morals and ethics

- 1) The ability to deliver or to complete a required task at the appointed time
- 2) The ability to comply with rules, regulations, moral and societal standards
- 3) The awareness of ethics in digital international business decisions and actions

1.2 Knowledge

- 1) Obtain knowledge in business theories and concepts
- 2) Analyze and solve real business practical problems and issues in the digital era
- 3) Apply business knowledge integrated with other disciplines

1.3 Cognitive skills

- 1) The ability to gather, research, and summarize information and knowledge
- 2) Self-studying and sharing information with others
- 3) The ability to find appropriate solutions for real business issues

1.4 Interpersonal skills and responsibility

- 1) The ability to learn for themselves and help group members to learn
- 2) The ability to use the appropriate method for interpersonal communication and discussion
- 3) The ability to create business ideas and to have leadership skills

1.5 Numerical analysis, communication, and information technology skills

- 1) The ability to use basic ICT skills and apply them to daily life
- 2) The ability to use statistical data to solve business problems
- 3) The ability to use data analytics to analyze business issues

2. Objectives for developing/revising course (Content/Learning Process/Assessment/ etc.)

To support student's knowledge and skills in 21st-century contexts

Section 3 - Characteristics and Operations

1. Course description

(English) Integration of a technology transformation and adoption strategy or plan, anticipating new technology tools or projects, a strategic planning process for technology planning/adoption, measuring success, decision-making, and current issues

(ไทย) การบูรณาการของการเปลี่ยนแปลงเทคโนโลยีและกลยุทธ์หรือแผนการยอมรับ การคาดการณ์เครื่องมือหรือโครงการเทคโนโลยีใหม่ กระบวนการวางแผนเชิงกลยุทธ์สำหรับการวางแผน/การยอมรับเทคโนโลยี การวัดความสำเร็จ การตัดสินใจ และประเด็นปัจจุบัน

2. Time length per semester (Lecture/Practice/Self-study hours)

Lecture	Practice/ Field Work/Internship	Self-Study	Remedial Class
3 hours/week	-	6 hours/week	-

3. Individual consulting and guidance

Self-consulting at the lecturer's office:

Room Number 401, CHM Building, Nakhon-Pathom Campus

Mon., 9 AM – 4 PM or by appointment

Consulting via office telephone/mobile phone:

081-446-4238

Consulting via email:

pongrapee.ka@ssru.ac.th

Consulting via social media platform (Facebook/Twitter/Line):

Line OpenChat

Consulting via Computer Network (Internet/Web board):

Moodle LMS

Section 4 - Developing Students' Learning Outcomes

Expected students' learning outcomes are categorized into five domains, developed from curriculum specification (TQF2), as follows:

1. Morals and ethics

1.1 Learning outcomes to be developed

- 1) The ability to deliver or to complete a required task at the appointed time
- 2) The ability to comply with rules, regulations, moral and societal standards
- 3) The awareness of ethics in digital international business decisions and actions

1.2 Teaching strategies

- 1) Utilize assignments and projects to assess students' responsibility and morality
- 2) Provide examples of digital international business integrity in the classroom
- 3) Provide case studies that emphasize business ethics, digital ethics, and privacy

1.3 Assessment & evaluation strategies

- 1) Use attendance and participation as means of evaluation
- 2) Use assignments to assess students' responsibility
- 3) Evaluate students regarding moral misconduct

2. Knowledge

2.1 Learning outcomes to be developed

- 1) Obtain knowledge in business theories and concepts
- 2) Analyze and solve real business practical problems and issues in the digital era
- 3) Apply business knowledge integrated with other disciplines

2.2 Teaching strategies

- 1) Use problem-based learning
- 2) Use cooperative learning techniques
- 3) Invite guest speakers or organize a field trip

2.3 Assessment & evaluation strategies

- 1) Pop-quiz, midterm, and final examination
- 2) Term project
- 3) Class assignments

3. Cognitive skills

3.1 Learning outcomes to be developed

- 1) The ability to gather, research, and summarize information and knowledge
- 2) Self-studying and sharing information with others
- 3) The ability to find appropriate solutions for real business issues

3.2 Teaching strategies

- 1) Assign group or individual projects
- 2) Assign group discussion or seminar
- 3) Provide problem-based learning tasks

3.3 Assessment & evaluation strategies

- 1) Evaluate research report and presentation
- 2) Evaluate in-class activities using student involvement rubrics

4. Interpersonal skills and responsibilities

4.1 Learning outcomes to be developed

- 1) The ability to gather, research, and summarize information and knowledge
- 2) Self-studying and sharing information with others
- 3) The ability to find appropriate solutions for real business issues

4.2 Teaching strategies

- 1) Implement student center learning method and problem-based learning
- 2) Engage students in collaborative activities
- 3) Use cooperative learning techniques

4.3 Assessment & evaluation strategies

- 1) Assess students' participation in teamwork
- 2) Observe students' interpersonal communication and discussion
- 3) Evaluate students' business creativities and innovativeness from presentations or assignments

5. Numerical analysis, communication, and information technology skills

5.1 Learning outcomes to be developed

- 1) The ability to use basic ICT skills and apply them to daily life
- 2) The ability to use statistical data to solve business problems
- 3) The ability to use data analytics to analyze business issues

5.2 Teaching strategies

- 1) Assign activities that allow students to implement their ICT skills
- 2) Encourage students to use data analytics or statistics in assignments or projects conduction

5.3 Assessment & evaluation strategies

- 1) Evaluate ability to use ICT skills from students' assignments
- 2) Evaluate ability to use statistic data implemented in assignments or projects
- 3) Evaluate ability to use data analytics software and/or application in their work and studies

Remark: The symbol ● means “major responsibility.”

The symbol ○ means “minor responsibility.”

No symbol means “no responsibility.”

Section 5 - Lesson Plan and Assessment

1. Lesson plan

Week	Content	Teaching Management	Program/Teaching Strategies	Material/Media	Assessment
1	Course introduction	On-site, Online	<ul style="list-style-type: none"> - Introduce course outlines. - Discuss grading criteria. - Read several situations from the book and prepare to discuss. 	- Presentation	<ul style="list-style-type: none"> - Attendance record - Activity report
2	Chapter 1: Elements of diffusion	On-demand	<ul style="list-style-type: none"> - Students read the articles and discuss why the diffusion of innovation failed. - Students give an example of the innovation that failed. 	<ul style="list-style-type: none"> - Presentation - Online activity 	<ul style="list-style-type: none"> - Attendance record - Activity report
3	Chapter 2: The diffusion process	On-site, Online	<ul style="list-style-type: none"> - Hybrid lecture - Students join a live meeting on Google Meet 	<ul style="list-style-type: none"> - Presentation - Online activity 	<ul style="list-style-type: none"> - Attendance record - Activity report
4	Chapter 3 Innovation development process	On-site, Online	<ul style="list-style-type: none"> - Hybrid lecture - Students join a live meeting on Google Meet 	<ul style="list-style-type: none"> - Presentation - Online activity 	<ul style="list-style-type: none"> - Attendance record - Activity report
5	Chapter 4 Innovation-decision process	On-site, Online	<ul style="list-style-type: none"> - Hybrid lecture - Students join a live meeting on Google Meet 	<ul style="list-style-type: none"> - Presentation - Online activity 	<ul style="list-style-type: none"> - Attendance record - Activity report

Week	Content	Teaching Management	Program/Teaching Strategies	Material/Media	Assessment
6	Chapter 5 Rate of adoption	On-site, Online	- Hybrid lecture - Students join a live meeting on Google Meet	- Presentation - Online activity	- Attendance record - Activity report
7	Chapter 6: Adopter categories	On-site, Online	- Hybrid lecture - Students join a live meeting on Google Meet	- Presentation - Online activity	- Attendance record - Activity report
8	Mid-term examination				
9	Chapter 7: Opinion leadership and diffusion networks	On-site, Online	- Hybrid lecture - Students join a live meeting on Google Meet	- Presentation - Online activity	- Attendance record - Activity report
10	Chapter 8: The change agent	On-site, Online	- Hybrid lecture - Students join a live meeting on Google Meet	- Presentation - Online activity	- Attendance record - Activity report
11	Chapter 9: Innovation in organization	On-site, Online	- Hybrid lecture - Students join a live meeting on Google Meet	- Presentation - Online activity	- Attendance record - Activity report
12	Chapter 10: Consequences of innovations	On-site, Online	- Hybrid lecture - Students join a live meeting on Google Meet	- Presentation - Online activity	- Attendance record - Activity report
13	Chapter 11: The hype cycle	On-site, Online	- Hybrid lecture - Students join a live meeting on Google Meet	- Presentation - Online activity	- Attendance record - Activity report

Week	Content	Teaching Management	Program/Teaching Strategies	Material/Media	Assessment
14	Chapter 12: Technology transformation	On-site, Online	- Hybrid lecture - Students join a live meeting on Google Meet	- Presentation - Online activity	- Attendance record - Activity report
15-16	Make-up class				
17	Final examination				

2. Learning assessment plan

Learning Outcomes	Assessment Activities	Schedule (Week)	Proportion for Assessment (%)
1.1, 1.2, 1.3	1) Attendance record 2) Activity report	1-15	10
2.1, 2.2, 2.3 3.1, 3.2, 3.3, 4.1, 4.2, 4.3, 5.1, 5.2, 5.3	1) Quiz or assignment 2) Examination	1-7, 9-15 8, 17	40 20, 30

Section 6 - Learning and Teaching Resources

1. Textbook and main documents

Rogers, E. M., Singhal, A., & Quinlan, M. M. (2014). Diffusion of innovations. In *An integrated approach to communication theory and research* (pp. 432-448). Routledge.

2. Documents and important information

Documents suggested by the lecturer

3. Recommended resources for extra study

Information retrieved from search engines

Section 7 - Course Evaluation and Revising

1. Strategies for evaluation of course effectiveness by students

Students will complete the evaluation form for the instructor and guest speaker after the end of the course.

2. Strategies for course evaluation by the lecturer

The lecturer observes the class and collects immediate feedback from students.

3. Teaching revision

The lecturer revises the teaching and learning process based on the questionnaire results.

4. Feedback for achievement standards

CHM administration committees collect data and analyze students' academic performance each semester.

5. Methodology and planning for course review and improvement

Revise the curriculum, teaching methods, and learning methods by referring to the evaluation results from those involved. Meetings will be held to review the course's effectiveness and improve the curriculum.

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

Course	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
IBD3308 Technology Transformation and Adoption	●	○	○	○	●	○	○	○	●	○	●	○	●	○	○

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Expected learning outcomes are combined for all types of instructional activities.