



TQF 5 - Course Report

Course Code: IBD3413

Course Title: Digital Strategic Planning

Credits: 3(3-0-6)

Semester /Academic Year: 2/2022

Students: B.B.A. (Digital International Business)

Lecturer: Dr.Pongrapee Kaewsaiha

**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

IBD3413 – Digital Strategic Planning

ชื่อวิชา (ภาษาไทย): การวางแผนเชิงกลยุทธ์ดิจิทัล

2. Pre-requisite

None

3. Faculty member(s) teaching the course and sections

Dr.Pongrapee Kaewsaiha

Thursday 13.00 – 16.00

4. Semester and academic year

Semester 2, Academic Year 2022

5. Venue

College of Hospitality Industry Management

Suan Sunandha Rajabhat University, Nakhon-Pathom Campus

Section 2 – Completion of the Lesson Plan

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

Topics	Teaching hours as planned	Actual teaching hours	Reason (in case the discrepancy is more than 25%)
Chapter 1: Introduction to strategic management	6	6	
Chapter 2: Understanding organizational performance	6	6	
Chapter 3 Strategic management process	3	3	
Chapter 4 Analyzing the environment	6	6	
Chapter 5 Analyzing organizational resources	3	3	
Chapter 6: Implementation, adaptation, and learning	3	3	
Chapter 7: Corporate-level strategy	3	3	
Chapter 8: Disruptive megatrends	6	6	
Chapter 9: Issues of context, setting, and application	6	6	
Total	42	42	

2. Topics that couldn't be taught as planned

Topics that couldn't be taught	Significance of the topics that couldn't be taught	Compensation
-	-	-
-	-	-

3. Effectiveness of the teaching methods specified in the course specification

Learning Outcomes	Teaching methods specified in the course specification	Effective?		Problems of the teaching method and suggestions
		Yes	No	
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) Online attendance system 2) Assignment submission	✓		
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) Quiz 2) Examination	✓		
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) Assignment rubrics 2) Participation record	✓		

Learning Outcomes	Teaching methods specified in the course specification	Effective?		Problems of the teaching method and suggestions
		Yes	No	
4. Interpersonal Skills and Responsibilities 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) Observation 2) Participation record	✓		
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	1) Assignment rubrics 2) System log	✓		

4. Suggestions for improving teaching methods

None

Section 3 – Course Outcomes

1. Number of registered students: 5 students

2. Number of students at the end of semester: 5 students

3 Number of students who withdrew (W): -

4. Grade distribution

Grade	No. of students	Percentage	Remark
A	2	40	
A-	0	0	
B+	1	20	
B	0	0	
B-	0	0	
C+	1	20	
C	1	20	
C-	0	0	
D+	0	0	
D	0	0	
D-	0	0	
F	0	0	
Incomplete (I)	0	0	
Total	5	100	

5. Factors causing unusual distribution of grades (if any)

None

6. Discrepancies in the evaluation plan specified in the course specification

Discrepancy in evaluation time frame

Details of Discrepancy	Reasons
-	-

Discrepancy in evaluation methods

Details of Discrepancy	Reasons
-	-

7. Verification of students' achievements

Verification Method	Verification Result
Program committee approval	Approved

Section 4 – Problems and Impacts**1. Teaching and learning resources**

None

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**

To be reviewed by the administration board.

2. Results of course evaluation by other evaluation methods

None

Section 6 – Improvement Plan

1. Progress of teaching and learning improvement recommended in the previous course report

None

2. Other improvements

None

3. Suggestions for improvement for Semester 3, Academic year 2022

Suggestions	Time Frame	Responsible person
Update course materials and activities	August 2023	Dr.Pongrapee Kaewsaiha

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

None

Responsible Faculty Member/Coordinator:

Signature.....

Submission Date.....

Signature.....

Chairperson/Program Director:

Signature.....

Received Date