



Course Specification

Course Code: GEN0320 **Course Title:** Digital Millionaire

Semester: 2 **Academic Year:** 2023

Office of General Education and Innovative Electronic Learning

Suan Sunandha Rajabhat University

Section 1 - General Information

1. Course code and course title

English: GEN0320 Digital Millionaire

Thai: GEN0320 รวบรวมด้วยดิจิทัล

2. Credits

3(3-0-6)

3. Curriculum and course category

Curriculum: International Programs

Course Category: General Education

4. Teacher in charge and lecturer

Teacher in charge: Dr.Pongrapee Kaewsaiha

Lecturer: Dr.Pongrapee Kaewsaiha

5. Contact

Office: Faculty of Industrial Technology

Email: pongrapee.ka@ssru.ac.th

6. Semester and year of study

Semester: 2/2023

Max. class size: 100 students (approx.)

7. Pre-requisites (if any)

None

8. Co-requisites (if any)

None

9. Venue

- Online via Zoom
- On-demand via FlexSpace LMS
- On-site at Bangkok and Nakhon-Pathom campuses

10. Last revision

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Section 2 - Aims and Objectives

1. Course aims

- 1) To make students realize the importance of innovation and information in business operations.
- 2) To provide students with fresh knowledge of new business models, technology, and business laws.
- 3) To provide students with knowledge and ability to apply innovative technology and information to benefit business operations.

2. Objectives of course development/improvement

According to the Thailand Quality Framework in Higher Education (TQF), undergraduate students should have the opportunity to learn naturally as individuals, think logically, have good communication, be aware of morals and ethics, be aware of Thai and global values. Finally, students should be able to apply their knowledge in daily life for a good quality of life.

Section 3 - Characteristics and Operations

1. Course description

Principles and mindset of entrepreneurship, technological innovations, digital marketing, big data analytics, blockchain and cryptocurrency, innovations for business, cyber security, and Personal Data Protection Act

หลักการและทัศนคติผู้ประกอบการ นวัตกรรมทางด้านเทคโนโลยี การตลาดดิจิทัล การวิเคราะห์ข้อมูลขนาดใหญ่ บล็อกเชนและสกุลเงินดิจิทัล การนำนวัตกรรมไปใช้ในเชิงธุรกิจ การรักษาความปลอดภัยทางไซเบอร์ พระราชบัญญัติคุ้มครองข้อมูลส่วนบุคคล

2. Teaching hours

Lecture	Practice/Field work	Self-Study	Remedial Class
3 hours per week, 16 weeks per semester	-	6 hours per week	-

3. Individual consulting and guidance

1 hour per week

3.1 Consult in person at the instructor's office

Faculty of Industrial Technology

Fri., 11 AM – 12 PM

3.2 Consult via office telephone/mobile phone

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3.3 Consult via email

pongrapee.ka@ssru.ac.th

3.4 Consult via social media platform

Line OpenChat and DingTalk Group

3.5 Consult via a web forum

Web forum on the course page (FlexSpace LMS)

Section 4 - Developing Students' Learning Outcomes

Expected students' learning outcomes are categorized into five domains, developed from curriculum specification (TQF-2), as follows:

1. Morals and ethics

1.1 Learning outcomes to be developed

By the end of this course, students should be able to:

- 1) Use discretion, core values, rationale, and understand social rules for living.
- 2) Possess discipline, responsibility, honesty, contribution, and endurance.
- 3) Live under the philosophy of sufficiency economy.
- 4) Aware of being a Thai and global citizen.

1.2 Teaching strategies

- 1) Maintain order in the classroom, including online classes.
- 2) Emphasis on responsible use of technology without violating the rights of others.
- 3) Raising awareness of good digital citizenship both nationally and globally.

1.3 Assessment and evaluation strategies

- 1) Classroom observation
- 2) Quiz
- 3) Self- and peer assessment

2. Knowledge

2.1 Learning outcomes to be developed

By the end of this course, students should be able to:

- 1) Have comprehensive knowledge and vision and have access to lifelong learning.
- 2) Know and understand the current changing situation.
- 3) Know, understand, and recognize self-worth, other values, society, arts and culture, and nature.

2.2 Teaching strategies

- 1) Build self-learning skills through the FlexSpace LMS.
- 2) Focus on digital technology required to thrive in the digital age.

2.3 Assessment and evaluation strategies

- 1) Quiz
- 2) Examination

3. Cognitive skills

3.1 Learning outcomes to be developed

By the end of this course, students should be able to:

- 1) Gain life-long learning skills for continuous self-development.
- 2) Gain holistic thinking skills.

3.2 Teaching strategies

- 1) Use work-integrated learning, focusing on developing life-long employable skills.
- 2) Emphasize the development of soft skills, as well as industry-specific skills.

3.3 Assessment & evaluation strategies

- 1) Assessment rubrics for project works
- 2) Self-assessment

4. Interpersonal skills and responsibilities

4.1 Learning outcomes to be developed

By the end of this course, students should be able to:

- 1) Possess volunteer spirit and public awareness.
- 2) Be a good citizen with benefits to Thai and global societies.
- 3) Possess leadership and be able to work with others.

4.2 Teaching strategies

- 1) Use collaborative learning
- 2) Online discussion

4.3 Assessment and evaluation strategies

- 1) Classroom observation
- 2) System and chat logs

5. Numerical analysis, communication, and information technology skills

5.1 Learning outcomes to be developed

By the end of this course, students should be able to:

- 1) Develop numerical analysis skills.
- 2) Communicate effectively.
- 3) Apply technology intentionally.

5.2 Teaching strategies

- 1) Assign hands-on activities involving the use of ICT and the analysis of data.
- 2) Emphasize the use of the English language throughout the course.

5.3 Assessment and evaluation strategies

- 1) Criteria for assignments
- 2) Self- and peer assessment

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	Topic/Outline	Hours	Learning Activities	Lecturer
1	Meeting & Activity 1: Course Orientation	3	1) Introduce HyFlex learning and the FlexSpace LMS. 2) Present meeting schedule and important dates. 3) Explain the assessment and evaluation plan. 4) Conduct group discussions. 5) Students mark their participations.	Dr. Pongrapee
2-5	Chapter 1: Entrepreneurial Principles and Mindset	3	1) Watch lesson videos. 2) Read lesson reviews. 3) Discuss online. 4) Complete a chapter quiz.	Dr. Pongrapee
2-5	Chapter 2: Digital Business	3	1) Watch lesson videos. 2) Read lesson reviews. 3) Discuss online. 4) Complete a chapter quiz.	Dr. Pongrapee
2-5	Chapter 3: Data Asset	3	1) Watch lesson videos. 2) Read lesson reviews. 3) Discuss online. 4) Complete a chapter quiz.	Dr. Pongrapee
2-5	Chapter 4: Information Management and Corporate Data Governance	3	1) Watch lesson videos. 2) Read lesson reviews. 3) Discuss online. 4) Complete a chapter quiz.	Dr. Pongrapee
6	Meeting & Activity 2: Business Insights	3	1) Practice using business insight tools. 2) Conduct group discussions. 3) Students mark their participations. 4) Students respond to auto-graded questions.	Dr. Pongrapee
7	Mid-term examination	1	Computer-based test	Gen-Ed

Week	Topic/Outline	Hours	Learning Activities	Lecturer
8-11	Chapter 5: Big Data	3	1) Watch lesson videos. 2) Read lesson reviews. 3) Discuss online. 4) Complete a chapter quiz.	Dr. Pongrapee
8-11	Chapter 6: Cyber surveillance and security	3	1) Watch lesson videos. 2) Read lesson reviews. 3) Discuss online. 4) Complete a chapter quiz.	Dr. Pongrapee
8-11	Chapter 7: Privacy Protection Act	3	1) Watch lesson videos. 2) Read lesson reviews. 3) Discuss online. 4) Complete a chapter quiz.	Dr. Pongrapee
8-11	Chapter 8: Blockchain & Cryptocurrency	3	1) Watch lesson videos. 2) Read lesson reviews. 3) Discuss online. 4) Complete a chapter quiz.	Dr. Pongrapee
12	Meeting & Activity 3: Business Analytics	3	1) Practice using business analytics tools. 2) Conduct group discussions. 3) Students mark their participations. 4) Students respond to auto-graded questions.	Dr. Pongrapee
13	Course Seminar: Jobs of the Future	3	1) Create artwork presenting jobs that will exist in the future (prepare in advance). 2) Place artworks in a virtual exhibition room. 3) Prepare soft copies in PDF format for students who cannot use the platform. 4) Come to the virtual exhibition room on the scheduled date and time. 5) Attend the opening ceremony. 6) Students present their artwork in batches. 7) Vote for the best artwork. 8) Complete the evaluation form.	Dr. Pongrapee
17	Final Examination	1	A computer-based test.	Gen-Ed

2. Learning assessment plan

Learning Outcomes	Assessment Strategies	Schedule (Week)	Proportion
1.1, 1.2, 1.3, 1.4, 2.1, 2.2, 2.3, 4.1, 4.2, 4.3, 5.1, 5.2, 5.3	1) Classroom observation 2) System and chat logs 3) Quiz 4) Self-assessment	All	40%
2.1, 2.2, 2.3	Examination	7, 16	15%, 15%
3.1, 3.2, 4.1, 4.2, 4.3, 5.1, 5.2, 5.3	1) Criteria for project works 2) Self- and peer assessment	1, 6, 12, 13	30%

3. Grading criteria

Range	Grade	Result	Weight
86-100	A	Outstanding	4.00
82-85	A-	Excellent	3.75
78-81	B+	Very good	3.50
74-77	B	Good	3.00
70-73	B-	Quite good	2.75
66-69	C+	Above average	2.50
62-65	C	Average	2.00
58-61	C-	Below average	1.75
54-57	D+	Quite poor	1.50
50-53	D	Poor	1.00
46-49	D-	Very poor	0.75
0-45	F	Fail	0.00

Section 6 – Teaching and Learning Resources

1. Required textbooks and materials

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2. Documents and important information

Blaschke, L. M. (2012). Heutagogy and lifelong learning: A review of heutagogical practice and self-determined learning. *The International Review of Research in Open and Distributed Learning*, 13(1), 56-71.

Nelson, A., Dorf, R. C., & Prof, T. H. B. P. (2014). *Technology Ventures: From idea to enterprise*. McGraw-Hill Education.

Dweck, C. S. (2007). The perils and promises of praise. *Ascd*, 65(2), 34-39.

Smith, P. (2018). Learning to know, be, do, and live together with in the cross-cultural experiences of immigrant teacher educators. *Teaching and Teacher Education*, 69, 263-274.

Rogers, E. M. (2010). *Diffusion of innovations*. Simon and Schuster.

3. Recommended resources for extra study

Resource suggested by the lecturer during the instruction.

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. Teaching evaluation strategies

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

3. Teaching improvement

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

4. Verification of student achievement standards

The Office of General Education and Innovative Electronic Learning collects data and analyzes students' academic performance each semester.

5. Course effectiveness improvement plan

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	4	1	2	3	1	2	1	2	3	1	2	3
GEN0320 Digital Millionaire	●	●	○	○	●	●	○	●	○	○	●	●	●	○	●

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