☑ Bachelor's Degree

☐ Master's Degree

Course Specification

Course Code: IBD3413

Course Title: Digital Strategic Planning

Credits: 3(3-0-6)

Programs: Digital International Business

Semester: 1   **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: IBD3413

Course title (English): Digital Strategic Planning

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: 1 Academic Year: 2022

Number of enrolled students: 5

7. Pre-requisite course

None

8. Co-requisite course

None

9. Learning center

CHM Building, Nakhon-Pathom Campus

10. Last date for preparing and revising this course

August 2021

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. Course objectives

1) To make students realize the importance of strategic planning by learning from the successes and mistakes of leading companies.

2) To enable students to understand the principles of strategic planning based on resources, competitive conditions and know how to adjust plans to accommodate changes.

3. Purposes for developing and revising course

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

Section 3 - Characteristics and Operations

1. Course description

(English) Strategic decision making, formation and implementation of strategy, the analysis of internal firm resources, competencies, corporate-level, business-level and functional-level strategies

(ไทย) การตัดสินใจเชิงกลยุทธ์ การสร้างและการนำกลยุทธ์ไปใช้ การวิเคราะห์ทรัพยากรภายในบริษัท ความสามารถ กลยุทธระดับองค์กร ระดับธุรกิจ และระดับปฏิบัติการ

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:

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Consulting via email:

pongrapee.ka@ssru.ac.th

Consulting via social media platform:

Line Group

Consulting via a web forum:

Web forum on the course page (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
1-2	**Chapter 1**: Introduction to strategic management	On-site	- Introduce course outlines. - Discuss grading criteria. - Lecture. - Attempt an online quiz on Moodle.	- Presentation	- Attendance record - Quiz attempt
3-4	**Chapter 2**: Understanding organizational performance	On-site, Online	- Discuss previous quiz attempts. - Lecture. - Attempt an online quiz on Moodle.	- Presentation	- Attendance record - Quiz attempt
5	**Chapter 3** Strategic management process	On-demand	- Learn from a prepared courseware with pre-recorded videos. - Attempt an online quiz on Moodle.	- Moodle SCORM - Pre-recorded videos	- Moodle log - Quiz attempt
6-7	**Chapter 4** Analyzing the environment	On-demand	- Learn from a prepared courseware with pre-recorded videos. - Attempt an online quiz on Moodle.	- Moodle SCORM - Pre-recorded videos	- Moodle log - Quiz attempt
8	**Mid-term examination**				
9	**Chapter 5** Analyzing organizational resources	On-site, Online	- Discuss previous quiz attempts. - Lecture. - Attempt an online quiz on Moodle.	- Presentation	- Attendance record - Quiz attempt
10	**Chapter 6**: Implementation, adaptation, and learning	On-site, Online	- Discuss previous quiz attempts. - Lecture. - Attempt an online quiz on Moodle.	- Presentation	- Attendance record - Quiz attempt

Week	Content	Teaching Management	Program/Teaching Strategies	Material/Media	Assessment
11	**Chapter 7**: Corporate-level strategy	On-site, Online	- Discuss previous quiz attempts. - Lecture. - Attempt an online quiz on Moodle.	- Presentation	- Attendance record - Quiz attempt
12-13	**Chapter 8**: Disruptive megatrends	On-demand	- Learn from a prepared courseware with pre-recorded videos. - Attempt an online quiz on Moodle.	- Moodle SCORM - Pre-recorded videos	- Moodle log - Quiz attempt
14-15	**Chapter 9**: Issues of context, setting, and application	On-site, Online	- Discuss previous quiz attempts. - Lecture. - Attempt an online quiz on Moodle. - Guideline for the final exam.	- Presentation	- Attendance record - Quiz attempt
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. Required textbooks and materials

Amason, A. C., & Ward, A. (2020). *Strategic management: From theory to practice.* Routledge.

Boykin, G. (2019, February 11). *Multidomestic Vs. Global Strategic Plans*. Bizfluent. https://bizfluent.com/info-8219768-multidomestic-vs-global-strategic-plans.html

Jurevicius, O. (2021, November 11). *McKinsey 7S Model*. Strategic Management Insight. https://strategicmanagementinsight.com/tools/mckinsey-7s-model-framework/

Jurevicius, O. (2021b, November 11). *VRIO Framework Explained*. Strategic Management Insight. https://strategicmanagementinsight.com/tools/vrio/

MindTools. (2019). *Mintzberg's 5 Ps of Strategy: Improving the Robustness of Your Strategy*. Mind Tools. https://www.mindtools.com/pages/article/mintzberg-5ps.htm

2. Documents and important information

Documents suggested by the lecturers

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 collects data and analyzes 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
IBD3411 Digital Strategic Planning	●	○	○	●	●	○	○	○	●	○	●	○	○	○	●

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