

TQF. 3



Bachelor's Degree

Master's Degree

## **Course Specification**

**Course Code:** IBB3209

**Course Title:** Principle of Digital Entrepreneurship

**Credits:** 3(3-0-6)

**Programs:** Digital International Business

**Semester:** 2

**Academic Year:** 2021

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

## Section 1 - General Information

### 1. Course code and course title

Course code: IBB3209

Course title (English): Principle of Digital Entrepreneurship

ชื่อวิชา (ภาษาไทย): หลักการผู้ประกอบการดิจิทัล

### 2. Credits

3(3-0-6)

### 3. Curriculum and course category

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

Course Category:

- General Education     Required Course  
 Elective Course     Others: .....

### 4. Lecturer

Lecturer responsible for this course: Dr.Pongrapee Kaewsaiha

Instructional course lecturer: Dr.Pongrapee Kaewsaiha

### 5. Contact

Room Number: 401    Tel.: 081-446-4238    Email: pongrapee.ka@ssru.ac.th

### 6. Semester/Academic year

Semester: 2    Academic Year: 2021

Number of enrolled students: TBA

### 7. Pre-requisite course

None

### 8. Co-requisite course

None

### 9. Learning center

CHM Building, Nakhon-Pathom Campus, Computer Lab

### 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 five domains, as mentioned in the curriculum specification (TQF2), as follows:

#### 1.1 Morals and ethics

##### 1.1.1 Learning outcomes to be developed

- 1) The ability to project responsibility and morality in class and assigned tasks,
- 2) The ability to comply with rules, regulations, moral and societal standards,
- 3) The awareness of ethics in digital international business decisions and actions.

##### 1.1.2 Teaching strategies

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

##### 1.1.3 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.

#### 1.2 Knowledge

##### 1.2.1 Learning outcomes to be developed

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

##### 1.2.2 Teaching strategies

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

##### 1.2.3 Assessment & evaluation strategies

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

### **1.3 Cognitive skills**

#### 1.3.1 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 appropriated solutions for real business issues.

#### 1.3.2 Teaching strategies

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

#### 1.3.3 Assessment & evaluation strategies

- 1) Evaluate presentation and/or report projects,
- 2) Evaluate in class activities using personal involvement rubrics.

### **1.4 Interpersonal skills and responsibility**

#### 1.4.1 Learning outcomes to be developed

- 1) The ability to learn for themselves and help group member to learn,
- 2) The ability to use appropriated method for interpersonal communication and discussion,
- 3) The ability to create business ideas and to have leadership skill.

#### 1.4.2 Teaching strategies

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

#### 1.4.3 Assessment & evaluation strategies

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

### **1.5 Numerical analysis, communication, and information technology skills**

#### 1.5.1 Learning outcomes to be developed

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

### 1.5.2 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.

### 1.5.3 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.

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

According to TQF (Thailand Quality Framework: H.Ed.) for General Education courses, undergraduate students should have opportunity to master learning in nature of person, think logically, good communication, realize morals and ethics, realize Thai cultural value and global cultural value. Finally, students can apply knowledge in daily life for quality of life.

## Section 3 - Characteristics and Operations

### 1. Course description

#### (English)

Digital entrepreneurial concepts: characteristics of successful entrepreneurs, ideas generation, techniques for starting new business, business plan, issues for growth and development, efficiency of internet start-ups.

#### (Thai)

แนวคิดผู้ประกอบการดิจิทัล: ลักษณะของผู้ประกอบการที่ประสบความสำเร็จ การสร้างแนวคิด เทคนิคการเริ่มต้นธุรกิจใหม่ แผนธุรกิจ ปัญหาการเติบโตและการพัฒนา ประสิทธิภาพของธุรกิจสตาร์ทอัพบนโลกอินเทอร์เน็ต

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

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

### 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

#### 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 LMS:

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 project responsibility and morality in class and assigned tasks,
- 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 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) Have knowledge in business theories and concepts,
- 2) Analyze and solve real business practical problems and issues in 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 appropriated 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 presentation and/or report projects,
- 2) Evaluate in class activities using personal involvement rubrics.

### **4. Interpersonal skills and responsibilities**

#### **4.1 Learning outcomes to be developed**

- 1) The ability to learn for themselves and help group member to learn,
- 2) The ability to use appropriated method for interpersonal communication and discussion,
- 3) The ability to create business ideas and to have leadership skill.

#### **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 presentation 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 statistics 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	Topic/Outline	Hours	Learning Activities	Lecturer
1	<b>Course introduction</b> <b>Chapter 1</b> Opportunities and challenges of businesses in the digital era	3	1. Introduce students to the course. Make an agreement on assessment and evaluation. Introduce the LMS and solve any technical problem if necessary. 2. Learn fundamental concepts of entrepreneurship and how digital technology opens new opportunities for businesses. 3. Students learn from a pre-recorded video series and complete an online quiz.	Dr. Pongrapee
2	<b>Chapter 2</b> Digital business idea	3	1. Learn common types of digital business and revenue models. 2. Students learn from a pre-recorded video series and complete an online quiz. 3. Discuss possibilities of digital businesses. Each student submits an essay.	Dr. Pongrapee
3	<b>Chapter 3</b> Digital business design	3	1. Learn components of digital business designs and steps. 2. Students learn from a pre-recorded video series and complete an online quiz. 3. Each student chooses a mock-up digital business and writes a single-page digital business design.	Dr. Pongrapee
4	<b>Chapter 4</b> Digital business prototype	3	1. Learn how to create digital business prototypes on several platforms. 2. Students learn from a pre-recorded video series and complete an online quiz. 3. Each student chooses a suitable platform for launching a new business. 4. Learn the appearance and specific requirements of the chosen platform. 5. Submit a screenshot or a conceptual drawing.	Dr. Pongrapee
5	<b>Chapter 5</b> Digital content strategy	3	1. Introduce digital content that can be used to attract and satisfy customers. 2. Students learn from a pre-recorded video series and complete an online quiz.	Dr. Pongrapee
6	<b>Chapter 6</b> User experience (UX) and user interface (UI)	3	1. Learn how to customize themes and user interfaces. 2. Students learn from a pre-recorded video series and complete an online quiz.	Dr. Pongrapee

Week	Topic/Outline	Hours	Learning Activities	Lecturer
7	<b>Chapter 7</b> Features, plugins, and add-ons	3	1. Learn additional plugins and features for the platform. 2. Students learn from a pre-recorded video series and complete an online quiz.	Dr. Pongrapee
8	<b>Mid-term examination</b>	3		
9	<b>Chapter 8</b> Web analytics	3	1. Introduce web analytics and how to retrieve insight information. 2. Students learn from a pre-recorded video series and complete an online quiz. 3. Perform a simple data analytic task.	Dr. Pongrapee
10	<b>Chapter 9</b> Defining and tracking business goals	3	1. Learn how to apply data analytics to create and track goals. 2. Students learn from a pre-recorded video series and complete an online quiz.	Dr. Pongrapee
11	<b>Chapter 10</b> Usability and customer experience	3	1. Learn how to measure and increase usability of a prototype. 2. Students learn from a pre-recorded video series and complete an online quiz.	Dr. Pongrapee
12	<b>Chapter 11</b> Acquiring customers in the digital age	3	1. Learn and discuss how to attract online customers. 2. Students learn from a pre-recorded video series and complete an online quiz.	Dr. Pongrapee
13	<b>Chapter 12</b> Digital business experiment	3	1. Learn how to conduct an experiment on new things. 2. Students learn from a pre-recorded video series and complete an online quiz.	Dr. Pongrapee
14	<b>Chapter 13</b> Launching a new digital business venture	3	1. Learn major issues faced by new digital businesses. 2. Students learn from a pre-recorded video series and complete an online quiz.	Dr. Pongrapee
15-16	<b>Make-up Class</b>	3		
17	<b>Final Examination</b>	3		

**Note:** Lesson plan might be affected by the COVID-19 pandemic.

## 2. Learning assessment plan

Learning Outcomes	Assessment Activities	Schedule (Week)	Proportion for Assessment (%)
1.1, 1.2, 1.3	1) Attendance record 2) Classroom observation (on-site) 3) System log (online/on-demand)	All	10
2.1, 2.2, 2.3	1) Quiz 2) Examination	All 8, 17	30 20, 30
3.1, 3.2, 3.3 4.1, 4.2, 4.3 5.1, 5.2, 5.3	Individual Assessment	2, 3, 4, 9	10

## Section 6 - Learning and Teaching Resources

### 1. Textbook and main documents

- Allen, J. P. (2019). *Digital entrepreneurship*. Routledge.
- Course materials provided by the lecturer

### 2. Important documents for extra study

- Online lesson provided by the teacher
- Video presentations from YouTube

### 3. Suggested information (Printing Materials/Website/CD/Others)

Information retrieved from search engines (e.g., Google) and online videos

## **Section 7 - Course Evaluation and Revising**

### **1. Strategies for course evaluation by students**

- 1) Conduct a survey to collect information from students. The topics include:
  - Course aims and objectives
  - Course materials
  - Learning methods and assessment
  - Advisory method
- 2) Observe students' behavior in the classroom.
- 3) Interview students.

### **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 teaching and learning process based on the results from the questionnaire results.

### **4. Feedback for achievement standards**

CHM administrator committees monitor the assessment process and grading.

### **5. Methodology and planning for course review and improvement**

- 1) Revise and develop course structure and process every three years.
- 2) Assign different lecturers to teach this course to enhance students' vision.

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

Courses	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
IBB3209 Principles of Digital Entrepreneurship	○	○	●	○	●	○	○	●	○	○	○	●	●	○	○

**Remark:** Symbol ● means “major responsibility”

Symbol ○ means “minor responsibility”

No symbol means “no responsibility”

Expected learning outcomes are combined for multiple-group instruction.