



## **TQF 5 - Course Report**

**Course Code:** IBB3209

**Course Title:** Principle of Digital Entrepreneurship

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

**Semester /Academic Year:** 2/2021

**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

IBB3209 – Principle of Digital Entrepreneurship

ชื่อวิชา (ภาษาไทย): หลักการผู้ประกอบการดิจิทัล

### 2. Pre-requisite

None

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

Dr.Pongrapee Kaewsaiha

Friday 13.00 – 16.00

### 4. Semester and academic year

Semester 2, Academic Year 2021

### 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%)
<b>Chapter 1:</b> Opportunities and challenges of businesses in the digital era	3	3	
<b>Chapter 2:</b> Digital business idea	3	3	
<b>Chapter 3:</b> Digital business design	3	3	
<b>Chapter 4:</b> Digital business prototype	3	3	
<b>Chapter 5:</b> Digital content strategy	3	3	
<b>Chapter 6:</b> User experience (UX) and user interface (UI)	3	3	
<b>Chapter 7:</b> Features, plugins, and add-ons	3	3	
<b>Chapter 8:</b> Web analytics	3	3	
<b>Chapter 9:</b> Defining and tracking business goals	3	3	
<b>Chapter 10:</b> Usability and customer experience	3	3	
<b>Chapter 11:</b> Acquiring customers in the digital age	3	3	
<b>Chapter 12:</b> Digital business experiment	3	3	
<b>Chapter 13:</b> Launching a new digital business venture	3	3	
<b>Total</b>	<b>39</b>	<b>39</b>	

### 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	
<b>1. Morals and Ethics</b> 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	✓		
<b>2. Knowledge</b> 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	✓		
<b>3. Cognitive Skills</b> 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	
<b>4. Interpersonal Skills and Responsibilities</b> 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	✓		
<b>5. Numerical Analysis, Communication and Information Technology Skills</b> 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	✓		When learning online, students can only use mobile-compatible apps. Fortunately, there are several apps available for practice.

#### 4. Suggestions for improving teaching methods

None

## Section 3 – Course Outcomes

**1. Number of registered students:** 23 students

**2. Number of students at the end of semester:** 23 students

**3 Number of students who withdrew (W):** -

**4. Grade distribution**

Grade	No. of students	Percentage	Remark
A	13	56.52	
A-	4	17.39	
B+	2	8.70	
B	3	13.04	
B-	1	4.35	
C+	0	0	
C	0	0	
C-	0	0	
D+	0	0	
D	0	0	
D-	0	0	
F	0	0	
Incomplete (I)	0	0	
<b>Total</b>	<b>23</b>	<b>100</b>	

**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**

<b>Verification Method</b>	<b>Verification Result</b>
Program committee approval	Approved

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

None

**2. Administration and organization**

<b>Problems from administration:</b> None	<b>Impacts on students' learning:</b> None
<b>Problems from organization:</b> None	<b>Impacts on students' learning:</b> 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 2, Academic year 2022**

Suggestions	Time Frame	Responsible person
Update course materials and activities	Jan 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 .....