



TQF3

Bachelor's Degree

Master's Degree

# College of Hospitality Industry Management

## Course Specification

Course Code: IBP3210 Course Title : Entrepreneurship  
Credits : 3(3-0-6)

Program: International Business  
College of Hospitality Industry Management  
Suan Sunandha Rajabhat University  
(CHM)

Semester : 2 Academic Year : 2021

## Section 1 General Information

### 1. Code and Course Title :

Course Code: IBP3210

Course Title (English): Entrepreneurship

Course Title (Thai): ผู้ประกอบการ

### 2. Credits : 3(3-0-6)

### 3. Curriculum and Course Category :

3.1 Curriculum: Bachelor of Business Administration, Program in International Business (International Program), Revised in 2016.

3.2 Course Category:

General Education

Major Course

Elective Course

Others .....

### 4. Lecturer Responsible for Course and Instructional

**Course Lecturer (s) :**

4.1 Lecturer Responsible for Course: Mr. Kongsak Boonarchatong

4.2 Instructional Course Lecturer(s):

### 5. Contact/Get in Touch

Room Number 401

E-mail: Kongsak.bo@ssru.ac.th

**6. Semester/ Year of Study**

6.1 Semester: 2                      Year of Study: 2021

6.2 IB 62                              Number of the students enrolled: 10

**7. Pre-requisite Course (If any)**

None

**8. Co-requisite Course (If any)**

None

**9. Learning Location**

College of Hospitality Industry Management Building  
(Nakhonpathom Campus/SSRU)

**10. Last Date for Preparing and Revising this Course:**

2<sup>nd</sup> January 2022

## **Section 2 Aims and Objectives**

### **1. Course Aims**

At the end of this course, the student will reach to five domains in the following areas of performance :

#### **1.1 Morals and Ethics**

- (1) The ability to deliver or to complete a required task at or the appointed time,
- (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,
- (3) The ability to make decisions in business according to moral concepts and judgments.

#### **1.2 Knowledge**

- (1) The ability to identify the business theories and describe important case studies,
- (2) The ability to provide an analysis and provide the solution to real world problems,
- (3) The ability to use business knowledge integrated with other disciplines.

#### **1.3 Cognitive Skills**

- (1) The ability to gather and summarize information,
- (2) Self-study and sharing information to the class,
- (3) The ability to solve problems from case studies.

#### **1.4 Interpersonal Skills and Responsibility**

- (1) The ability to communicate in English and discuss in business issues
- (2) The ability to use English to solve business problem,
- ~~(3) Initiate some new business ideas and have leadership.~~

## 1.5 Numerical Analysis, Communication and Information

### Technology Skills

- (1) Be able to use basic ICT skills and apply them to daily life and in business,
- (2) The ability to use statistics data to solve business problems,
- (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.

## **2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)**

According to TQF 5 (Thailand Quality Framework 5: HEd.) for the 2018 academic year, students should develop their abilities as follow:

- (1) The need to increase analysis ability;
- (2) The need to encourage team work;
- (3) The need to revise assessment technique and focus more on cooperative learning practice.

Therefore, the purpose for developing course content is that students need to increase their analysis abilities as well as the change of learning technique to be more on cooperative learning. Thus, learning process will be revised in more practical ways, such as assigning cooperative activities for team work development.

## **Section 3 Characteristics and Operation**

### **1. Course Outline**

Entrepreneurial concepts: characteristics of successful entrepreneurs, ideas generation, techniques for starting new business, business plan, issues for growth and development.

**2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)**

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self Study (hours)
48 hours	-	96 hours / week	3+ (if any)

**3. Time Length per Week for Individual Academic Consulting and Guidance**

(The lecturer responsible for course identifies the information, for example, 1 hour / week) office hour 3hr/week

3.1 Self consulting at the lecturer's office: Room Number 401

Building College of Hospitality Industry Management (Nakhonpathom Campus/SSRU): 3 hours / week

3.2 Consulting via office telephone/mobile phone:

3.3 Consulting via E-Mail: [kongsak.bo@ssru.ac.th](mailto:kongsak.bo@ssru.ac.th)

3.4 Consulting via Social Media (Facebook/Twitter/Line):-

3.5 Consulting via Computer Network (Internet/Web board):

Teacher Website

[http://www.elic.ssru.ac.th/kongsak\\_bo/](http://www.elic.ssru.ac.th/kongsak_bo/)

## Section 4 Developing Student's Learning Outcomes

### . Morals and Ethics

#### 1.1 Morals and Ethics to be developed

- (1) The ability to deliver or to complete a required task at or the appointed time,
- (2) The ability to do the right thing according to morals and traditional values, beliefs and principles they claim to hold,
- (3) The ability to make business decisions according to moral concepts and judgments.

#### 1.2 Teaching Strategies

- (1) The team of students reminds other team members to be on time,
- (2) Provide an example of integrity in classroom such as no plagiarism,
- (3) Provide a case study that explains business ethics.

#### 1.3 Evaluation Strategies

- (1) Check student attendance every class,
- (2) Evaluate from number of students who cheat during the examinations,
- (3) Evaluate students' responsibility on their participation in group projects.

### 2. Knowledge

#### 2.1 Knowledge to be acquired

- (1) The ability to understand business theories and solve case studies,
- (2) The ability to analyze and solve real practical problems and issues,
- (3) The ability to 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 who are expert in real business and business regulation.

#### 2.3 Evaluation Strategies

- (1) Pop-quiz, midterm, and final examination,
- (2) A group projects,
- (3) Class presentations.



### **3. Cognitive Skills**

#### **3.1 Cognitive Skills to be developed**

- (1) The ability to gather and summarize information, and conduct research,
- (2) Self-studying and sharing information with others,
- (3) The ability to find original solution and their own method.

#### **3.2 Teaching Strategies**

- (1) Group and individual research and presentations,
- (2) Participate in real intergroup and interpersonal competitions,
- (3) Problem-based learning.

#### **3.3 Evaluation Strategies**

- (1) Evaluate individual and group research and studies,
- (2) Evaluate in class activities and personal involvement,
- (3) Class presentations and discussion.

### **4. Interpersonal Skills and Responsibility**

#### **4.1 Interpersonal Skills and Responsibility to be developed**

- (1) The ability to have two responsibilities; they learn for themselves and help group member to learn,
- (2) The ability to use adequate method for interpersonal communication and discussion,
- (3) The ability to create some business ideas and to have leadership skills.

#### **4.2 Teaching Strategies**

- (1) Implement student center learning method and problem-based learning,
- (2) Encourage students to work together in small groups,
- (3) Implement business manner practices and social skills.

#### **4.3 Evaluation Strategies**

- (1) Assess students' participation in teamwork,
- (2) Observe students business manner and social skills,
- (3) Evaluate students' business creativities and innovativeness by keynote speaker involvement or students contest organization.

### **5. Numerical Analysis, Communication and Information Technology Skills**

#### **5.1 Numerical Analysis, Communication and Information Technology**

##### **Skills 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 business statistic methods in market analysis.

## 5.2 Teaching Strategies

(1) Use case studies that allow students to implement their knowledge of statistics to solve business problems,

(2) Encourage students to use statistics and ICT in research and projects conduction,

(3) Encourage students to actively use ICT and social media in daily life.

## 5.3 Evaluation Strategies

(1) Evaluate the correct application of statistics to solve problems,

(2) Evaluate effectiveness of ICT usage in research and presentations,

(3) Evaluate their ability to use software and application in their work and studies.

**Remark:** Symbol ● means ‘major responsibility’

Symbol ○ means ‘minor responsibility’

No symbol means ‘no responsibility’

The above symbols were shown in ‘Curriculum Mapping’ of TQF 2. (Program Specification)

## Section 5 Lesson Plan and Assessment

### 1. Lesson Plan

Week	Topic/Outline	Hours	Learning Activities and Medias
1	<p><b>Topic 1 Introduction</b></p> <ul style="list-style-type: none"> <li>The Entrepreneurial revolution</li> <li>The Entrepreneurial process approaches</li> </ul>	3	<ul style="list-style-type: none"> <li>Pre-test</li> <li>Zoom App.: online lecture</li> <li>Padlet: round table on entrepreneurial approaches</li> </ul>
2	<p><b>Topic 2 The Entrepreneurial Characteristics</b></p> <p>2.1 The Entrepreneurial individual</p> <ul style="list-style-type: none"> <li>Characteristics of successful entrepreneurs</li> <li>The dark side of entrepreneurship</li> </ul>	3	<ul style="list-style-type: none"> <li>Zoom App.: online lecture</li> <li>Group discussion on entrepreneurial mindset</li> <li>Coggle.it: Think-pair-share</li> </ul>
3	<p>2.2 Ideas generation</p> <ul style="list-style-type: none"> <li>The role of creativity</li> <li>Techniques for finding and screening ideas</li> </ul>	3	<ul style="list-style-type: none"> <li>Zoom App.: online lecture</li> <li>Group discussion on innovation</li> </ul>
4	<p>2.3 Ethics and entrepreneurship</p> <ul style="list-style-type: none"> <li>Ethics and laws</li> <li>Establishing a strategy for ethical responsibility</li> <li>Ethics and business decisions</li> </ul>	3	<ul style="list-style-type: none"> <li>Zoom App.: online lecture</li> <li>Google doc.: round table on ethics in workplace</li> <li>Self-assessment</li> </ul>
5	<p><b>Topic 3 Technique for Starting New Business</b></p> <p>3.1 Opportunity and environmental Assessment</p> <ul style="list-style-type: none"> <li>Critical factors for new-venture development</li> <li>The evaluation process</li> <li>A macro view &amp; micro view</li> </ul>	3	<ul style="list-style-type: none"> <li>Direct instruction</li> <li>Informal groups on industry analysis</li> <li>Child center: cooperative learning (round table)</li> </ul>
6	<p>3.2 Marketing research &amp; Financial analysis</p> <ul style="list-style-type: none"> <li>Developing the marketing concept</li> <li>Marketing plan &amp; analysis</li> <li>Understanding the key financial statement</li> <li>Preparing financial statements</li> <li>Capital budgeting</li> </ul>	3	<ul style="list-style-type: none"> <li>Direct instruction</li> <li>Group Evaluation</li> <li>Hands-on activity: marketing research</li> </ul>
7	<p><b>Topic 4 Business Plan</b></p>	3	<ul style="list-style-type: none"> <li>Direct instruction</li> </ul>

Week	Topic/Outline	Hours	Learning Activities and Medias
	<ul style="list-style-type: none"> <li>• Developing a well-conceived business plan</li> <li>• Elements of a business plan</li> <li>• Presentation of the business plan</li> </ul>		<ul style="list-style-type: none"> <li>• Hands-on activity: Case study-The Incomplete Plan</li> </ul>
8	<b>MID-TERM EXAMINATION</b>	3	<ul style="list-style-type: none"> <li>• Paper tests</li> </ul>
9	<p><b>Topic 5 Entrepreneurial Issues for Start-Up</b></p> <p>5.1 The legal form of new ventures and the legal environment</p> <ul style="list-style-type: none"> <li>• The legal form of new ventures</li> <li>• Specific forms of partnerships and corporations</li> <li>• Politics of new venture</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Self-assessment on Experiential exercise</li> <li>• Group discussion on legal form</li> </ul>
10	<p><b>Topic 6 Entrepreneurial issues for growth &amp; development</b></p> <p>6.1 Strategic planning</p> <ul style="list-style-type: none"> <li>• The nature of planning in emerging firms</li> <li>• Strategic planning</li> <li>• The value of strategic planning</li> <li>• Implementing a strategic plan</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Group discussion on strategic planning</li> <li>• Child center: cooperative learning (round table)</li> </ul>
11	<p>6.2 The challenge of entrepreneurial growth</p> <ul style="list-style-type: none"> <li>• Venture development stages</li> <li>• Building the adaptive firm</li> <li>• Understanding the growth stage</li> <li>• The international environment: global opportunities</li> <li>• Methods of going international</li> <li>• Entrepreneurial leadership</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Active review session on business life cycle</li> </ul>
12	<p>6.3 Valuation and deal making</p> <ul style="list-style-type: none"> <li>• Acquisition of an entrepreneurial venture</li> <li>• Underlying issues</li> <li>• Analyzing the business</li> <li>• Establishing a firm's value</li> <li>• Other factors to consider</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Inquiry learning on how to acquire an existing business?</li> </ul>
13	<p>6.4 Harvesting the venture</p> <ul style="list-style-type: none"> <li>• The management succession challenge</li> <li>• Key factors in succession</li> <li>• Developing a succession strategy</li> <li>• Managing crisis and failure</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Case study on family business dynamics</li> <li>• Inquiry learning base on case study</li> </ul>

Week	Topic/Outline	Hours	Learning Activities and Medias
14	Group project presentation	3	<ul style="list-style-type: none"> <li>Group report</li> <li>Oral presentation</li> </ul>
15	Class summary and final exam review	3	<ul style="list-style-type: none"> <li>Post test</li> </ul>
16	**Make Up Class**	3	<ul style="list-style-type: none"> <li>Paper practice</li> </ul>
17	<b>FINAL EXAMINATION</b>	3	<ul style="list-style-type: none"> <li>Paper test</li> </ul>
<b>Total of Hours</b>		<b>48</b>	

## 2. Learning Assessment Plan

Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
<b>1. Morals and Ethics</b> (1) The ability to deliver or to complete a required task at or the appointed time, (2) The ability to do the right thing according to morals and traditional values, beliefs and principles they claim to hold, (3) The ability to make business decisions according to moral concepts and judgments.	(1) Question & answer (2) Classroom attendance (3) Open-end questions	Throughout semester	(1) S/U (2) 10 % (3) S/U
<b>2. Knowledge</b> (1) The ability to understand business theories and solve case studies, (2) The ability to analyze and solve real practical problems and issues, (3) The ability to apply business knowledge integrated with other disciplines.	(1) Essay questions (2) Mid-term examination (3) Final examination	(1) Week 4 (2) Week 8 (3) Week 17	(1) 5% (2) 20 % (3) 30 %

Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
<b>3. Cognitive Skills</b> (1) The ability to gather and summarize information, and conduct research, (2) Self-studying and sharing information with others,	(1) Group activity	(1) Throughout semester	(1) 10 %

(3) The ability to find original solution and their own method.			
<p><b>4. Interpersonal Skills and Responsibility</b></p> <p>(1) The ability to have two responsibilities; they learn for themselves and help group member to learn,</p> <p>(2) The ability to use adequate method for interpersonal communication and discussion,</p> <p>(3) The ability to create some business ideas and to have leadership skills.</p>	<p>(1) Group discussion</p> <p>(2) Question &amp; answer</p> <p>(3) Activities</p>	<p>Throughout semester</p>	<p>(1) S/U</p> <p>(2) S/U</p> <p>(3) 10%</p>
<p><b>5. Numerical Analysis, Communication and Information Technology Skills</b></p> <p>(1) The ability to use basic ICT skills and apply them to daily life,</p> <p>(2) The ability to use statistics data to solve business problems,</p> <p>(3) The ability to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.</p>	<p>(1) Question &amp; answer</p> <p>(2) Report</p>	<p>(1) Throughout semester</p> <p>(2) Week 15</p>	<p>(1) S/U</p> <p>(2) 15 %</p>

## **Section 6 Learning and Teaching Resources**

### **1. Textbook and Main Documents**

Kuratko, D. F., & Hodgetts, R. M. (2007). *Entrepreneurship: Theory, Process, Practice (7th ed.)*. Quebec: Thomson South-Western.

### **2. Important Documents for Extra Study**

Baron, R. A., & Shane, S. A. (2005). *Entrepreneurship: A Process Perspective*. Ohio: Thomson South-Western.

Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2005). *Entrepreneurship (6th ed.)*. Singapore: McGraw Hill Companies.

### **3. Suggestion Information (Printing Materials/Website/CD/Others)**

Pepin, J. (2011, October). Venture capitalists and entrepreneurs become venture philanthropists. *CharityVillage*. Retrieved from <http://www.charityvillage.com/cv/research/rphl9.html>

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

### **1. Strategies for Course Evaluation by Students**

1.1 Using survey questions to collect information from the students'

opinions to improve the course and enhance the curriculum. The topics include:

- (1) Content objectives
- (2) The instructional materials
- (3) Learning methods and assessment
- (4) Advisory method

1.2 Observing students' behavior in classroom.

1.3 Using students' suggestion during classroom.

### **2. Strategies for Course Evaluation by Lecturer**

2.1 Lecturer observes the class and discusses the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulated interest in the course.
- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair in dealing with students.
- (9) The lecturer makes students feel comfortable about asking question.
- (10) Course assignments are interesting and stimulating.
- (11) The lecturer's use of technology enhanced learning in the classroom.

2.2 The Dean or head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.



### **3. Teaching Revision**

Lecturer revises teaching / learning process based on the results from the students' survey question, observation, suggestion, and classroom research.

### **4. Feedback for Achievement Standards**

The evaluation is conducted by the Administrator Committee in order to assessment process and grading.

### **5. Methodology and Planning for Course Review and Improvement**

5.1 Revise and develop course structure and learning process every year.

5.2 Seek advisory from expertise in order to enhance content and make it up-to-date with the changing environment.

**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			6. Other Domain ie. Learning Management Skills		
	- Major Responsibility									™ Minor Responsibility								
Course Category: Business Major Required Course	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code: IIB 2314 Course Title: Introduction to Management of Information Systems	0	0	●	0	0	●	0	●	0	●	0	●	0	0	●			