



TQF.3

Bachelor's Degree

Master's Degree

College of Hospitality Industry Management

Course Specification

Course Code: IBP3435

Course Title: Small Business Management

Credits: 3(3-0-6)

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

Semester : 1 **Academic Year :** 2021

Section 1 General Information

1. Code and Course Title :

Course Code: IBP3435

Course Title (English): Small Business Management

Course Title (Thai): การจัดการธุรกิจขนาดย่อม

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: Ms. Nalin Simasathiansophon

4.2 Instructional Course Lecturer(s): None

5. Contact/Get in Touch

Room Number 401 Tel. 082-7842162 E-mail nalin.si@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 1 Year of Study 2021

6.2 Number of the students enrolled: 9 students

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

Building: International College, Nakhonpathom Campus

Room: Online

Day/Time: Tuesday / 13:00 – 16:00

10. Last Date for Preparing and Revising this Course:

11st August 2021

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, and conduct research,
- (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,
- (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,
- (2) Be able to use statistics and mathematics 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 2016 academic year, students should develop their abilities as follow:

- (1) Able to apply analytical skill concerning with start-up environment;
- (2) Able to contribute a business plan regarding to current market environment;
- (3) Able to evaluate business characteristics based on market circumstances.

Therefore, the purpose for developing course content is that it should encourage students on critical thinking skills, particularly in the starting up environment. Moreover, they need to be able to develop a business plan in an effective way.

Section 3 Characteristics and Operation

1. Course Outline

Principles, concepts and procedures of starting up and operating a small business, small business characteristics evaluation, and business plan.

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	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)

3.1 Self consulting at the lecturer's office: Room No.: 401

Building: International College (Nakhonpathom Education Center/SSRU)

3.2 Consulting via office telephone/mobile phone: 082-7842162

3.3 Consulting via E-Mail: nalin.si@ssru.ac.th

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

Facebook: Aj Nalin Simasathiansophon

Line ID: nalin.sima

Official Line ID: @bba.ssruic

3.5 Consulting via Computer Network (Internet/Web board)

Teacher Website: http://www.elic.ssru.ac.th/nalin/

Section 4 Developing Student's Learning Outcomes

1. 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 will help to remind 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) Checking student attendance every class,
- (2) Evaluate from how many students cheating in exam,
- (3) Evaluate from students' responsibility on their contribution on group project.

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 exam,
- (2) A group project,
- (3) Class Presentation.

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) The ability to gather and summarize information, and conduct research,
- (2) Self-study and sharing information to the class,
- (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	<i>Topic 1 Introduction</i> <ul style="list-style-type: none"> ● Foundations for small business ● Success and failure in small business 	3	<ul style="list-style-type: none"> ● Pre-test ● Zoom: online lecture and group discussion ● Child center: cooperative learning (round robin)
2	<i>Topic 2 Beginning Considerations</i> <ul style="list-style-type: none"> ● Strategic management 	3	<ul style="list-style-type: none"> ● Zoom: online lecture ● Problem based learning: case study ● Child center: cooperative learning (round table)
3	<i>Topic 2 Beginning Considerations</i> <ul style="list-style-type: none"> ● Choosing a form of ownership ● Franchising and the entrepreneur 	3	<ul style="list-style-type: none"> ● Zoom: online lecture ● Problem based learning: case study ● Group discussion ● Padlet: cooperative learning (think-pair-share)
4	<i>Topic 2 Beginning Considerations</i> <ul style="list-style-type: none"> ● Buying an existing business 	3	<ul style="list-style-type: none"> ● Zoom: online lecture ● Problem based learning: case study ● Child center: cooperative learning (round table)

Week	Topic/Outline	Hours	Learning Activities and Medias
5	Topic 3 Building A Business Plan <ul style="list-style-type: none"> • Creating a solid financial plan • Managing cash flow 	3	<ul style="list-style-type: none"> • Zoom: online lecture • Problem based learning: case study • Child center: cooperative learning (round table)
6	Topic 3 Building A Business Plan <ul style="list-style-type: none"> • Marketing plan • Creative use of Advertising and promotion 	3	<ul style="list-style-type: none"> • Zoom: online lecture • Google Docs: Problem based learning: case study on promotion
7	Topic 3 Building A Business Plan <ul style="list-style-type: none"> • Pricing and credit strategies • Global marketing strategies • E-commerce 	3	<ul style="list-style-type: none"> • Zoom: online lecture • Group discussion • Child center: cooperative learning (round robin)
8	MID-TERM EXAMINATION	3	<ul style="list-style-type: none"> • Online Test
9	Topic 4 Putting the Business Plan to Work <ul style="list-style-type: none"> • Sources of equity financing 	3	<ul style="list-style-type: none"> • Zoom: online lecture • Problem based learning: case study • Group discussion • Child center: cooperative learning (round robin)
10	Topic 4 Putting the Business Plan to Work <ul style="list-style-type: none"> • Sources of debt financing 	3	<ul style="list-style-type: none"> • Project based learning: case study • Zoom: online lecture
11	Topic 5 Location and Layout <ul style="list-style-type: none"> • Location, layout, and physical facilities 	3	<ul style="list-style-type: none"> • Zoom: online lecture • Problem based learning: case study • Group discussion
12	Topic 6 Managing a Small Business <ul style="list-style-type: none"> • Techniques for enhancing profitability 	3	<ul style="list-style-type: none"> • Zoom: online lecture • Problem based learning: case study • Group discussion • Child center: cooperative learning (round table)
13	Topic 7 Managing People	3	<ul style="list-style-type: none"> • Zoom: online lecture • Group discussion

Week	Topic/Outline	Hours	Learning Activities and Medias
	<ul style="list-style-type: none"> Staffing and leading a growing company 		<ul style="list-style-type: none"> Child center: cooperative learning (think-pair-share)
14	Topic 8 Legal Aspects of Small Business <ul style="list-style-type: none"> Management succession and risk management The legal environment 	3	<ul style="list-style-type: none"> Zoom: online lecture Problem based learning: case study Group discussion Child center: cooperative learning (round table)
15	Group project presentation	3	<ul style="list-style-type: none"> Group report Oral presentation via Zoom Post test
16	Final Exam Review	3	<ul style="list-style-type: none"> Zoom: online exam review
17	FINAL EXAMINATION	3	<ul style="list-style-type: none"> Online Test
Total of Hours		48	

2. Learning Assessment Plan

Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
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 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) Open-end questions (3) Activity participation	Throughout semester	(1) S/U (2) S/U (3) 10 %
2. Knowledge (1) The ability to understand business theories and solve case studies, (2) The ability to analyze and solve	(1) Question & answer	(1) Throughout semester (2) Week 8	(1) S/U (2) 20 %

Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
real practical problems and issues, (3) The ability to apply business knowledge integrated with other disciplines.	(2) Mid-term examination (3) Final examination	(3) Week 17	(3) 30 %
3. Cognitive Skills (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.	(1) Group discussion (2) Question & answer (3) Activities	Throughout semester	(1) S/U (2) S/U (3) 10 %
4. Interpersonal Skills and Responsibility (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.	(1) Question & answer (2) Open-end questions (3) Group discussion	Throughout semester	(1) S/U (2) S/U (3) 10%
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 statistics data to solve business problems, (3) The ability to use business statistic methods in market analysis.	(1) Group discussion (2) Question & answer (3) Group report & presentation	(1) Throughout semester (2) Throughout semester (3) Week 15	(1) S/U (2) S/U (3) 20 %

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Scarborough, N. M. (2012). *Effective small business management: an entrepreneurial approach*. New Jersey: Pearson Education Inc.

2. Important Documents for Extra Study

Karanja, T. et al. (2013). Small business management. *International Journal of Business and Social Science*, Vol.4, No.16, Pp.113-142.

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

Cadden, D.T. & Lueder, S. L. (2012). *Modern management of small businesses*. Creative Commons. Retrieved from <https://2012books.lardbucket.org/pdfs/modern-management-of-small-businesses.pdf>

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 Interviewing students 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, interview, and classroom research.

4. Feedback for Achievement Standards

The evaluation is conducted by the Administrator Committee in order to assess 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				
	● Major Responsibility									○ Minor Responsibility							
Course Category:	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3		
Business Major Course																	
Course Code: IBP3435																	
Course Title: Small Business Management	○	○	●	○	○	●	○	○	●	○	○	●	○	○	●		