

GENERAL EDUCATION, KMITL

COURSE SYLLABUS

Course Code	96643016	Course Title	Fun With Online Business				
Total Credits	3 (3-0-6)	Semester / Year of Study	1/2566	Section		Date- Time	
Course Description (English)	Study a basic of online based business and format of income channels in online market, including online auctions, ethics and law regarding to online transactions.						
Course Coordinator	Dr. Sirawit Sirirak						
Course Instructors	Dr. Sirawit Sirirak						
Teaching Assistant (if any)							
Counselling Schedule	Line Group, Monday- Friday 8.00-18.00.			Teaching Language	<input type="checkbox"/> Thai <input checked="" type="checkbox"/> English <input type="checkbox"/> Others, please specify.....		
Website or Online Teaching Method (if any)							

Course Learning Outcome

1. Students understand and can evaluate the a basic of E-commerce and E-business.
2. Students understand and can evaluate the E-business Models and Concepts.
3. Students understand E-business Marketing and Advertising.
4. Students understand Social, Mobile, and Local Marketing
5. Students understand the Ethics, Law and Political Issue in E-business.
6. Students understand Social Networks, Auctions and Portals.

General Education Learning Outcome: GE-LO	
GE-LO	Value
<input type="checkbox"/> GE-LO-1 Analytical and Critical Thinking	
<input type="checkbox"/> GE-LO-2 Complex Problem Solving	
<input type="checkbox"/> GE-LO-3 Creativity	
<input checked="" type="checkbox"/> GE-LO-4 Interpersonal Skills	1
<input type="checkbox"/> GE-LO-5 Integrity and Perseverance	
<input type="checkbox"/> GE-LO-6 Active Learning and Learning Strategies	
<input type="checkbox"/> GE-LO-7 Resilience, Stress Tolerance and Flexibility	
<input checked="" type="checkbox"/> GE-LO-8 Leadership and Social Influence	1
<input checked="" type="checkbox"/> GE-LO-9 Communication	5
<input checked="" type="checkbox"/> GE-LO-10 Entrepreneurship and Startup	5
<input checked="" type="checkbox"/> GE-LO-11 Digital Quotient Literacy and Digital Media Production	3
Total Value	<u>15</u>
Career Readiness Modules	
<input checked="" type="checkbox"/> Employee	<input checked="" type="checkbox"/> Self-employed
<input checked="" type="checkbox"/> Business Owner	<input type="checkbox"/> Investor
	<input type="checkbox"/> None

Teaching Plan and Evaluation Plan

Week	Topic/Sub-topic	Activities	Notes
1	Introduction To Class Rules and Syllabus		
2	Introduction to E-commerce and E-business	Lecture & activity	
3	Introduction to E-commerce and E-business (Continue)	Individual Presentation	Assign 1
4	E-business Models and Concepts	Lecture & activity	
5	E-business Models and Concepts (Continue)	Group Presentation	Assign 2
6	E-business Marketing and Advertising	Lecture & activity	
7	E-business Marketing and Advertising (Continue) and Project Proposal Presentation	Group Presentation	
8	Project Proposal Presentation (Continue)	Group Presentation	
9	Social, Mobile, and Local Marketing	Lecture & activity	
10	Social, Mobile, and Local Marketing (Continue)	Individual Presentation	Assign 3
11	Ethics, Law and Political Issue in E-business	Lecture & activity	
12	Ethics, Law and Political Issue in E-business (Continue)	Group Presentation	Assign 4
13	Social Networks, Auctions and Portals	Lecture & activity	
14	Social Networks, Auctions and Portals (Continue) and Final Project Presentation	Group Presentation	
15	Final Project Presentation (Continue)	Group Presentation	

Evaluation Plan

Assessment Activities	Value	Score	Week of Evaluation	Notes
1. Attendance	1	4	semester	Punctuality (later than 9.00 or 13.00 is considered late) 1 hr late = absence More than 3 absences = U
2. Participation	1	4	semester	
3. Individual Assignment	4	16	week 3 and 10	Submitted in the class or as assigned by the teachers No submission / Blank paper / Plagiarism = 0 score and Presentation 4-5 min individual presentation No participation / no presentation = 0 score
4. Group Assignment	6	24	week 5 and 12	Submitted in the class or as assigned by the teachers No submission / Blank paper = 0 score and individual Presentation Group work (3-4 members) 15-20 min presentation No participation / no presentation = 0 score
5. Fun with Online Business Project	3	12	Week 14 and 15	Week 14 and 15 “Fun with Online Business Project” Submitted in the class or as assigned by the teachers No submission / Blank paper = 0 score Presentation 8-10 min individual presentation No participation / no presentation = 0 score
Total	15	60		

Evaluation criteria

<input checked="" type="checkbox"/> Group-based								
<input type="checkbox"/> Standard-based								
Grade	A	B+	B	C+	C	D+	D	F
Score (60 points)	57-60	49-56.9	41-48.9	34-40.9	27-33.9	21-26.9	15-20.9	0-14.9
<input type="checkbox"/> Satisfactory/Unsatisfactory (S/U)								
Grade	S				U			
Score (60 points)	30-60				0-29.9			

Scoring criteria according to Assessment Plan

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
1. Attendance	GE-LO-8	1	More than 10 times punctuality	9- 10 times punctuality	7-8 times punctuality	Less than 7 times punctuality
2. In-Class Participation	GE-LO-4	1	More than 10 times participation	9- 10 times participation	7-8 times participation	Less than 7 times participation
3. Individual Assignments	GE-LO-10	2	Well documented, reasoned and pedagogically appropriate comments on solutions, to all issues in the case study	Appropriate, well thought out comments about solutions, to most of the issues in the case study	Superficial and/or inappropriate solutions to some of the issues in the case study	Little or no action suggested, and/or inappropriate solutions to all of the issues in the case study
	GE-LO-9	2	Good time management, Appropriate communication Using suitable tools	Good time management, Appropriate communication	Good time management, Lack of appropriate communication	Poor time management
4. Group Assignment	GE-LO-10	2	Well documented, reasoned and pedagogically appropriate comments on solutions, to all issues in the case study	Appropriate, well thought out comments about solutions, to most of the issues in the case study	Superficial and/or inappropriate solutions to some of the issues in the case study	Little or no action suggested, and/or inappropriate solutions to all of the issues in the case study
	GE-LO-11	2	Digital document is well presented, grammatically correct with a wide range of sources used and correctly acknowledged.	Digital document is generally well-presented, grammatically correct and uses a good range	Digital document is presented to a satisfactory standard. Some grammatical errors. Limited range of	Poorly presented with little attention to correct grammar. Limited sources used. Some acknowledged

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
			Appropriate graphics and tables used to support the analysis.	of sources correctly acknowledged. Some appropriate graphics and tables used to support the analysis.	sources used and correctly acknowledged. Limited use of graphics or tables to support analysis.	correctly. Limited or no use of graphics or tables to support the plan.
	GE-LO-9	2	Good time management, Appropriate communication, Answering audience questions clearly and completely	Good time management, Appropriate communication	Good time management, Lack of appropriate communication	Poor time management
5. Fun with Online Business Project	GE-LO-10	1	Well documented, reasoned and pedagogically appropriate comments on solutions, to all issues in the case study	Appropriate, well thought out comments about solutions, to most of the issues in the case study	Superficial and/or inappropriate solutions to some of the issues in the case study	Little or no action suggested, and/or inappropriate solutions to all of the issues in the case study
	GE-LO-11	1	Digital document is well presented, grammatically correct with a wide range of sources used and correctly acknowledged. Appropriate graphics and	Digital document is generally well-presented, grammatically correct and uses a good range of sources correctly	Digital document is presented to a satisfactory standard. Some grammatical errors. Limited range of sources used and correctly	Poorly presented with little attention to correct grammar. Limited sources used. Some acknowledged correctly. Limited or no use of graphics or

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
			tables used to support the analysis.	acknowledged. Some appropriate graphics and tables used to support the analysis.	acknowledged. Limited use of graphics or tables to support analysis.	tables to support the plan.
	GE-LO-9	1	Good time management, Appropriate communication, Answering audience questions clearly and completely	Good time management, Appropriate communication	Good time management, Lack of appropriate communication	Poor time management