

GENERAL EDUCATION, KMITL

COURSE SYLLABUS

Course Code	96643019	Course Title	Economics and Entrepreneurship				
Total Credits	2 (1-2-3)	Semester / Year of Study		Section		Date-Time	
Course Description (Thai)	-						
Course Description (English)	In the Economics and Entrepreneurship course students will acquire the necessary knowledge and skills to organize and engage in entrepreneurial activities together with knowledge in world economics. They will develop business analysis skills, gain an understanding of various business situations and trends in which entrepreneurs act, and practice planning and creating entrepreneurial activities.						
Course Coordinator	-						
Course Instructors	Dr.Papob Puttimanoradeekul						
Teaching Assistant (if any)							
Counselling Schedule		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. Develop the ability to analyze various aspects of entrepreneurship and economics.
2. Define the roles of an entrepreneur.
3. Apply business plans in their entrepreneurial activities.
4. Be able to explain the world through macroeconomics.
5. Understand microeconomics.
6. Gain business mindset and ethics.

General Education Learning Outcome: GE-LO	
GE-LO	Value
<input checked="" type="checkbox"/> GE-LO-1 Analytical and Critical Thinking	2
<input checked="" type="checkbox"/> GE-LO-2 Complex Problem Solving	2
<input checked="" type="checkbox"/> GE-LO-3 Creativity	2
<input checked="" type="checkbox"/> GE-LO-4 Interpersonal Skills	2
<input type="checkbox"/> GE-LO-5 Integrity and Perseverance	
<input type="checkbox"/> GE-LO-6 Active Learning and Learning Strategies	
<input checked="" type="checkbox"/> GE-LO-7 Resilience, Stress Tolerance and Flexibility	2
<input checked="" type="checkbox"/> GE-LO-8 Leadership and Social Influence	2
<input checked="" type="checkbox"/> GE-LO-9 Communication	1
<input checked="" type="checkbox"/> GE-LO-10 Entrepreneurship and Startup	2
<input type="checkbox"/> GE-LO-11 Digital Quotient Literacy and Digital Media Production	
Total Value	<u>15</u>

Teaching Plan and Evaluation Plan

Week	Topic/Sub-topic	Activities	Notes
1	Introduction	Lecture & activity	
2	Management Plan	Lecture & activity	Self-work 1
3	Marketing Plan	Lecture & activity	
4	Financial Plan	Lecture & activity	
5	Cashflow	Lecture & activity	
6	Loan	Lecture & activity	Self-work 2
7	Pricing and Credit Strategies	Lecture & activity	
8	Digital Marketing	Lecture & activity /Individual Presentation	Self-work 3
9	Human Resources Management	Lecture & activity	
10	Credit Card	Lecture & activity	Quiz 1
11	Real Estate business I	Lecture & activity	
12	Real Estate business II	Lecture & activity	Quiz 2
13	Intellectual Property (IP)	Lecture & activity	
14	Franchise	Lecture & activity	
15	Group Presentation	Group Presentation	Group work

Evaluation Plan

Assessment Activities	Value	Score	Week of Evaluation	Notes
1. Attendance & Participation	2	5	Whole semester	10 minutes late = 1 absent More than 3 absences = F Students are required to engage in class-activities
2. Self-work	3	15	2, 6, 8	Individual assignment Late = 0
3. Quiz	5	20	10, 12	In class quiz
4. Group Presentation & report	5	20	15	Present business plan Submit Business Plan Report in Google Classroom No submission / Blank paper / Plagiarism = 0 score
Total	15	60		

Evaluation criteria

<input type="checkbox"/> Group-based								
<input checked="" type="checkbox"/> Standard-based								
Grade	A	B+	B	C+	C	D+	D	F
Score (100 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	30-60				0-29.9			

Scoring criteria according to Assessment Plan

Assessment Activities	Learning Outcomes	Value	ระดับคะแนน			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
1.1 Attendance	GE-LO-8	2	15 times attend the class	13-14 times attend the class	11-12 times attend the class	Less than 10 times attend the class
1.2. In-Class Participation	GE-LO-4	2	The student can cooperate with others, interact socially, adapt to changes, follow rules or group resolutions, carry out duties, admit a result of the group's actions, interact and respond to each other, control one's own behaviour, and communicate appropriately.	The student can cooperate with others, adapt to changes, follow rules or group resolutions, carry out duties, admit a result of the group's actions, and control one's own behaviour; but cannot interact and respond to each other or communicate appropriately.	The student can adequately cooperate with others and adapt to some changes; but cannot follow rules or group resolutions, carry out duties, admit a result of the group's actions, control one's own behaviour, interact and respond to each other, or communicate appropriately.	The student cannot demonstrate interpersonal management abilities.
2.1 self-work: Business profile	GE-LO-9	1	The student can capture core issue of the received messages, choose appropriate communication tools that can convey messages clearly and directly with supporting reasons, and resolve immediate listener's misunderstanding.	The student can capture core issue of the received messages and choose appropriate communication tools that can convey messages clearly and directly with supporting reasons; but cannot resolve immediate misunderstanding.	The student can capture issues of received messages and communicate with the receiver; but cannot express clearly and directly with supporting reasons.	The student cannot demonstrate effective communication abilities
2.2 self-work: Concept statement	GE-LO-1	1	The student can describe a product or service using a computer-generated simulation of functionality as well as identify and explain intended target market and product development processes. Student can clearly analyze and draw conclusions from supporting data.	The student can describe a product or service using a computer-generated simulation of functionality as well as identify and explain intended target market and product development processes. Student <u>can't</u> clearly analyze and draw conclusions from supporting data.	The student can describe a product or service as well as identify and explain intended target market and product development processes. Student <u>can't</u> clearly analyze and draw conclusions from supporting data.	The student cannot demonstrate analytical and critical thinking abilities

Assessment Activities	Learning Outcomes	Value	ระดับคะแนน			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
2.3 self-work: Stock trading	GE-LO-1	1	The student can analyze and use supporting data to trade in the stock market with minimum 100k profit	The student can analyze and use supporting data to trade in the stock market with minimum 50k profit	The student can analyze and use supporting data to trade in the stock market with no loss	The student cannot demonstrate analytical and critical thinking abilities and gain loss in trading
3.1 Quiz: Credit card	GE-LO-7	2	Submit on time Student can identify problems Student can analyse cause-and-effect, think and plan for investment with correct calculation	Submit on time Student can identify problems Student can analyse cause-and-effect, think and plan for investment but incorrect calculation	Submit on time Student can identify problems But cannot analyse cause-and-effect, think and plan for investment, incorrect calculation	Submit on time Student cannot identify problems, analyse cause-and-effect, think and plan for investment, incorrect calculation
3.2 Quiz: Home loan	GE-LO-2	2	Submit Home loan quiz Score 9-10%	Submit Home loan quiz Score 7-8%	Submit Home loan quiz Score 5-6%	Submit Home loan quiz Score less than 5%
4.1 Group: Report	GE-LO-10	2	The student can apply knowledge to create innovations, analyse risks of the business, set business goals, prepare contingency plans, and analyse returns of investments with moral and ethical considerations.	The student can apply knowledge to create innovations, analyse risks of the business, set business goals, and prepare contingency plans; but cannot analyse returns of investments with moral and ethical considerations.	The student can apply knowledge to create innovations; but cannot analyse risks of the business, set business goals, or prepare contingency plans.	The student cannot Demonstrate entrepreneurship and investment abilities
4.2 Group: Presentation	GE-LO-3	2	The student can think of new things quickly or adapt new ideas to find answers in a variety of ways in a limited time; and able to expand the ideas clearly and completely in every aspect.	The student can think of new things quickly or adapt new ideas to find answers in a variety of ways in a limited time; but cannot expand the first idea to cover every aspect clearly and completely.	The student can think of new things or adapt new ideas to find answers in a variety of ways; however, slowly or cannot keep up with a time limitation.	The student cannot demonstrate creative thinking abilities