

GENERAL EDUCATION, KMITL

COURSE SYLLABUS

Course Code	96643020	Course Title	Innovative Entrepreneur				
Total Credits	3 (3-0-6)	Semester / Year of Study	1/2568	Section		Date- Time	Thursday 13.00-16.00
Course Description (English)	Study concepts and roles of innovative entrepreneurs in association with technology and innovation application to build skillful entrepreneurs capable of creative business invention.						
Course Coordinator							
Course Instructors	Theresa Mathawaphan						
Teaching Assistant (if any)							
Counselling Schedule	Line Group Everyday 16.00-21.00			Teaching Language	☐ Thai ☒ English ☐ Others, please specify.....		
Website or Online Teaching Method (if any)	Ms Teams						
Course Learning Outcomes							
By the end of this course, the student will be able to CLO-1. Students understands the concept of innovative entrepreneurs with the use of technology and innovation. CLO-2. Students understands business concept and elements of new businesses such as startups and digital companies. CLO-3. Students can analyze, and apply knowledge and skill learned to innovate a new business idea, with technology or innovation as part of the business.							

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

Teaching Plan and Evaluation Plan

Week	Topic/Sub-topic	Activities	Notes
1	3 July – Introduction to course / Innovation introduction	Onsite Lecture & Activity	Work sheet 1 assignment
2	10 July – National Holiday	Individual assignment	
3	17 July – Entrepreneurship / Entrepreneurial leadership	Onsite Lecture & Activity	
4	24 July – Guest Speaker (K. Joh CEO – QueQ)	Online lecture	Due: Work sheet 1
5	31 July – Creativity and Innovation	Online lecture & Activity	
6	7 Aug – Design Thinking	Online Lecture & Activity	Mini project assignment
7	14 Aug – Marketing and Sales / social media	Onsite Lecture & Activity	
8	21 Aug – Company Site Visit (Optional)	Activity	
9	4 Sept – Presentation of Mini Project	Onsite Lecture & Activity	Due: Mini Project
10	11 Sept – Startups Business and Investment Funding	Onsite Lecture & Activity	Final project assignment
11	18 Sept – Data-Driven and AI in business	Onsite Lecture & Activity	
12	25 Sept – Innovative Organization and HR management	Onsite Lecture & Activity	
13	2 Oct – Business Ethics and Data & AI Governance	Onsite Lecture & Activity	
14	9 Oct – Final Projects Presentation and Discussion	Onsite Lecture & Activity	Due: Final Project
15	16 Oct - Summary & Reflection	Onsite Lecture & Activity	

Evaluation Plan

Assessment Activities	Value	Score	Week of Evaluation	Notes
1. Class attendance	1	4	All	
2. Class participation	1	4	All	
3. Work Sheet 1 – Real life Entrepreneur	2	8	4	
4. Mini-Project – Design Thinking	4	16	9	
5. Final-Project – Innovative Business Pitching	7	28	14, 15	
Total	15	60		

Evaluation criteria

☒ Group-based								
☐ 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
☐ 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. Class attendance	GE-LO 5	1	Class attendance 12 times (can be late not more than 10 mins)	Class attendance 10-11 times (can be late not more than 10 mins)	Class attendance 8-9 times (can be late not more than 10 mins)	Class attendance 7 times and below (can be late not more than 10 mins)
2. Class participation (consider 13 classes as 100%)	GE-LO 8	1	Participate in class by interaction of joining in activities, raise questions, and be attentive at least 10 classes or above (75% or above)	Participate in class by interaction of joining in activities, raise questions, and be attentive at 7-9 classes (55%)	Participate in class by interaction of joining in activities, raise questions, and be attentive at 6 classes or below (1% - less than 55%)	No participation in class
3. Work Sheet 1 – Real life Entrepreneur	GE-LO 1	2	The student can identify the content according to the assignment, and can determine the characteristics, importances, or elements of content, events, or stories; and can clearly analyze, interpret, evaluate, and draw conclusions from supported data.	The student can identify the content according to the assignment, and can determine the characteristics, importances, or elements of content, events, or stories; but cannot clearly analyze, interpret, evaluate, and draw conclusions from supported data.	The student can identify the content according to the assignment; but cannot determine the characteristics, importances, or elements of content, events, or stories.	The student cannot demonstrate analytical and critical thinking abilities according to the rubric level 1-3.

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
4. Mini-Project – Design Thinking	GE-LO 2	1	The student takes actions in situations assessment, can clearly identify ongoing situations, and can plan operations	The student takes actions in situations assessment, can clearly identify ongoing situations, but cannot plan operations	The student takes actions in situations assessment but cannot clearly identify ongoing situations.	The student cannot demonstrate complex problem-solving abilities according to the rubric level 1-3.
	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 according to the rubric level 1-3.
	GE-LO 6	1	The student can understand learning objectives, determine suitable learning methods, and can research and acquire knowledge.	The student can understand learning objectives and can determine suitable learning methods, but cannot research and acquire knowledge.	The student can understand learning objectives but cannot determine suitable learning methods.	The student cannot demonstrate active learning & learning strategies abilities according to the rubric level 1-3.

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
5. Final-Project – Innovative Business Pitching	GE-LO 10	3	The student can apply knowledge to create innovations, analyse risks of the business, set business goals, prepare contingency plans, and analyse clearly the returns of investments with other business aspects considerations.	The student can apply knowledge to create innovations, analyse risks of the business, set business goals, and prepare contingency plans; but cannot analyse clearly the returns of investments with other business aspects 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 according to the rubric level 1-3.
	GE-LO 3	1	The student delivers the assignment and can think of new things or adapt new ideas to find answers in a variety of ways; and can give evidence that this is new to the market.	The student delivers the assignment and can think of new things or adapt new ideas to find answers in a variety of ways; however, cannot give evidence that this is new to the market.	The student delivers the assignment but cannot think of new things or adapt new ideas to find answers in a variety of ways;	The student cannot demonstrate creative thinking abilities according to the rubric level 1-3.
	GE-LO 9	2	The student gives a presentation on time limit and presented according to guideline, and can give a strong explanation of the content with clear	The student gives a presentation on time limit and presented according to guideline but cannot give a strong explanation of the content or cannot	The student gives a presentation but not on time limit and not according to guideline.	No presentation (pitching)

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
			answers to the questions asked.	answers the questions clearly.		
	GE-LO 11	1	The students uses digital tool in the project and gives professionally results, and ideate the business with technology embedded.	The students uses digital tool in the project and gives professionally results, but cannot ideate the business with technology embedded.	The student uses digital tool in the project but cannot demonstrate it professionally.	The student cannot demonstrate digital literacy and digital media abilities according to the rubric level 1-3.