

# GENERAL EDUCATION, KMITL

## COURSE SYLLABUS

Course Code	96643021	Course Title	MODERN ENTREPRENEURS				
Total Credits	3 (3-0-6)	Semester / Year of Study		Section		Date- Time	
Course Description (English)	Study about successful entrepreneurs, types of entrepreneurs, business establishment, components of writing a business plan, strategies for operating businesses in various functions, techniques for modern business administration, and case studies of successful business operations.						
Course Coordinator							
Course Instructors	Pathida Rujimora						
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. Students gain an understanding of entrepreneurship.
2. Students learn the process of identifying business opportunities, investing, and problem-solving.
3. Students understand the process of establishing a business in an appropriate format and manner.
4. To allow students to apply entrepreneurial processes and skills in the future.
5. Students are able to plan, analyze, and write a business plan.

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	1
<input type="checkbox"/> GE-LO-3 Creativity	
<input type="checkbox"/> GE-LO-4 Interpersonal Skills	
<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	2
<input checked="" type="checkbox"/> GE-LO-9 Communication	3
<input checked="" type="checkbox"/> GE-LO-10 Entrepreneurship and Startup	7
<input type="checkbox"/> GE-LO-11 Digital Quotient Literacy and Digital Media Production	
<b>Total Value</b>	<b><u>15</u></b>

#### Teaching Plan and Evaluation Plan

Week	Topic/Sub-topic	Activities	Notes
1	Introduction To Class Rules and Syllabus	Lecture	
2	How to start your own business	Lecture, Case Study & Activity	
3	Design Thinking Process	Lecture & Activity	
4	Defining Problems	Lecture & Activity	
5	Problems and Solutions Fit	Lecture, Case Study & Activity	Individual Assignment 1
6	Creative Case Presentation	Activity	Individual Presentation
7	Market Segmentation and Customers Profile	Lecture & Activity	
8	Value Proposition and Competitive Landscape	Lecture, Case Study & Activity	
9	Revenue Model	Lecture & Activity	
10	Financial 101	Lecture & Activity	
11	Market Validation and MVP	Lecture & Activity	
12	Communication Strategy and Company Culture	Lecture, Case Study & Activity	
13	Pitching Techniques	Lecture & Activity	Individual Assignment 2
14	Group Presentation	Activity	Group Assignment 1 and 2
15	Group Presentation	Activity	

## Evaluation Plan

Assessment Activities	Value	Score	Week of Evaluation	Notes
<b>1. Attendance</b>	1	4	Semester	1 hour late = absence More than 3 absences = U
<b>2. Individual Assignment</b>	2	8	Week 5	Web Blog - Submitted Online
2.1 Assignment 1				No submission / Blank Page / Plagiarism = 0 score
2.2 Assignment 2	2	8	Week 13	Web Blog - Submitted Online
				No submission / Blank Page / Plagiarism = 0 score
<b>3. Individual Presentation</b>	3	12	Week 6	Video Presentation 5 Mins – Submitted Online
Critical and Analytical Thinking from Case Study				No submission / No presentation / Plagiarism = 0 score
<b>4. Group Assignment</b>	5	20	Week 14 and 15	In-Class Presentation 10 Mins and Q&As 5 Mins
4.1 Pitching				No participation / no presentation = 0 score
4.2 Business Plan	2	8	Week 15	Report Submitted in Class
				No submission / Blank paper = 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. Individual Assignment 2.1 Assignment 1	GE-LO-1	1	able to analyze content, events, or stories according to the assigned task, covering 3 out of 4 points clearly: <ul style="list-style-type: none"> <li>● Identify characteristics, importance, or components.</li> <li>● Consider various data and explain the relationships or connections between the data.</li> <li>● Reasonably and credibly explain the principles supporting the content or events.</li> <li>● Interpret and analyze data, evaluate and cite credible sources clearly or address other relevant comparable points.</li> </ul>	able to analyze content, events, or stories according to the assigned task, covering 3 out of 4 points clearly: <ul style="list-style-type: none"> <li>● Identify characteristics, importance, or components.</li> <li>● Consider various data and explain the relationships or connections between the data.</li> <li>● Reasonably and credibly explain the principles supporting the content or events.</li> <li>● Interpret and analyze data, evaluate and cite credible sources clearly or address other relevant comparable points.</li> </ul>	able to analyze content, events, or stories according to the assigned task, covering 1 out of 4 points clearly: <ul style="list-style-type: none"> <li>● Identify characteristics, importance, or components.</li> <li>● Consider various data and explain the relationships or connections between the data.</li> <li>● Reasonably and credibly explain the principles supporting the content or events.</li> <li>● Interpret and analyze data, evaluate and cite credible sources clearly or address other relevant comparable points.</li> </ul>	Unable to clearly analyze content, events, or stories covering all 4 points according to the scoring criteria of 2-4.
	GE-LO-10	1	Able to apply their entrepreneurial knowledge as specified in the assignment completely, clearly and accurately for all points: <ul style="list-style-type: none"> <li>● Clearly understand and define the real business cases/news.</li> <li>● Creative use of design thinking process</li> <li>● Appropriately identify opportunities/challenges and suggestions</li> <li>● Well documented, presented, appropriated design for analysis</li> </ul>	Able to apply their entrepreneurial knowledge as specified in the assignment completely, clearly and accurately for 2 out of 4 points: <ul style="list-style-type: none"> <li>● Clearly understand and define the real business cases/news.</li> <li>● Creative use of design thinking process</li> <li>● Appropriately identify opportunities/challenges and suggestions</li> <li>● Well documented, presented, appropriated design for analysis</li> </ul>	Able to apply their entrepreneurial knowledge as specified in the assignment completely, clearly and accurately for 1 out of 4 points: <ul style="list-style-type: none"> <li>● Clearly understand and define the real business cases/news.</li> <li>● Creative use of design thinking process</li> <li>● Appropriately identify opportunities/challenges and suggestions</li> <li>● Well documented, presented, appropriated design for analysis</li> </ul>	Little or no action suggested, and/or inappropriate solutions to all of the issues in the case study

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
2.2 Assignment 2	GE-LO-2	1	<p>Able to comprehensively and appropriately identify ways to manage the impacts of addressing various issues on all points:</p> <ul style="list-style-type: none"> <li>● Effectively plan and find management methods.</li> <li>● Systematically or structurally in a reasonable manner.</li> <li>● Solve complex problems by thinking of novel approaches.</li> </ul>	<p>Able to comprehensively and appropriately identify ways to manage the impacts of addressing various issues on 2 out of 3 points:</p> <ul style="list-style-type: none"> <li>● Effectively plan and find management methods.</li> <li>● Systematically or structurally in a reasonable manner.</li> <li>● Solve complex problems by thinking of novel approaches.</li> </ul>	<p>Able to comprehensively and appropriately identify ways to manage the impacts of addressing various issues on 1 out of 3 points:</p> <ul style="list-style-type: none"> <li>● Effectively plan and find management methods.</li> <li>● Systematically or structurally in a reasonable manner.</li> <li>● Solve complex problems by thinking of novel approaches.</li> </ul>	<p>Unable to identify ways to manage the impacts of addressing various issues according to the scoring criteria of 2-4.</p>
	GE-LO-10	1	<p>Able to apply their entrepreneurial knowledge as specified in the assignment completely, clearly and accurately for all points:</p> <ul style="list-style-type: none"> <li>● Clearly understand and define the real business cases/news.</li> <li>● Creative use of design thinking process</li> <li>● Appropriately identify opportunities/challenges and suggestions</li> <li>● Well documented, presented, appropriated design for analysis</li> </ul>	<p>Able to apply their entrepreneurial knowledge as specified in the assignment completely, clearly and accurately for 2 out of 4 points:</p> <ul style="list-style-type: none"> <li>● Clearly understand and define the real business cases/news.</li> <li>● Creative use of design thinking process</li> <li>● Appropriately identify opportunities/challenges and suggestions</li> <li>● Well documented, presented, appropriated design for analysis</li> </ul>	<p>Able to apply their entrepreneurial knowledge as specified in the assignment completely, clearly and accurately for 1 out of 4 points:</p> <ul style="list-style-type: none"> <li>● Clearly understand and define the real business cases/news.</li> <li>● Creative use of design thinking process</li> <li>● Appropriately identify opportunities/challenges and suggestions</li> <li>● Well documented, presented, appropriated design for analysis</li> </ul>	<p>Little or no action suggested, and/or inappropriate solutions to all of the issues in the case study</p>
<b>3. Individual Presentation</b> Critical and Analytical Thinking from Case Study	GE-LO-9	1	<p>Able to apply their communication skills as specified in the assignment completely, clearly and accurately for all points:</p> <ul style="list-style-type: none"> <li>● Good time management</li> <li>● Appropriate communication</li> <li>● Using suitable tools and Able to respond relevantly, clearly, with reasoning and supporting evidence.</li> </ul>	<p>Able to apply their communication skills as specified in the assignment completely, clearly and accurately for 3 out of 4 points:</p> <ul style="list-style-type: none"> <li>● Good time management</li> <li>● Appropriate communication</li> <li>● Using suitable tools and Able to respond relevantly, clearly, with reasoning and supporting evidence.</li> </ul>	<p>Able to apply their communication skills as specified in the assignment completely, clearly and accurately for 2 out of 4 points:</p> <ul style="list-style-type: none"> <li>● Good time management</li> <li>● Appropriate communication</li> <li>● Using suitable tools and Able to respond relevantly, clearly, with reasoning and supporting evidence.</li> </ul>	<p>Less than 2 points</p>

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
			<ul style="list-style-type: none"> <li>The ability to use appropriate wording, gestures, facial expressions, and eye contact with the content</li> </ul>	<ul style="list-style-type: none"> <li>The ability to use appropriate wording, gestures, facial expressions, and eye contact with the content</li> </ul>	<ul style="list-style-type: none"> <li>The ability to use appropriate wording, gestures, facial expressions, and eye contact with the content</li> </ul>	
	GE-LO-10	2	<p>Able to apply their entrepreneurial knowledge completely, clearly and accurately as specified in the assignment for all points:</p> <ul style="list-style-type: none"> <li>Understand the problem and problem-solving process.</li> <li>Analyze businesses according to various situations.</li> <li>Identify business opportunities or growth paths.</li> </ul>	<p>Able to apply their entrepreneurial knowledge completely, clearly and accurately as specified in the assignment for 2 of 3 points:</p> <ul style="list-style-type: none"> <li>Understand the problem and problem-solving process.</li> <li>Analyze businesses according to various situations.</li> <li>Identify business opportunities or growth paths.</li> </ul>	<p>Able to apply their entrepreneurial knowledge completely, clearly and accurately as specified in the assignment for 1 of 3 points:</p> <ul style="list-style-type: none"> <li>Understand the problem and problem-solving process.</li> <li>Analyze businesses according to various situations.</li> <li>Identify business opportunities or growth paths.</li> </ul>	Unable to demonstrate the entrepreneurial skills
<b>4. Group Assignment</b> 4.1 Pitching	GE-LO-1	1	<p>Able to analyze content, events, or stories covering 4 out of 5 points:</p> <ul style="list-style-type: none"> <li>Identify characteristics, importance, or components.</li> <li>Consider various data and explain the relationships or connections between the data.</li> <li>Reasonably and credibly explain the principles supporting the content or events.</li> <li>Interpret, analyze data, evaluate and cite credible sources clearly.</li> <li>OR address other relevant comparable points.</li> </ul>	<p>Able to analyze content, events, or stories covering 3 out of 5 points:</p> <ul style="list-style-type: none"> <li>Identify characteristics, importance, or components.</li> <li>Consider various data and explain the relationships or connections between the data.</li> <li>Reasonably and credibly explain the principles supporting the content or events.</li> <li>Interpret, analyze data, evaluate and cite credible sources clearly.</li> <li>OR address other relevant comparable points.</li> </ul>	<p>Able to analyze content, events, or stories covering 2 out of 5 points:</p> <ul style="list-style-type: none"> <li>Identify characteristics, importance, or components.</li> <li>Consider various data and explain the relationships or connections between the data.</li> <li>Reasonably and credibly explain the principles supporting the content or events.</li> <li>Interpret, analyze data, evaluate and cite credible sources clearly.</li> <li>OR address other relevant comparable points.</li> </ul>	Unable to clearly analyze content, events, or stories according to the scoring criteria of 2-4
	GE-LO-9	2	<p>Able to apply their communication skills as specified in the assignment completely, clearly and accurately for all points:</p>	<p>Able to apply their communication skills as specified in the assignment completely, clearly and accurately for 3 out of 4 points:</p>	<p>Able to apply their communication skills as specified in the assignment completely, clearly and accurately for 2 out of 4 points:</p>	Less than 2 points

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
			<ul style="list-style-type: none"> <li>● Good time management</li> <li>● Appropriate communication</li> <li>● Using suitable tools and Able to respond relevantly, clearly, with reasoning and supporting evidence.</li> <li>● Able to respond relevantly, clearly, with reasoning and supporting evidence.</li> </ul>	<ul style="list-style-type: none"> <li>● Good time management</li> <li>● Appropriate communication</li> <li>● Using suitable tools and Able to respond relevantly, clearly, with reasoning and supporting evidence.</li> <li>● Able to respond relevantly, clearly, with reasoning and supporting evidence.</li> </ul>	<ul style="list-style-type: none"> <li>● Good time management</li> <li>● Appropriate communication</li> <li>● Using suitable tools and Able to respond relevantly, clearly, with reasoning and supporting evidence.</li> <li>● Able to respond relevantly, clearly, with reasoning and supporting evidence.</li> </ul>	
	GE-LO-10	2	<p>Able to apply their entrepreneurial knowledge completely, clearly and accurately as specified in the assignment for all points:</p> <ul style="list-style-type: none"> <li>● Understand the problem and problem-solving process.</li> <li>● Analyze businesses according to various situations.</li> <li>● Identify business opportunities or growth paths.</li> <li>● Able to plan finances, investments, or analyze return on investment</li> </ul>	<p>Able to apply their entrepreneurial knowledge completely, clearly and accurately as specified in the assignment for 3 of 4 points:</p> <ul style="list-style-type: none"> <li>● Understand the problem and problem-solving process.</li> <li>● Analyze businesses according to various situations.</li> <li>● Identify business opportunities or growth paths.</li> <li>● Able to plan finances, investments, or analyze return on investment</li> </ul>	<p>Able to apply their entrepreneurial knowledge completely, clearly and accurately as specified in the assignment for 2 of 4 points:</p> <ul style="list-style-type: none"> <li>● Understand the problem and problem-solving process.</li> <li>● Analyze businesses according to various situations.</li> <li>● Identify business opportunities or growth paths.</li> <li>● Able to plan finances, investments, or analyze return on investment</li> </ul>	Unable to demonstrate the entrepreneurial skills
4.2 Business Plan	GE-LO-8	1	<p>Able to work in a team covering all 3 points completely:</p> <ul style="list-style-type: none"> <li>● Appropriately assign roles and manage teamwork with team members.</li> <li>● Efficiently take responsibility for their assigned tasks.</li> <li>● Respect the roles and responsibilities of their teammates.</li> </ul>	<p>Able to work in a team covering 2 out of 3 points:</p> <ul style="list-style-type: none"> <li>● Appropriately assign roles and manage teamwork with team members.</li> <li>● Efficiently take responsibility for their assigned tasks.</li> <li>● Respect the roles and responsibilities of their teammates.</li> </ul>	<p>Able to work in a team covering 1 out of 3 points:</p> <ul style="list-style-type: none"> <li>● Appropriately assign roles and manage teamwork with team members.</li> <li>● Efficiently take responsibility for their assigned tasks.</li> <li>● Respect the roles and responsibilities of their teammates.</li> </ul>	Unable to work in a team according to the various points based on the scoring criteria of 2-4
	GE-LO-10	1	Able to apply their entrepreneurial knowledge completely, clearly and	Able to apply their entrepreneurial knowledge completely, clearly and	Able to apply their entrepreneurial knowledge completely, clearly and	Unable to demonstrate the entrepreneurial skills

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
			<p>accurately as specified in the assignment for all points:</p> <ul style="list-style-type: none"> <li>• Understand the problem and problem-solving process.</li> <li>• Analyze businesses according to various situations.</li> <li>• Identify business opportunities or growth paths.</li> <li>• Able to plan finances, investments, or analyze return on investment</li> </ul>	<p>accurately as specified in the assignment for 3 of 4 points:</p> <ul style="list-style-type: none"> <li>• Understand the problem and problem-solving process.</li> <li>• Analyze businesses according to various situations.</li> <li>• Identify business opportunities or growth paths.</li> <li>• Able to plan finances, investments, or analyze return on investment</li> </ul>	<p>accurately as specified in the assignment for 2 of 4 points:</p> <ul style="list-style-type: none"> <li>• Understand the problem and problem-solving process.</li> <li>• Analyze businesses according to various situations.</li> <li>• Identify business opportunities or growth paths.</li> <li>• Able to plan finances, investments, or analyze return on investment</li> </ul>	