

GENERAL EDUCATION, KMITL
COURSE SYLLABUS

Course Code	96643022	Course Title	SOCIAL ENTREPRENEURS		
Total Credits	3	Semester / Year of Study	1/2026	Section	TBD
Date-Time	Thu 09:00-12:00 (TBC)				
Course Description (English)	Study the role of social entrepreneurs in selecting social problems and adding value to local businesses through business principles, including planning and system management, in order to resolve social problems without emphasizing individual profit from the business. Explore possibilities for creating new approaches to solve social problems and improve society.				
Course Coordinator	Dr. Wibool Piyawattanametha				
Course Instructors	Dr. Wibool Piyawattanametha; invited speakers and mentors (TBC)				
Teaching Assistant (if any)	TBA				
Counselling Schedule	Right after class / by appointment		Teaching Language	☐ Thai ☒ English ☐ Others, please specify.....	
Website or Online Teaching Method (if any)			GoEDU / LMS / class Line group (TBC)		
Course Learning Outcomes					
By the end of this course, the student will be able to					
CLO-1. Analyze social problems, stakeholder needs, and community/business contexts for social entrepreneurship.					
CLO-2. Apply social entrepreneurship principles to evaluate opportunities for local value creation and social impact.					
CLO-3. Design a viable social enterprise model that balances mission, revenue, operations, and sustainability.					
CLO-4. Develop a business plan including stakeholder validation, marketing, operations, financial assumptions, and impact metrics.					
CLO-5. Communicate and defend a social enterprise plan through persuasive presentation and evidence-based Q&A.					

General Education Learning Outcome: GE-LO		
	GE-LO	Value
☐	GE-LO-1 Analytical and Critical Thinking	
☒	GE-LO-2 Complex Problem Solving	2.25
☒	GE-LO-3 Creativity	2.25
☐	GE-LO-4 Interpersonal Skills	
☒	GE-LO-5 Integrity and Perseverance	1.50
☐	GE-LO-6 Active Learning and Learning Strategies	
☐	GE-LO-7 Resilience, Stress Tolerance and Flexibility	
☒	GE-LO-8 Leadership and Social Influence	3.00
☒	GE-LO-9 Communication	2.25
☒	GE-LO-10 Entrepreneurship and Startup	3.75
☐	GE-LO-11 Digital Quotient Literacy and Digital Media Production	
Total Value		15

Teaching Plan and Evaluation Plan

Session	Topic/Sub-topic	Activities	Notes
1	Course overview: social entrepreneurship, impact-first mindset, class expectations, team formation.	Lecture, case discussion, team formation	CLO-1
2	Social problems and systems thinking: selecting social problems, stakeholders, beneficiaries, and local business context.	Lecture, in-class activities	CLO-1, CLO-2
3	Field discovery and empathy interviews: evidence gathering, community observation, and problem validation.	Lecture, workshop, fieldwork briefing	CLO-1, CLO-2
4	Problem framing and root-cause analysis: defining the target problem, constraints, and success criteria.	Lecture, group activity	CLO-1, CLO-2
5	Value proposition for social impact: beneficiaries, customers, payers, and local value creation.	Lecture, case study	CLO-2, CLO-3
6	Social enterprise business models: revenue model, mission alignment, partnerships, and resource flows.	Lecture, workshop	CLO-3
7	Measuring social impact: Theory of Change, SDGs, outputs, outcomes, and impact indicators.	Lecture, in-class activities	CLO-2, CLO-4
8	Market and ecosystem analysis: community partners, competitors/substitutes, policy support, and stakeholder incentives.	Lecture, case discussion	CLO-2, CLO-4
9	Ethics, governance, and responsible entrepreneurship: integrity, inclusion, risk, and unintended consequences.	Lecture, guest speaker/case (TBC)	CLO-2, CLO-4
10	Operations and service delivery systems for social enterprises: roles, processes, resources, and implementation planning.	Lecture, workshop	CLO-3, CLO-4
11	Financial planning for sustainability: cost structure, pricing, grants, donations, investment, and break-even logic.	Lecture, in-class activities	CLO-3, CLO-4

Session	Topic/Sub-topic	Activities	Notes
12	Marketing, storytelling, and stakeholder communication for social ventures.	Lecture, guest speaker/case (TBC)	CLO-5
13	Business plan workshop: milestones, evidence, peer review, and mentor/guest feedback.	Workshop, peer review	CLO-4, CLO-5
14	Pitch development and rehearsal: persuasive structure, visuals, evidence, and Q&A.	Workshop, mock pitch	CLO-5
15	Final presentations, business plan submission, course wrap-up, and future steps.	Final presentation	CLO-5

Evaluation Plan

Assessment Activities	Value	Score	Week of Evaluation	Notes
Attendance and professional conduct	3.00	12	Weeks 1-15	Attendance, punctuality, preparedness, and respectful participation.
Business plan report	4.50	18	Week 15	Group-based social enterprise business plan.
Final presentation	6.00	24	Week 15/16	Group-based pitch, evidence-based Q&A, and final presentation materials.
In-class progress activities	1.50	6	Weeks 3-14	Short exercises, project progress checks, and peer/mentor feedback.
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	4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
Attendance and professional conduct	GE-LO-5 GE-LO-8	1.50 1.50	Attends at least 90% of sessions; is punctual, prepared, respectful, and consistently contributes to a constructive learning environment.	Attends at least 85% of sessions; generally punctual and prepared; participates constructively with minor inconsistency.	Attends at least 80% of sessions; participation is limited or inconsistent; some issues with punctuality or preparedness.	Attendance below 80% or repeated lateness/unpreparedness; limited contribution or disruptive conduct.
Business plan report	GE-LO-2 GE-LO-3 GE-LO-10	1.50 1.50 1.50	Business plan is complete, evidence-based, mission-aligned, and realistic; demonstrates strong analysis of problem, stakeholders, market, operations, finances, and impact metrics.	Business plan is mostly complete and practical; analysis is generally clear with minor gaps in evidence, implementation, finances, or impact measurement.	Business plan has several incomplete or superficial sections; limited stakeholder evidence, unclear assumptions, or weak linkage between mission and model.	Business plan is incomplete, poorly organized, unrealistic, or missing major components needed to evaluate feasibility and impact.

Scoring criteria according to Assessment Plan (continued)

Assessment Activities	Learning Outcomes	Value	4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
Final presentation	GE-LO-8 GE-LO-9 GE-LO-10	1.50 2.25 2.25	Pitch is persuasive, well-structured, visually clear, and strongly supported by data; team communicates social value, business sustainability, and answers Q&A convincingly.	Pitch is clear and confident with good structure and adequate evidence; handles most questions well with minor issues in delivery or depth.	Pitch is somewhat unclear, lacks persuasive force or evidence, or shows uneven team preparation; Q&A responses are limited.	Pitch is disorganized, difficult to follow, missing major components, or poorly prepared; weak handling of Q&A.
In-class progress activities	GE-LO-2 GE-LO-3	0.75 0.75	Completes progress activities on time with thoughtful evidence of learning, iteration, teamwork, and responsiveness to feedback.	Completes most activities on time with reasonable progress and some evidence of iteration and feedback use.	Completes some activities but work is inconsistent, late, superficial, or weakly connected to project development.	Minimal evidence of progress; activities are missing, late, or not connected to project development.

Internal planning note (not part of scoring): This draft assumes KMITL Semester 1/2569 and a Thursday 09:00-12:00 class slot. Align final presentation before the official final-exam period. Speaker names and dates may be updated without changing CLOs or assessment mapping.