

GENERAL EDUCATION, KMITL

COURSE SYLLABUS

<b>Course Code</b>	96643023	<b>Course Title</b>	TECHNOPRENEURS				
<b>Total Credits</b>	3	<b>Semester / Year of Study</b>	1/2026	<b>Section</b>	101	<b>Date- Time</b>	Mon 13:00-16:00
<b>Course Description (English)</b>	Study and practice the begin of being technopreneurs, strategy of establish and investment development in business, evaluate the business opportunities and its successful, type of investments in technology market, case study of tech business.						
<b>Course Coordinator</b>	Dr. Natthapong Jungteerapanich						
<b>Course Instructors</b>	Mr. Peerapat Asoktummarungsri						
<b>Teaching Assistant (if any)</b>	-						
<b>Counselling Schedule</b>	Mon 16:00-17:00			<b>Teaching Language</b>	<input type="checkbox"/> Thai <input checked="" type="checkbox"/> English <input type="checkbox"/> Others, please specify.....		
<b>Website or Online Teaching Method (if any)</b>	GoEDU						
<b>Course Learning Outcomes</b>							
<p>By the end of this course, the student will be able to</p> <p>CLO-1. Identify, evaluate, and refine commercial opportunities for innovations.</p> <p>CLO-2. Conduct market and feasibility analyses to validate business potential.</p> <p>CLO-3. Understand and apply business models, resource planning, and financial principles for startups.</p> <p>CLO-4. Navigate legal, intellectual property, and contract issues in technological entrepreneurship.</p> <p>CLO-5. Develop, articulate, and pitch a comprehensive business plan for a virtual company.</p>							

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 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	3
<input checked="" type="checkbox"/> GE-LO-9 Communication	3
<input checked="" type="checkbox"/> GE-LO-10 Entrepreneurship and Startup	9
<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

Session	Topic/Sub-topic	Activities	Notes
1	Course Overview, Introduction to Software Entrepreneurship. The KMITL Virtual Company Challenge. Team Formation.	Lecture, In-class activities	CLO-1
2	Idea Generation & Opportunity Recognition. Introduction to Market Studies.	Lecture, In-class activities	CLO-1, CLO-2
3	Value Proposition Design. Customer Discovery & Initial Feasibility.	Lecture, In-class activities	CLO-1, CLO-2
4	Market Analysis: Size, Segments, Trends. Competitive Landscape.	Lecture, In-class activities	CLO-2
5	Defining Your Business Model.	Lecture, In-class activities	CLO-3
6	Minimum Viable Product (MVP) for your Virtual Co. Lean Startup Principles.	Lecture, In-class activities	CLO-1, CLO-3
7	Intellectual Property Basics (Patents, Copyrights, Trademarks). Legal Frameworks & Intro to Contracts.	Lecture, In-class activities	CLO-4
8	Marketing & Sales Strategy for Software. Branding your Virtual Company.	Lecture, In-class activities	CLO-3
9	Virtual Company Operations: Team Roles, Resource Management, Development Process.	Lecture, In-class activities	CLO-3
10	Cost Analysis: Development, Marketing, Operational Costs. Basic Financial Terminology.	Lecture, In-class activities	CLO-3
11	Introduction to Startup Finance: Bootstrapping, Angel Investment, VC Funding Overview.	Lecture, In-class activities	CLO-3

Session	Topic/Sub-topic	Activities	Notes
12	Business Plan Essentials: Structure, Key Sections. Writing a Compelling Executive Summary.	Lecture, In-class activities	CLO-5
13	Crafting Your Pitch. Presentation Skills Workshop.	Lecture, In-class activities	CLO-5
14	Business Plan Work Session. Peer Review & Feedback. Q&A with Instructor.	Lecture, In-class activities	CLO-5
15	Final Presentations. Course Wrap-up & Future Steps.	In-class activities	CLO-5

#### Evaluation Plan

Assessment Activities	Value	Score	Week of Evaluation	Notes
Active participation	1.5	6	Weeks 2-8, 10-16	
Workshop	4.5	18	Weeks 4-8, 10-15	
Midterm exam	3	12	Week 9	
Final exam	6	24	Week 17	
<b>Total</b>	<b>15</b>	<b>60</b>		

#### Evaluation criteria

<input checked="" type="checkbox"/> <b>Group-based</b>								
<input type="checkbox"/> <b>Standard-based</b>								
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"/> <b>Satisfactory/Unsatisfactory (S/U)</b>								
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)
Active participation	GE-LO-8	1.5	Attend at least 90% of all class sessions and submit at least 90% of all assignments on time.	Attend at least 90% of all class sessions and submit at least 80% of all assignments on time.	Attend at least 80% of all class sessions and submit at least 70% of all assignments on time.	Attend at least 80% of all class sessions and submit at least 60% of all assignments on time.
Workshop	GE-LO-8	1.5	Conducts a thorough analysis of both positive and negative social and environmental impacts, including long-term and indirect effects, with supporting evidence or reasoning.	Addresses both social and environmental impacts adequately; some indirect or long-term effects may be missing.	Mentions impacts superficially or focuses only on positive aspects; analysis lacks depth or balance.	Ignores or dismisses social and environmental impacts, or only addresses them as an afterthought.
	GE-LO-9	1.5	Presentation is highly engaging, persuasive, clearly communicates value, and is well-supported by visuals and data. Excellent handling of Q&A.	Clear and confident presentation with good structure; handles questions fairly well. Minor issues in delivery or content.	Presentation is somewhat unclear, lacks impact, or shows lack of preparation. Struggles with Q&A.	Presentation is disorganized, hard to follow, or missing major components. Poor presentation and Q&A handling.
	GE-LO-10	1.5	Business plan is complete, well-structured, realistic, and demonstrates deep understanding of market, operations, legal, and financial aspects.	Business plan is mostly complete and demonstrates a good understanding with some minor gaps or unclear sections.	Business plan has several incomplete or superficial sections; limited clarity or depth.	Business plan is poorly organized, incomplete, or lacks key components.

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
Midterm exam	GE-LO-10	3	Demonstrates thorough understanding of key concepts with accurate, well-articulated answers and insightful reasoning.	Demonstrates good understanding with mostly correct answers and adequate explanation.	Limited understanding; several incomplete or incorrect answers.	Shows minimal understanding or effort; most answers incorrect or missing.
Final exam	GE-LO-9	1.5	All key ideas and arguments are expressed precisely and unambiguously. The reader never has to guess the intended meaning; complex concepts are broken down into clear, digestible explanations.	Most ideas are clearly expressed. Occasional vagueness or imprecision occurs but does not significantly impede understanding.	Some ideas are clear, but others are vague or confusing, requiring the reader to infer meaning. Key concepts may be underexplained.	Ideas are frequently unclear, ambiguous, or contradictory. The reader struggles to follow the intended meaning throughout the report.
	GE-LO-10	4.5	Demonstrates mastery of course content with well-reasoned answers that integrate multiple course concepts.	Shows solid understanding and correctly applies most concepts with minor errors.	Basic understanding; answers are vague, underdeveloped, or partially incorrect.	Lacks conceptual understanding; answers are mostly incorrect or irrelevant.