GENERAL EDUCATION, KMITL

COURSE SYLLABUS

Course Code	96643029	Course Title	Digital Economy				
Total Credits	3 (3-0-6)	Semester / Year of Study		Section		Date-Time	
Course Description (English)	This course will develop and utilize economic principles to better understand and explain the expansion and integration of information and communications technologies into the global economies. It will provide an introduction to concepts and theories useful in analyzing economic aspects of the digital and information technology revolutions.						
Course Coordinator	Dr Navidreza Ahadi						
Course Instructors	Dr Navidreza Ahadi						
Teaching Assistant (if any)							
Counselling Schedule				Teaching Language	☐ Thai ☒ English ☐ Others, please specify………………………		
Website or Online Teaching Method (if any)							

Course Learning Outcome

1. This course will help students to understand and evaluate digital economy approaches as well as key e-commerce business models from a variety of perspectives—as analysts, consumers, entrepreneurs, managers, and investors.

2. Students are able to understand various aspects of our societies, norms and values globally and how 21 centuries should lead us into harmony and unity through ethics and law we have created and live with.

3. Students are able to understand Technology Infrastructure in Digital Economy.

4. Students are able to understand Security and Payment Systems.

5. Students are able to understand Online Content and Media.

6. Students are able to understand Online Retail and Services and B2B E-commerce.

General Education Learning Outcome: GE-LO	

GE-LO	Value
☒ GE-LO-1 Analytical and Critical Thinking	3
☒ GE-LO-2 Complex Problem Solving	2
☒ GE-LO-3 Creativity	3
☐ **GE-LO**-4 Interpersonal Skills	
☒ GE-LO-5 Integrity and Perseverance	2
☐ **GE-LO**-6 Active Learning and Learning Strategies	
☒ GE-LO-7 Resilience, Stress Tolerance and Flexibility	2
☒ **GE-LO**-8 Leadership and Social Influence	1
☒ **GE-LO**-9 Communication	1
☒ **GE-LO**-10 Entrepreneurship and Startup	1
☐ **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 To Class Rules and Syllabus. The revolution is just Social, Mobile, And Local Marketing beginning	Lecture & activity	
2	E-Commerce Business Models And Concepts	Lecture & activity	
3	E-Commerce Infrastructure: The Internet, Web, And Mobile Platform	Lecture & activity	Assigning Group Presentations
4	Building An E-Commerce Presence: Websites, Mobile Sites, And Apps	Lecture & activity	Assigning Individual presentations
5	E-Commerce Security and Payment Systems	Lecture & activity	
6	E-Commerce Marketing and Advertising Concepts	Lecture & activity	
7	Social, Mobile, And Local Marketing	Lecture & activity	
8	Ethical, Social, And Political Issues In E-Commerce	Lecture & activity - Group Presentation	
9	Online Retailing and Services	Lecture & activity - Group Presentation	
10	Online Content and Media	Lecture & activity - Group Presentation	
11	Social Networks, Auctions, And Portals	Lecture & activity - Group Presentation	
12	Key Issues In The Digital Environment	Lecture & activity - Group Presentation	

Week	Topic/Sub-topic	Activities	Notes
13	Keynote Speaker, Class Assignment	Class Assignment & activity -Individual Presentation	
14	B2b E-Commerce: Supply Chain Management And Collaborative Commerce	Lecture & activity	
15	Final Exam Review	Review - Individual Presentation	

Evaluation Plan

Assessment Activities	Value	Score	Week of Evaluation	Notes
Attendance	1	5	semester	Punctuality (later that 9.00 or 13.00 is considered late) 1 hr late = absence **More than 3 absences = U**
Individual Assignment	2	10		**Submitted in the class or as assigned by the teachers** No submission / Blank paper / Plagiarism = 0 score **and Presentation 4-5 min individual presentation** No participation / no presentation = 0 score
Group Assignment + Term Project	5	15		**Submitted in the class or as assigned by the teachers** No submission / Blank paper = 0 score **and individual Presentation Group work (3-4 members) 15-20 min presentation** No participation / no presentation = 0 score
Examinations	7	30		Week 14 and 15 **"Digital Economy Project"** **Submitted in the class or as assigned by the teachers** No submission / Blank paper = 0 score **Presentation** 8-10 min individual presentation No participation / no presentation = 0 score
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.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 Assignments	GE-LO-10	1	Well documented, reasoned and pedagogically appropriate comments on solutions, to all issues in the case study	Appropriate, well thought out comments about solutions, to most of the issues in the case study	Superficial and/or inappropriate solutions to some of the issues in the case study	Little or no action suggested, and/or inappropriate solutions to all of the issues in the case study
	GE-LO-9	1	Good time management, Appropriate communication Using suitable tools	Good time management, Appropriate communication	Good time management, Lack of appropriate communication	Poor time management
3. Group Assignment +TERM Project	GE-LO-3	3	Precise presentation Unique ideas Integrated knowledge	Precise presentation Unique ideas	Precise presentation Ordinary ideas	Unclear presentation
	GE-LO-7	2	Cover all objectives and contents	Cover most objectives and contents	Cover some objectives and contents	Not cover any objectives and contents
4. Examinations	GE-LO-1	3	Cover all analysis, and contents	Cover most analysis, and contents	Cover some analysis, and contents	Not cover any analysis, and contents
	GE-LO-2	2	Cover all solutions	Cover most solutions	Cover some solutions	Not cover any solutions
	GE-LO-5	2	Clear results with reasonable explanation	Clear results	Unclear results with reasonable explanation	Unclear results