



COURSE SYLLABUS

First Semester Academic Year 2019

1. Faculty of Economics **Department of** Bachelor of Arts in Entrepreneurial Economics, International Program

2. Course code: 01111496 **Course name:** Selected Topics in Entrepreneurial Economics

Total credits: 3 (0 - 3)

Prerequisite (course code and name)

Section: Wednesday **Day and Time:** 9-12am

Room: 5605

3. Lecturer(s): 1. Assistant Professor Dr. Itthipong Mahathanaseth
2. Dr. Wichai Taechawattananan

4. Office hours for consultation with students

Day **Time:** **Room**

Telephone **e-mail address:**

5. Course Objective(s)

1. To deal with situations sensibly and realistically in a way that is based on practical considerations
2. To develop and build on the skills you need to do effectively
3. To understand and familiarize with entrepreneurial skills
4. To train for becoming an entrepreneur with ground knowledge of economics

6. Course Description

The course is mainly participation-oriented. It provides concepts, tools, and step-by-step guidelines for management in business, including examples of academic and business situations.

7. Course Outline

1. Topic objectives
2. Topic getting started
3. Topic learning
4. Topic practice
5. Topic assessment

8. Student-centered Teaching Method(s)

Teaching method and course structure are divided into the following 4 steps:

Step1: Getting started that is what would you do to achieve business goals and keep organization on track?

Step 2: Learning: that is applicable tools and advices for dealing with a specific management issue

Step3: Practice: that is interactive exercises to strengthen your skills

Step 4: Assessment that measures student understanding

9. Teaching Aids/Materials

Power-Point Presentation and Projector

10. Measure(s) of Achievement

	Percent
1. Attendance	10
2. Practice / Participation	20
3. Assessment / Measurement	70
Total	<u>100</u>

11. Grading

A: 80 up, B+: 75-79, B: 70-74, C+: 65-69, C: 60-64, D+: 55-59, D: 50-54, F: 50 below

12. Textbook(s) and Readings (in bibliography style)

1. Management Tips: From Harvard Business Review, By Harvard Business Review
2. Essentials of Entrepreneurship and Small Business Management 9th Edition, Kindle Edition, by Norman M. Scarborough (Author), Jeffrey R. Cornwall (Author)

13. Class Schedule

Week	Date	Topic	Class Activity
1	14 August	Course syllabus, and Basic Entrepreneurial Management	Introduction to the course, and Learning
2	21 August	Basic Entrepreneurial Management (Cont'd)	Assessment
3	28 August	Budgeting	Getting started and Learning
4	4 September	Budgeting (Cont'd)	Practice and Assessment
5	11 September	Customer Focus	Getting started and Learning
6	18 September	Customer Focus (Cont'd)	Practice and Assessment
7	25 September	Finance Essentials	Getting started and Learning

8	2 October	Finance Essentials (Cont'd)	Practice and Assessment
9	9 October	Innovation and Creativity	Getting started and Learning
10	16 October	Innovation and Creativity (Cont'd)	Practice and Assessment
11	30 October	Marketing Essentials	Getting started and Learning
12	6 November	Marketing Essentials (Cont'd)	Practice and Assessment
13	13 November	Performance Measurement	Getting started and Learning
14	20 November	Performance Measurement (Cont'd)	Practice and Assessment
15	27 November	Strategic Thinking	Getting started and Learning
16	4 December	Strategic Thinking (Cont'd)	Practice and Assessment

* Due to time limit, Basic Entrepreneurial Management topic covers Learning and Assessment steps.

14. Other (If any)

Signature.....
 (.....)
Date.....