



COURSE SYLLABUS

First Semester Academic Year 2022

1. Faculty of Economics

2. Course code 01111497 Course name: Seminar

3. Instructor

Section 410: Assoc.Prof. Siwapong Dheera-aumpon, Ph.D.

Section 411: Tidarat Kumkit, Ph.D.

4. Office hours for consultation with students: By appointment

Section 410: E-mail address: fecospd@ku.ac.th

Section 411: E-mail address: fecotrk@ku.ac.th

5. Course Objective(s)

This course is meant to give students practices working in a group in order to explore and research topics and issues in detail using applied theory and concepts. Each student has to give presentations and provide comments/discussions. The topics should be related to the major/minor field and must be approved by the instructor in advance.

6. Course Description

Presentation and discussion on current interesting entrepreneurial economics at the bachelor's degree level.

7. Measure(s) of Achievement: Examinations

	Percent
Class participation and discussion	30
Contents of seminar	20
Individual Presentation	20
Group Presentation	<u>30</u>
	<u>100</u>

8. Grading

Grading is based on the group evaluation and evaluation of individual's presentation from the lecturers as well as participations in class (comments/ask questions). The lecturer retains his/her right to grade based on her criteria and discrete judgment.

9. Classroom Rules

9.1.Be Punctual (come to class on time):

If a member in the group comes to class later than 15 minutes after the class begins, all members in this group are not allowed to present and receive no score on presentation.

9.2.Be Prepared (well-prepared and understand the content of presentation):

(1) Always plan and organize the content of presentation. Ideas presented in a logical order.

(2) Use a plain background and remove unnecessary detail

(3) One idea per slide. (ideally one sentence headline, no more than two lines, that states the assertion of the slide).

(4) Prepare/practice presentation. Present only the main idea not the unnecessary (junk) detail.

When you present, do not read slides word for word in front of audience. If you read, you will be asked to stop presentation and receive no score on presentation.

9.3.For individual presentations, each person has to present within 10 minutes.

9.4.For group presentations, each group has to present within 20 minutes.

9.5.Respect others

Don't chat while your friend is presenting

If you use online chat or talk in class, you are not allowed to present and receive no score on presentation

Assignment

Meeting	Tentative Date*	
1	Aug 8-12	Course introduction by instructors
2	Aug 15-19	Individual Presentation on current issues in the selected field in agribusiness/ logistics/ hotel management/ ICT/ others
No class	Aug 22-26	Submit the followings in writing: Review & Summary of business plan of interested product/company/SMEs -Company overview -Problem Solution -Market-targeted consumer -Sales & Distribution -Competition -Financial
3 & 4	Aug 29-Sep 2 & Sep 5-9	Group Presentation on Review & Summary of business plan of interested product/company/SMEs
No class	Sep 12-16	Submit the followings in writing: Analysis of Situation, Problems, Competition, Opportunity, Challenges in the interested industry/firm
5	Sep 19-23	Group Presentation on Analysis of Situation, Problems, Competition, Opportunity, Challenges in the interested industry/firm
No class	Oct 10-14	Submit the followings in writing: The proposed project to solve the problem/gain opportunity -State the problem (With evidence support) -What problem does your product/service solve? -What is your solution to this problem? -What is the benefit of the project?
6	Oct 17-23	Group Presentation on The proposed project to solve the problem/gain opportunity
No class	Nov 14-18	Submit the followings in writing: A business plan of the proposed project -Marketing (Targeted potential consumers) -Sales& Distribution -Competition (Who is competitors, what are competition strategy) -Pricing -3 yr projection of revenue& cost -Funding -Summary of the proposed project
7	Nov 21-25	Present a business plan of the proposed project