

Course Specification

Name of institution	Mahidol University International College
Campus/faculty/department	Business Administration Division

Section 1 General Information

1. Course code and course title

Thai	ICMB 484 หัวข้อพิเศษทางธุรกิจระหว่างประเทศ (๔): กิจการเพื่อสังคม โมเดลธุรกิจสำหรับคนรุ่นใหม่
English	ICMB 484 Special Topics in International Business (4): Social Entrepreneurship - a Business Model for Modern Generations

2. Number of credit

4 (4-0-8)
(lecture 4 hour – laboratory 0 hours/ self study 8 hours/ week)

3. Curriculum and type of subject

3.1 Curriculum	Offer in every Business Administration curriculum in bachelor's level
3.2 Type of subject	Elective Business Course

4. Responsible faculty member

หม่อมหลวงดิศปนัดดา ดิศกุล

5. Trimester / year of study

5.1 Trimester	T2/2016-2017
5.2 Number of students	20 students

6. Pre-requisites

Juniors

7. Co-requisites

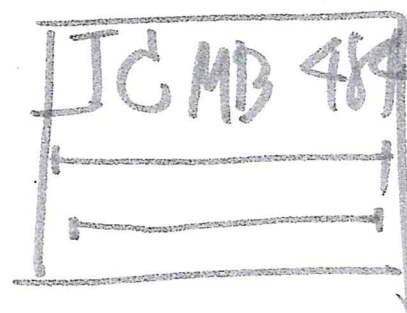
-

8. Venue of study

Mahidol University International College, Salaya campus

9. Date of latest revision

November 2016



Section 2 Goals and Objectives

1. Goals

After successful completion of this course, students will be able to:

- 1.1 Obtain a holistic understanding of the sustainability and social entrepreneurship theories, concepts, implementation and assessment toolkits
- 1.2 Compare and contrast different social entrepreneurship business models and cases
- 1.3 Obtain hands-on practical experiences in social entrepreneurship
- 1.4 Design and develop a feasible social entrepreneurship business plan

2. Objectives of development/revision

To revise course in order to remain current to developments in the subject area

Section 3 Course Management

1. Course descriptions

ทฤษฎีและหลักการเรื่องความยั่งยืนและผู้ประกอบการสังคม การค้นหาและตอบ โจทย์ปัญหา การพัฒนาแผนธุรกิจสำหรับผู้ประกอบการสังคม การวัดผลธุรกิจด้วยมาตรวัดทางสังคม กรณีศึกษาธุรกิจเพื่อสังคม

Concept and Theories of Sustainability and Social Entrepreneurship, Problem Identification and Pain Points, Social Entrepreneurship Business Plan Development, Measurements of Social Impacts, Case Studies of Social Entrepreneurship

2. Credit hours / trimester

Lecture	Additional class	Laboratory / field trip/ internship	Self study
48 hours (4 hour x 12 weeks)	-	0 hours (0 hour x 12 weeks)	96 hours (8 hours x 12 weeks)

3. Number of hours that the lecture provides individual counseling and guidance

4 hours/week

Section 4 Development of Students' Learning Outcome

1. Expected outcome on students' skill and knowledge

Students will develop their knowledge relating to sustainability, social entrepreneurship and project management as well as practice their skills in planning, systematic thinking, critical thinking, analytical thinking, creativity, communication, teamwork, and problem solving. Being exposed to different sustainability and social entrepreneurship models that are used around the world, students gain the opportunity to design and develop a social business concept that fits with the Thai context.

2. Teaching methods

Lecture-based teaching during class hours, Field trip, Group discussion of case studies, Business consultation and advisory, Final group project and presentation

3. Evaluation methods

1. Morality and Ethics

1.1 Expected outcome on morality and ethics

- ☐ (1) Perceive importance of morality, ethics, and integrity
- ☒ (2) Have discipline, self and social responsibility
- ☐ (3) Have a positive attitude in professional and express their morality and ethics
- ☒ (4) Respect and follow rules and regulations of institution and society

1.2 Teaching methods

Learning Centered Education: Emphasis on knowledge development, important skills in career development and living, encourage students to use their full potentials.

- 1) Lecture which involves questions and class discussion on certain topics and special lecture session conducted by experience practitioners from related filed
- 2) Case studies with an emphasis on morality and ethics
- 3) Individual and/or group assignments and discussion

1.3 Evaluation methods

- 1) Class attendance, class participation and behavior in class
- 2) Quality of individual and/or group assignments

2. Knowledge development

2.1 Expected outcome on knowledge development

- ☐ (1) Have knowledge and understanding of theories and concepts in natural science, social science, humanities, and business administration
- ☒ (2) Have ability to apply the knowledge from other disciplines to the business situations/problems
- ☐ (3) Have knowledge and understanding of the research process to solve business problems
- ☒ (4) Have ability to analyze business situations/problems and develop appropriate strategies accordingly
- ☐ (5) Have knowledge and understanding of the role that information technology plays in business

2.2 Teaching methods

Learning Centered Education: Emphasis on knowledge development, important skills in career development and living, encourage students to use their full potentials.

- 1) Lecture which involves questions and class discussion on certain topics and special lecture session conducted by experience practitioners from related field
- 2) Case studies and case analysis
- 3) Project assignment and presentation
- 4) Field trip

2.3 Evaluation methods

- 1) Quality of individual and/or group projects/assignments
- 2) Presentation of knowledge synthesis
- 3) Class attendance and class participation

3. Intellectual development

3.1 Expected outcome on intellectual development

- (1) Have ability to gather and analyze business information that leads to creative and effective strategies
- (2) Have analytical and systematic thinking
- (3) Have ability to apply knowledge and skills to solve business problems

3.2 Teaching methods

Learning Centered Education: Emphasis on knowledge development, important skills in career development and living, encourage students to use their full potentials

- 1) Case studies
- 2) Group discussion
- 3) Field trips

3.3 Evaluation methods

- 1) Analysis of case studies
- 2) Presentation of knowledge synthesis
- 3) Class attendance and class participation

4. Interpersonal relationship and responsibility

4.1 Expected outcome on Interpersonal relationship and responsibility

- (1) Have ability to effectively communicate both in English and other foreign languages with other people in the society
- (2) Have ability to work in team both as a leader and follower
- (3) Take responsibility in one's work as well as in a group work
- (4) Self development both in academic and professional career

4.2 Teaching methods

- 1) Group projects/assignments

- 2) Encourage real-life experience by engaging students in interactive sessions with experience practitioners

4.3 Evaluation methods

- (1) Group presentation of the knowledge synthesis
- (2) Within-group peer evaluation
- (3) Class attendance and class participation

5. **Mathematical analytical thinking, communication skills, and information technology skills**

5.1 Expected outcome on mathematical analytical thinking, communication skills, and information technology skills

- (1) Have ability to conduct both quantitative and qualitative analysis
- (2) Have good communication skills (Listening, Speaking, Reading, and Writing)
- (3) Have ability to use information technology for communication and presentation in appropriate ways

5.2 Teaching methods

- 1) Lecture and group discussion of case studies
- 2) Assignment and presentations

5.3 Evaluation methods

- 1) Analysis of the case
- 2) Presentation of the knowledge synthesis
- 3) Class attendance and class participation

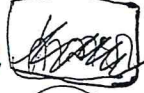
Section 5 Teaching and Evaluation Plans

1. Teaching plan

Week	Topic	Hours	Teaching methods/ multimedia	Instructor
Week 1 Fri 13 Jan 2017	Concept and Theories of Sustainability and Social Entrepreneurship	4	Lecture	MFL Foundation team
Week 2 Fri 20 - Sun 22 Jan 2017	Problem Identification and Pain Points / Participatory Observation	8	Field Trip at Doi Tung Development Project, Chiangrai	MFL Foundation team
Week 3 Fri 27 Jan 2017	Social Entrepreneurship Business Plan Development	4	Lecture	MFL Foundation team
Week 4 Fri 3 Feb 2017	Social Entrepreneurship Business Plan Development	4	Lecture	MFL Foundation team
Week 5 Fri 10 Feb 2017	Financial Impacts Assessments	4	Lecture	MFL Foundation team
Week 6 Fri 17 Feb 2017	Social Impacts Assessments	4	Lecture	MFL Foundation team
Week 7 Fri 24 Feb 2017	Case Study 1 (2 hours) Project Consultation (1 hours)	3	Lecture / Consultation	MFL Foundation team / MUIC team
Week 8 Fri 3 Mar 2017	Case Study 2 (2 hours) Project Consultation (1 hours)	3	Lecture / Consultation	MFL Foundation team / MUIC team
Week 9 Fri 10 Mar 2017	Case Study 3 (2 hours) Project Consultation (1 hours)	3	Lecture / Consultation	MFL Foundation team / MUIC team
Week 10 Fri 17 Mar 2017	Case Study 4 (2 hours) Project Consultation (1 hours)	3	Lecture / Consultation	MFL Foundation team / MUIC team
Week 11 Fri 24 Mar 2017	Case Study 5 (2 hours) Project Consultation (2 hours)	4	Lecture / Consultation	MFL Foundation team / MUIC team
Week 12 Fri 31 Mar 2017	Project Presentation	4	Project Presentation	MFL Foundation team / MUIC team

case study ๓๓ ปี

caso

สมมุติ: 

contact กับ ~~ทีม~~ SE มอวอ

(14-18
16-20)  

@ 300 บาทต่อคน

Budget

2. Evaluation plan

Evaluation	Methods / activities	Week	Percentage
1	Participation	1-11	25
2	Project Follow-Up and Consultation	8-11	25
3	Group Project Report and Presentation	12	50

Section 6 Teaching Materials and Resources

1. Texts and main documents

-

2. Documents and important information

-

3. Documents and recommended information

Mahidol University's online resources such as Business Sources Complete, EBSCO, Emerald, and Science Direct eJournals

Section 7 Evaluation and Improvement of Course Management

1. Strategies for effective course evaluation by students

1.1 Evaluation of peers by students

1.2 Student evaluation

- (1) Course content
- (2) Course management
- (3) Suggestions
- (4) Overall opinion

2. Evaluation strategies in teaching methods

Student evaluation

3. Improvement of teaching methods

A program director will consult with the course advisor for needed improvements.

4. Evaluation of students' learning outcome

Analysis of students' learning outcomes using scores from peer evaluation and advisor evaluation on each student's management participation and job performance, the quality of management presentation, and a final report.

5. Review and improvement for better outcome

Meeting of lecturers to review the course before semester starts and before each period of teaching