

Semester 1 / 2021

Saturday, 9:00 a.m. – 12:00 p.m.
Virtual Classroom (Zoom)

Instructor:	Asst. Prof. Dr. Somboon Kulvisaechana
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Facebook group:	ER211 BE 2021

Course Description:

The course introduces students to basic concepts and topics in entrepreneurship through classroom discussion and real-life case studies. It focuses on key elements and processes in the creation and growth of new ventures, providing a whirlwind tour of issues related to conceptualizing, developing and managing successful new ventures as well as an in-depth, hands-on look into the processes of real-world ventures.

It is also designed as an experiential learning journey that includes readings, lectures, case discussions and interaction with real world start-up companies. Readings and lectures will provide you with a framework to analyze and highlight key points of entrepreneurship issues. Case discussions and interaction with real world start-up companies will provide you with opportunities to apply what you have learned to understand and address real world problems.

Course Objectives:

This course is designed for students who wish to develop themselves to be a passion-driven entrepreneur in the future. Given full participation in the course students will:

1. investigate concepts, tools and practices associated with identifying or creating new venture opportunities;
2. shape and evaluate the viability of the business opportunities by understanding key industry factors, market, competitive factors and customer needs; and
3. gain a better understanding of personal entrepreneurial capacity and management

Suggested Textbook:

Kuratko, D.F. (2020). *Entrepreneurship: Theory, Process, Practice*, 11th Edition, Cengage Learning.

Course Outline:

Session	Dates	Topics	Instructor
1	August 14 (09.00 – 12.00)	Introduction to entrepreneurship	Dr. Somboon
2	August 21 (09.00 – 12.00)	Design thinking for entrepreneurship	Dr. Somboon
3	August 28 (09.00 – 12.00)	Innovation and business model	Dr. Somboon
4	September 4 (09.00 – 12.00)	Rocket pitch and the art of pitching	Dr. Somboon
5	September 11 (09.00 – 12.00)	Project supervision I	Dr. Somboon
6	September 18 (09.00 – 12.00)	Customer journey and insight	Dr. Somboon
7	September 25 (09.00 – 12.00)	Digital marketing for entrepreneurs	Dr. Somboon
8	October 9 (09.00 – 12.00)	Project supervision II	Dr. Somboon
9	October 16 (09.00 – 12.00)	Cases in entrepreneurship	Dr. Somboon
10	October 23* (09.00 – 12.00)	Milestone project check	Dr. Somboon
11	October 30 (09.00 – 12.00)	Entrepreneurship in action I	Dr. Somboon
12	November 6 (09.00 – 12.00)	Venture capital	Dr. Somboon
13	November 13 (09.00 – 12.00)	Project supervision III	Dr. Somboon
14	November 20 (09.00 – 12.00)	Entrepreneurship in action II	Dr. Somboon
15	November 27 (09.00 – 12.00)	Final team project presentation	Dr. Somboon

Note: *Public holiday – to be discussed whether the session is to be postponed.

Course Evaluation:

1. In-class participation	20%
2. Learning contribution	10%
3. Project supervision	15%
4. Milestone project check	15%
5. Final team project report	20%
6. Final team project presentation	10%
7. Project peer review	<u>10%</u>
Total	<u>100%</u>

Note: A minimum pass requirement of the course is 50%.

Descriptions of the Course Evaluation:

1. In-class participation (20%) provides students with the opportunity to share their ideas and analyses with their classmates. Students are **NOT** expected to have the “right” answers, yet logical views on issues being discussed. Nor are you expected to dominate the discussion in every class. Students are, however, required to be prepared and contribute **regularly** to the classroom discussion. The evaluation scheme is designed to encourage participation by judging both the **quality** and **quantity** of participation.

2. Learning contribution (10%) is way for students to share interesting thoughts / perspectives in a form of the written work on Facebook Group. An entrepreneurship-related topic will be posted periodically whereby the students pick an article or a VDO clip of the interview or Ted Talk of their choice and then summarize the entire content into 3 key learning points maximum. A brief description for each respective key learning point is required. Paraphrasing the content of the learning points is encouraged. Also, an URL of the article / VDO clip has to be provided. Learning contribution is optional, not considered as an assignment. Therefore, it is up to the students to make an effort to share their learning perspectives with other classmates. Marks are thereafter rewarded, accordingly.

3. Project supervision (15%) serves as a playground for each team to extensively discuss the initial business idea and, at the same time, seek practical advice on how to improve it. Some of the design thinking steps can be applied to craft out the business idea. Each team member is expected to engage in a short presentation, followed by Q&A. It is normally a collective team effort by which the scores are equally distributed among the team members, unless otherwise the least participating team member being clearly identified.

4. Milestone project check (15%) is literally regarded as an official project progress presentation in which each team has intensively discussed and, thereafter, crystalized the business idea for the next stage. The students should embrace contextual changes and incorporate the contents of the lectures and project supervisions into the project. It mainly focuses on some of, but not limited to, the following aspects, what is the ultimate purpose of the business idea? Who are the target customers? Why does the world need such a business idea? What are the identified pain points? What is the qualitative market research result gained from either interviews, focus groups, observations, or a combination thereof? What is the total addressable market or the market demand? And there are more of the other relevant aspects that each team wishes to address to help justify the business idea. **Only the presentation deck** is to be submitted via e-mail to somboon@tbs.tu.ac.th

on **22nd October 2021 (before noon)**. The format of the oral presentation is to be announced when time approaches.

5. Final team project report (20%) is a no-more-than-20-page report reflecting a story of the business idea being pitched. The 20-page report excludes the appendices. The report write-up requirements are as follows: Font Calibri, Font size 12, Paragraph 1.5 and Normal Page Margin = 1 inch all sides. **The PDF file of the report** is to be submitted via e-mail to somboon@tbs.tu.ac.th on **26th November 2021 (before noon)**.

6. Final team project presentation (20%) assimilates the real-life startup pitching practice in which each team is given a specified time period to deliver the articulated pitch presentation to prospective seed / angel investors. The format of the pitch presentation is to be announced when time approaches.

7. Project peer review (10%) allows all team members to electronically evaluate one another's individual performance and contribution to the project on a basis of meritocracy. A concept of individual anonymity applies.

Zoom Etiquette

In order to bolster a sense of learning professionalism among the students before/while attending the Virtual Classroom (VC), The students have a full responsibility to co-create the best learning experiences possible by following the instructions below.

- 1) Settle yourself well in a quiet space / room where background noise / interruptions are minimized
- 2) Appear on screen in an appropriate dress and sit straight – avoid lying down on the bed, slouching on the couch or setting yourself in excessively relaxing postures
- 3) Log in to Zoom prior to the class time, if possible, to leave enough time for troubleshooting any unforeseen issues that may arise
- 4) Register your account, after successfully logging in, with your first name, not nickname, in English
- 5) Ideally have your camera on at all time, if the speed of the Internet connection allows, and position it to be at the eye level, if possible
- 6) Prepare adequate lighting which enables the instructor to see your face clearly and, thus, communicate with you more properly
- 7) Use a plain / virtual background – avoid backlight from bright windows and motion background which may distract our class attention
- 8) Mute your microphone when not speaking or until you are required to talk
- 9) Press the raise-hand icon in Zoom, if you wish to participate, and wait for being notified by the instructor – avoid interrupting / talking over others

10) Engage yourself in discussions in the chat box with a proper use of language – avoid using colloquial / impolite words, which carry any negative connotation or offensive attempt, under any circumstances at all time

11) Only post chat messages relevant to the lessons or topics being discussed

12) Limit any distractions, e.g., playing on-line games, taking photos, using social media, watching Netflix, talking on the phone and chatting with friends, while attending class

Note: Though this is a 101-basic course, it requires tremendous efforts in carrying out team projects and pursuing an extensive self-study to gain a better understanding about the subject with unclear guidelines. This assimilates a real-life of an entrepreneur which allows the students to get a glimpse of how self-made entrepreneurs take on a challenging, yet rewarding, journey of starting up a business.

Self-assessment

Below is the self-assessment test to check whether you are suitable to take this course or not.

Statements	Yes	No
I actively participate in class and interact with classmates.		
I take action against my teammate who is a free-rider.		
I enjoy taking new initiatives with limited guidance.		
I always contribute my best to the team and the class.		
I am disciplined enough to take an extra reading on my own.		
I am fully committed to class attendance & class engagement.		

If your answers are all “Yes,” welcome on board. If there is even a single “No” in the test, you may wish to consider taking some other courses, instead.

ACADEMIC CALENDAR & HOLIDAY SEMESTER 1/2021

Semester 1/2021 (August 9 - November 27, 2021)	
Classes Begin	August 9, 2021
Add-drop period	August 6 - 15, 2021
Tuition Fee Installment Plan For ID.61-63 only <i>(9 AM - 10.30 PM)</i>	#Round 1 (July 16 – 18, 2021) #Round 2 (August 30 – September 3, 2021) #Round 3 (September 20 – 22, 2021)
<i>H.M. Queen Sirikit The Queen Mother's Birthday*</i>	<i>August 12, 2021</i>
<i>Prince Mahidol Day*</i>	<i>September 24, 2021</i>
Mid-term Examination Period	September 27 - October 3, 2021
Withdrawal period with "W" on record	October 11 - November 15, 2021
<i>H.M. King Bhumibol Adulyadej The Great Memorial Day*</i>	<i>October 13, 2021</i>
<i>Substitution for King Chulalongkorn's Day*</i>	<i>October 22, 2021</i>
<i>King Chulalongkorn's Day*</i>	<i>October 23, 2021</i>
Last day of class for Semester 1/2021	November 27, 2021
Final exam period	November 29-30, December 1-3, 7-9, 11-17, 2021
<i>H.M. King Bhumibol Adulyadej The Great's Birthday*</i>	<i>December 5, 2021</i>
<i>Substitution for H.M. King Bhumibol Adulyadej The Great's Birthday*</i>	<i>December 6, 2021</i>
<i>Constitution Day*</i>	<i>December 10, 2021</i>

Remark * Holiday, No classes during this period