

Semester 1 / 2024

Saturday, 9:00 a.m. - 12:00 p.m. (noon)
Room #204 Faculty of Economics Building

Instructor:	Asst. Prof. Dr. Somboon Kulvisaechana
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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:

Hisrich, R., Peters, M. & Shepherd, D. (2024). *Entrepreneurship*. 12th Edition. McGraw Hill.

Course Outline:

Session	Dates	Topics	Instructor
1	August 17 (09.00 – 12.00)	Introduction to entrepreneurship	Dr. Somboon
2	August 31 (09.00 – 12.00)	<i>Design thinking for entrepreneurship</i>	<i>Dr. Somboon</i>
3	August 31 (13.00 – 16.00)	<i>Business model and project assignment</i>	<i>Dr. Somboon</i>
4	September 7 (09.00 – 12.00)	Entrepreneurial journey (Intrepid)	Dr. Somboon
5	September 14 (09.00 – 12.00)	Project supervision I	Dr. Somboon
6	September 28 (09.00 – 12.00)	<i>Customer journey and insight</i>	<i>Aj. Pasnai</i>
7	September 28 (13.00 – 16.00)	<i>Digital marketing for entrepreneurs</i>	<i>Aj. Pasnai</i>
8	October 12 (09.00 – 12.00)	Milestone project check	Dr. Somboon
9	October 19 (09.00 – 12.00)	Entrepreneurial insights I	Dr. Somboon
10	October 26 (09.00 – 12.00)	Project supervision II	Dr. Somboon
11	November 2 (09.00 – 12.00)	Entrepreneurial insights II	Dr. Somboon
12	November 9 (09.00 – 12.00)	Venture capital (White)	Dr. Somboon
13	November 16 (09.00 – 12.00)	Project supervision III	Dr. Somboon
14	November 23 (09.00 – 12.00)	Social entrepreneurship	Dr. Somboon
15	November 30 (09.00 – 12.00)	Final team project presentation	Dr. Somboon

Course Evaluation:

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

Note: A minimum score of 50 is required to pass the course.

Descriptions of the Course Evaluation:

1. In-class participation (15%) 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 (5%) is a way for students to share interesting thoughts / perspectives in a form of the written work. The students pick **TWO recent entrepreneurship-related articles of their choice** and then summarize **EACH** article within a ½ A-4 page. The other ½ A-4 page is dedicated to at least 3 key learning points gained from the article. A brief description for each respective key learning point, incorporating with your intent to internalizing them, is required. Paraphrasing the content of the learning points is discouraged. A source of reference of each article is required to be written in a smaller text so as to save up the space for the analysis part. A total of **2 pages of work maximum** is expected. Learning contribution is optional, not considered as an assignment. Therefore, it is up to the students to try to share their learning perspectives with other classmates. Marks are thereafter rewarded, accordingly. The deadline is **December 1, 2024 by 12.00 p.m. (Noon)**. You are required to name the PDF file under Student ID, followed by your name, e.g., 66xxxxxx_Anita. The file can be uploaded to <https://shorturl.asia/RXymb>. In order to avoid any redundant article being chosen, you should check out the headlines of the articles previously submitted before you start your work.

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 (10%) 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 **11st October 2024 (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 **1st December 2024 (before noon)**.

6. Final team project presentation (10%) 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 (15%) 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.

8. Final examination (10%) is an open-book, proctored, on-campus exam which aims to examine each student's understanding in the application of the concepts of entrepreneurship and experiences learnt throughout the course.

<< 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.