

Semester 1 / 2023

Saturday, 9:00 a.m. - 12:00 p.m. (noon)
Room #203 Faculty of Economics Building

Instructor:	Asst. Prof. Dr. Somboon Kulvisaechana
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Facebook group:	ER211 BE 2023

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 19 (13.00 – 16.00)	Introduction to entrepreneurship	Dr. Somboon
2	September 2 (09.00 – 12.00)	Design thinking for entrepreneurship	Dr. Somboon
3	September 2 (13.00 – 16.00)	Innovation and business model	Dr. Somboon
4	September 9 (09.00 – 12.00)	Rocket pitch and the art of pitching	Dr. Somboon
5	September 16 (09.00 – 12.00)	Project supervision I	Dr. Somboon
6	September 23 (09.00 – 12.00)	Customer journey and insight	Aj. Pasnai
7	September 30 (09.00 – 12.00)	Digital marketing for entrepreneurs	Aj. Pasnai
8	October 14 (09.00 – 12.00)	Project supervision II	Dr. Somboon
9	October 21 (09.00 – 12.00)	Milestone project check	Dr. Somboon
10	October 28 (09.00 – 12.00)	Cases in entrepreneurship	Dr. Somboon
11	November 4 (09.00 – 12.00)	Entrepreneurial insights - I	Dr. Somboon
12	November 11 (09.00 – 12.00)	Venture capital (White)	Dr. Somboon
13	November 18 (09.00 – 12.00)	Project supervision III	Dr. Somboon
14	November 25 (09.00 – 12.00)	Entrepreneurship insights – II	Dr. Somboon
15	December 2 (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 pass requirement of the course is 50%.

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 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 try 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 (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 **20th October 2023 (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 2023 (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.

ACADEMIC CALENDAR & HOLIDAY SEMESTER 1/2023

Semester 1/2023 (August 15 – December 4, 2023)	
<i>the TU Office of the Registrar (TU REG) will process the registration (semester 1/2023) for all BE students who have completed the pre-registration via BE Portal.</i>	July 17 – 20, 2023
Tuition Fee Payment Period (Via TU Greats App)	July 21 – August 11, 2023
Create Plan from Quota via TU Greats App (*ID.66)	August 1 - 9, 2023
Registration via TU Greats App (*ID.66)	August 10, 2023
Classes Begin	August 15, 2023
Add-drop period	August 15 – 28, 2023 <i>(from 9.00 AM of August 15 to 10.30 PM of August 28)</i>
Tuition Fee Payment Period (Via TU Greats App)	August 15 – 29, 2023 <i>(9 AM - 10.30 PM)</i>
Mid-term Examination Period	October 1 – 7, 2023
<i>H.M. King Bhumibol Adulyadej The Great Memorial Day*</i>	<i>October 13, 2023</i>
<i>King Chulalongkorn's Day*</i>	<i>October 23, 2023</i>
Withdrawal period with "W" on record	September 4 – October 22, 2023 <i>(from 9.00 AM of September 4 to 10.30 PM of October 22)</i>
Special Withdrawal with "w" on record	October 24 – November 20, 2023
Last day of class for Semester 1/2023	December 4, 2023
Final exam period	December 12 – 23, 2023
<i>H.M. King Bhumibol Adulyadej The Great's Birthday*</i>	<i>December 5, 2023</i>
<i>Constitution Day*</i>	<i>December 10, 2023</i>
<i>Substitution for Constitution Day*</i>	<i>December 11, 2023</i>
Submitting Forms for Degree Conferral	August 15 – 28, 2023

Remark * Holiday, No classes during this period
Updated: July 24, 2023