

Summer / 2019

Mondays and Saturdays, 9:00 am – 12:00 pm

Online Classes via Zoom Meetings

Instructor:	Asst. Prof. Dr. Somboon Kulvisaechana
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Facebook group:	ER211 Summer 2020

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 Textbooks:

Kuratko, D.F. (2019). *Entrepreneurship: Theory, Process, Practice*, 11th Edition, Cengage Learning.

Hisrich, R., Peters, M. & Shepherd, D. (2017) *Entrepreneurship*, 10th Edition, McGraw Hill.

Course Outline:

Session	Dates	Topics	Instructors
1	June 8 (09.00 – 12.00)	Introduction to entrepreneurship	Dr. Somboon
2	June 13 (09.00 – 12.00)	Design thinking for entrepreneurship	Dr. Somboon
3	June 15 (09.00 – 12.00)	Rocket pitch and the art of pitching	Dr. Somboon
4	June 20 (09.00 – 12.00)	Entrepreneurship in action - I	Dr. Somboon
5	June 22 (09.00 – 12.00)	Innovation and business model	Dr. Somboon
6	June 27 (09.00 – 12.00)	Customer journey and insight	Ajarn Pasnai
7	June 29 (09.00 – 12.00)	Digital marketing for entrepreneurs	Ajarn Pasnai
8	July 4 (09.00 – 12.00)	Milestone project check (20%)	Dr. Somboon
9	July 6 (09.00 – 12.00)	Cases in entrepreneurship	Dr. Somboon
10	July 11 (09.00 – 12.00)	Entrepreneurship in action - II	Dr. Somboon
11	July 13 (09.00 – 12.00)	Project supervision - I	Dr. Somboon
12	July 18 (09.00 – 12.00)	Entrepreneurial finance	Dr. Somboon
13	July 20 (09.00 – 12.00)	Project supervision - II	Dr. Somboon
14	July 25 (09.00 – 12.00)	Entrepreneurship in action - III	Dr. Somboon
15	July 27 (09.00 – 12.00)	Final team presentation (30%)	Dr. Somboon

Course Outline:

> Milestone project check (midterm)	20%
> Final team presentation	30%
> Business plan (max. 20 pages)	25%
> Individual assignment & Participation	<u>25%</u>
Total	<u>100%</u>

Notes:

> Class participation 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.

> There is no written exam, both mid-term and end-term. The course evaluation is based on practical approaches, such as pitch presentations and business plan reports, in both individual and team formats. Any students wish to become free riders to get by for grades, please think twice! Interactive participation and in-class engagement take up a large part of the total scores. Therefore, on-line class attendance is mandatory.

> 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 you to get a glimpse of how self-made entrepreneurs take on a challenging, yet rewarding, journey of starting up a business.

> 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.