



Entrepreneurship FOR SMALL BUSINESS

COURSE DESCRIPTION

The course is designed to provide students a practical approach associated with the creation and management of small business. The course also provides the students with business knowledge necessary for successful small business, including topics such as: economics for entrepreneurs, entrepreneurial accounting, financial management, marketing plan in digital era, organization and leadership, and entrepreneurial strategy.



COURSE LEARNING OUTCOMES

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

- Demonstrate business knowledge required to succeed as a small business entrepreneur.
- Apply business knowledge in practice and get expected results.
- Create a business model using the Business Model Canvas.
- Communicate business idea more effectively.

CLASS TOPICS

- Economics for Entrepreneurs
- Entrepreneurial Accounting
- Financial Management
- Marketing Plan in Digital Era
- Organization and Leadership
- Entrepreneurial Strategy
- Idea Generation
- Business Model Canvas
- Business Pitching
- Business Field trips

TEACHING METHODS

- Interactive lectures
- Self-study
- Workshop
- Business Field trip

APPLY FOR
MUIC SUMMER
PROGRAM



<https://muic.mahidol.ac.th/eng/study-abroad/short-term-programs/>



icia@mahidol.ac.th

DATE

JUNE 30 – JULY 28, 2020

APPLICATION DEADLINE

MAY 31, 2020

TEACHING MEDIA

- Power-point presentations
- Handouts
- Multimedia resources

MEASUREMENT AND EVALUATION OF STUDENT ACHIEVEMENT

- Assignments ; *In-Class Assignments, Field Trip Report, Business Model Canvas, Business Pitching*
- Final project presentation
- Class attendance at 80% of total hours to receive final grade





Course Syllabus

1. Program of Study	Business Administration Program
Faculty/Institute/College	Mahidol University International College
2. Course Code	ICMI 436
Course Title	Special Topics in International Business “Entrepreneurship for Small Business”
3. Number of Credits	4 – 0 – 8 (Lecture – Lab – Independent study)
4. Prerequisite(s)	None
5. Type of Course	Elective course
6. Session/Academic Year	Every Trimester
7. Enrollment	Maximum number of students is 20

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9. Course Learning Outcome(s)

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

- 1) Demonstrate business knowledge required to succeed as a small business entrepreneur.
- 2) Apply business knowledge in practice and get expected results.
- 3) Create a business model using the Business Model Canvas.
- 4) Communicate business idea more effectively.

10. Course Outline*:

Class	Topics	Hours
Module 1: Business Foundation		
1	Economics for Entrepreneurs	6
2	Entrepreneurial Accounting	6
3	Financial Management	6
4	Marketing Plan in Digital Era	6
5	Organization and Leadership	6
6	Entrepreneurial Strategy	6
Module 2: Creating the New Organization		
7	Idea Generation	3
8	Business Model Canvas	3
9	Business Pitching	3
Module 3: Best Practices in Entrepreneurs		
10	Business Field Trips	3
		48 hrs.

**Subject to change to fit with the circumstance*

11. Teaching Methods

- 11.1 Interactive lectures
- 11.2 Self-study
- 11.3 Workshop
- 11.4 Business Field trip

12. Teaching Media

- 12.1 Power-point presentations
- 12.2 Handouts
- 12.3 Multimedia resources

13. Measurement and Evaluation of Student Achievement

- 13.1 Students' achievement is measured by the assignments and final project presentation.
- 13.2 Students must have attended at least 80% of the total class hours of the course to receive a final grade.

13.3 Student achievement will be graded according to College and University standard using the following symbols:

Raw Score	Grade
90 – 100	A
85 – 89	B+
80 – 84	B
75 – 79	C+
70 – 74	C
65 – 69	D+
60 – 64	D
< 60	F

13.4 Assessment

Activities	Percentage
In-Class Assignments	30%
Field Trip Report	20%
Business Model Canvas	30%
Business Pitching	20%
Total	100%

14. Course Evaluation

14.1 Student achievement as indicated in number 13 above.

14.2 Student evaluation of course and instructor by means of questionnaire.

15. Course Coordinator

Asst. Prof. Dr. Phassawan Suntraruk

Business Administration Division

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