

# 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 result
- Create a business model using the Business Model Canvas
- Communicate business idea more effectively

## CLASS TOPICS

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

## TEACHING METHODS

- Online lectures
- Self-study
- Workshop
- Project-based Learning

## TEACHING MEDIA

- Power-point presentations
- Handouts
- Multimedia resources

## MEASUREMENT AND EVALUATION OF STUDENT ACHIEVEMENT

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



## APPLY for MUIC SUMMER PROGRAM



## CONTACT US

Email: [icshortterm@mahidol.ac.th](mailto:icshortterm@mahidol.ac.th)  
LINE ID: @muic.shortterm



## Course Syllabus ONLINE

<b>1. Program of Study</b>	Business Administration Program
<b>Faculty/Institute/College</b>	Mahidol University International College
<b>2. Course Code</b>	ICMI 436
<b>Course Title</b>	Special Topics in International Business “Entrepreneurship for Small Business”
<b>3. Number of Credits</b>	4 – 0 – 8 (Lecture – Lab – Independent study)
<b>4. Prerequisite(s)</b>	None
<b>5. Type of Course</b>	Elective course
<b>6. Session/Academic Year</b>	Summer 2020
<b>7. Enrollment</b>	Maximum number of students is 30

### 8. 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.

### 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 Design		
1	Idea Generation	3
2	Business Modeling	3
Module 2: Business Foundation		
3	Economics for Entrepreneurs	6
4	Entrepreneurial Accounting	6
5	Financial Management	6
6	Marketing Plan in Digital Era	6
7	Organization and Leadership	6
8	Entrepreneurial Strategy	6
Module 3: Best Practices in Entrepreneurs		
9	Online SME Panel Discussion	3
10	Business Model Presentation	3
		<b>48 hrs.</b>

*\*Subject to change to fit with the circumstance*

## 11. Teaching Methods

- 11.1 Online lectures
- 11.2 Self-study
- 11.3 Workshop
- 11.4 Project-based learning
- 11.5 Panel discussion

## 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 (Individual)	30%
Javelin board (Group)	20%
Business Model Canvas (Group)	40%
Reflection essay from the SME panel discussion (Individual)	10%
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

Dr. Thanarerk Thanakijsoombat

Business Administration Division

Email: thanarerk.tha@mahidol.edu

Tel: +66 2 700 5000 Ext 4464

Office: A433, Adithayathorn Building