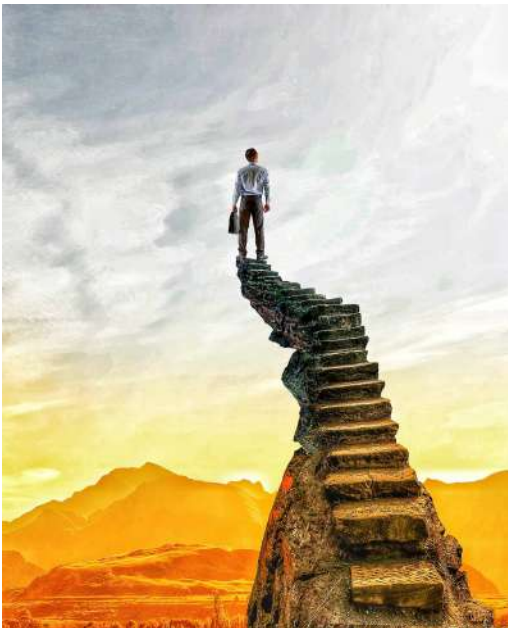




# Entrepreneurship FOR SMALL BUSINESS

## 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 TOPIC

- Economics for Entrepreneurs
- Entrepreneurial Accounting
- Financial Management
- Marketing Plan in Digital Era
- Organization and Leadership
- Entrepreneurial Strategy
- Idea Generation
- Business Modeling
- Online SME Panel Discussion

## TEACHING METHODS

- Online lectures
- Self-study
- Workshop
- Project -based learning
- Panel discussion

APPLY FOR  
MUIC SUMMER  
PROGRAM



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



icshortterm@mahidol.ac.th

DATE

JULY 1- 31, 2021

APPLICATION DEADLINE

MAY 28, 2021

## TEACHING MEDIA

- Power-point presentations
- Handouts
- Multimedia resources

## MEASUREMENT AND EVALUATION OF STUDENT ACHIEVEMENT

- Assignments
- Final project presentation
- Class attendance at 80% of total hours to receive final grade





## 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>	July 2021
<b>7. Enrollment</b>	Maximum number of students is 40

### 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	Lecturer
<b>Module 1: Business Design</b>			
1	Idea Generation	3	Thanarerk
2	Business Modeling	3	Thanarerk
<b>Module 2: Business Foundation</b>			
3	Entrepreneurial Accounting	6	Phassawan
5	Economics for Entrepreneurs	6	Varang
4	Financial Management	6	Benjalux
6	Marketing Plan in Digital Era	6	Kandapa
7	Organization and Leadership	6	Michael
8	Entrepreneurial Strategy	6	Atthapong
<b>Module 3: Best Practices in Entrepreneurs</b>			
9	Online SME Panel Discussion	3	Thanarerk
10	Business Model Presentation	3	Thanarerk
		<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	30%
Javelin board	20%
Business Model Canvas	40%
Reflection essay from the SME panel discussion	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 Thanakijsoibat

Business Administration Division

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