



Course Specification

Seminar in Business Innovative Management Innovation Management Dept. Innovation and Management College SSRU Semester 1 Academic Year 2022

Section 1 General Information

1. Course Code and Title

Course code	PIM 9204
Course title in Thai	สัมมนาวัตกรรมการจัดการภาครัฐกิจ
Course title in English	Seminar in Business Innovative Management

2. Number of Credits 3 (3-0-6)

3. Study program and Course type

3.1 Study program	Doctor of Philosophy in Innovative Management
3.2 Course Type	Major requirement.....

4. Course instructor(s)

4.1 Course coordinator	Asst.Prof.Dr.Poramet Saeng-on
4.2 Course instructor(s)	Dr. Chalernpol Tapsai Asst.Prof.Dr.Poramet Saeng-on

5. Contact College of Innovation and Management /

E - Mail : chalernpol.ta@ssru.ac.th / poramet.sa@ssru.ac.th

6. Semester / Academic year

6.1 Semester	1/2022
6.2 Course enrollment limit	35 persons approximately

7. Pre-requisite course(s) (If any)No.....

8. Co-requisite course(s) (If any)No.....

9. Course Location College of Innovation and Management, Suan Sunandha Rajabhat University

10. Date of the course preparation or revision March 2022

Section 2: Objectives

1. Course objectives

- 1.1 Students will understand about the philosophy and the concepts, theories, and evolution of seminar in business innovation management
- 1.2 Students will be able to distinguish between the influences of society and environment on business management and the analysis and synthesis of the impacts of economic, social, and environmental changes on Innovation management.
- 1.3 Students will analyze about the development of management theory and drive technological innovation artificial intelligence and to enhance the capability and potential for sustainable competition in the world arena.
- 1.4 Students will discussion and analysis international business environment, analysis of business management issues that have been affected by political, economic, social and abroad that affect the business management solution to plan and lead to research
- 1.5 Students will be encouraged to analyze the impact of change in the economy and the organizational in business innovation management.

2. Objectives of the course improvement

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Section 3: Course Implementation

1. Course Description

Seminar on management concepts and international business, discussion and analysis international business environment, analysis of business management issues that have been affected by political, economic, social and abroad that affect the business management solution to plan and lead the thesis.

2. Number of course hours per semester

Lecture (hours)	Tutorial (hours)	Fieldwork / Vocational training (hours)	Self-study (hours)
e.g. 45 (3 hours x 15 week)	-	-Discussing groups, both specific groups and large groups 15 hours -Research Proposal	15 hours

3. Number of hours for individual consultation per week

- 3.1 Office hourse.g. 1 hour/ week.....
- 3.2 On telephone (Number:0859200281
- 3.3 By email (Email address: chalernpol.ta@ssru.ac.th / poramet.sa@ssru.ac.th
- 3.4 On social networks (Facebook/Twitter/Line)
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- 3.5 On computer networks (Internet/Webboard)
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Section 4: Students' Learning Outcome Development

Curriculum Mapping (According to the Program Specification in TQF 2)

Cod e	Course	1. Morality and ethics							2. Knowledge							3. Intellectual ability				4. Interpersonal skills and responsibility			5. Quantitative analytical skills, Communication skills and ICT skills							
		1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	1	2	3	1	2	3	4				
	Seminar in Business Innovative Management	○	○	○	○	○	●	●	●	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○

- Priority responsibility
- Non-priority responsibility

1. Morality and ethics

1.1 The development of morality and ethics

- (1) Students can analyze impacts of seminar in business innovative management on individuals, team, organizations, and society from their knowledge gained from academic and vocational studies.
- (2) Students will respect adopt academic and vocational ethics.

1.2 Teaching methods

- (1) perform activities according to the situation discuss the concept of ideas that create understanding of life, understanding people, and understanding nature and treating each other appropriately and peacefully
- (2) Discussing groups, both specific groups and large groups
- (3) Require students to search for cases that are relevant and then analyze them according to the science and theory studied and exchange knowledge.

1.3 Evaluation methods

- (1) Considering the attendance and work behavior of assignments correctly and on time
- (2) Considering from joint discussions that are reasonable, appropriate, and constructive
- (3) Assess the presentation of the case study assigned

2. Knowledge

2.1 The development of knowledge

- (1) Have knowledge, understanding and are interested in continuously developing their own knowledge and expertise
- (2) Have extensive knowledge in the program of study in order to see changes that may occur in the future
- (3) Able to integrate knowledge in the field of study with knowledge in other related sciences together.

2.2 Teaching methods

Lecture, discussion, presentation case study, analysis and assigned to research analyze articles and related information by summarizing and presenting and organizing group activities for learners to apply the knowledge to lead research.

Evaluation methods

- (1) The evaluation uses the subjective test in the final examination.
- (2) Assessing the result from the assigned report or project
- (3) Analyze case studies, discussion and analysis international business environment, analysis of business management issues

3. Intellectual ability

3.1 The development of intellectual ability

- (1) The principles must be judged and the ideas must be systematic and discussion and analysis international business environment, analysis of business management issues.
- (2) able to search, interpret and evaluate information to be used to solve problems creatively
- (3) able to compile, study, analyze and summarize the issues and needs
- (4) able to apply knowledge and skills in professional work to solve problems that

3.2 Teaching methods

- (1) Group discussion and summary of students' concepts, Students will discussion and analysis international business environment, analysis of business management issues
- (2) Training to analyze problems from the case study that has already been studied. By going to research from various documents
- (3) practical training

3.3 Evaluation methods

1. Final exam focusing on understanding, systematic thinking

4. Interpersonal skills and responsibility

4.1 The development of interpersonal skills and responsibility

- (1) Able to communicate in both Thai and foreign languages
- (2) Able to solve various situations

4.2 Teaching methods

- (1) Assign the case study group assignment, Students will discussion and analysis international business environment, analysis of business management issues
- (2) Assign group assignments, such as case studies and report presentation

4.3 Evaluation methods

- (1) Assessed from the presentation
- (2) Assessment from group discussion

5. Quantitative analytical skills, communication skills and ICT skills

5.1 The development of quantitative analytical skills, communication skills and ICT skills

- (4) Students will be able to use information communication technology appropriately.

5.2 Teaching methods

- (1) Assign the work to study, focusing on citing data from credible sources.
- (2) Present by using the appropriate form and technology

5.3 Evaluation methods

- (1) Assessing from participation
- (2) Evaluating from reports and presenting works in the form of technology

1.6 Students will be encouraged to analyze the impact of change in the economy and the organizational in business innovation management.

Section 5: Lesson Plan and Student Evaluation

1. Lesson plan

Week	Topic / Details	Number of hours	Activities / Teaching approaches	Lecturer
1	Chapter 1: -The philosophy and the concepts, theories of seminar in business innovation management	6	- Lecture - Workbook exercises, Questions & Answers	Dr. Chalernpol Tapsai Asst.Prof.Dr.Poramet Saeng-on

	-The evolution of business innovation management in a new era.			
2	Chapter 2: - Challenges and opportunities of globalization - Global leadership practices and human capital and social capital strategies - Global value chains and institutional contexts	6	Discussion of group activity Lecture Workbook exercises,	Dr. Chalernpol Tapsai Asst.Prof.Dr.Poramet Saeng-on
	1st Written Case Analysis: - Challenges and opportunities of globalization - Global leadership practices and human capital and social capital strategies - Global value chains and institutional contexts		Discussion of group activity Workbook exercises, Questions & Answers	Dr. Chalernpol Tapsai
3	Chapter 3: -Environmental changes to business innovation management in a new era. -Digital Technology and Digital business	9	Discussion of group activity Workbook exercises, Questions & Answers	Dr. Chalernpol Tapsai Asst.Prof.Dr.Poramet Saeng-on
	Written Case Analysis: -Digital business, interculturalism and innovative management models - Innovation and creativity management in a dynamic international, competitive business environment		Workbook exercises, Questions & Answers Case study/Presentation	Dr. Chalernpol Tapsai
	Midterm exam/ Test/ Case study/ Research Topic	3		Dr. Chalernpol Tapsai
4	Chapter 4: The influences of society and environment on business management Case Analysis: - Production efficiency planning, optimization and project implementation in a global and dynamic economy and Innovation business management research	6	Discussion of group activity Lecture Workbook exercises, Questions & Answers	Dr. Chalernpol Tapsai Asst.Prof.Dr.Poramet Saeng-on

	Case study: Research Topic in current and prospective research trends in Innovation business management		Discussion of group activity and the analysis and synthesis	Dr. Chalernpol Tapsai
	Presentation: - Marketing in the context of different cultures and market conditions - The drive technological innovation artificial intelligence in the world arena - Talent and workforce effects in the age of AI		Discussion of group activity	Dr. Chalernpol Tapsai
5	Chapter 5: Workshop Frameworks and Models in Research concept paper - Current and prospective research trends in Innovation business management	9	Discussion of group activity	Dr. Chalernpol Tapsai
6	- Research Concept paper: Methodological issues in Innovation business management research - Presentation in Research concept paper	9	Written Case Analysis – Opportunity - Discussion of group activity	Dr. Chalernpol Tapsai
	Final Exam Due - Assignment / Report /Presentation/ seminar	3		Dr. Chalernpol Tapsai

2. Plan for evaluating the learning outcomes

(Specify the methods used to evaluate the learning outcome development as indicated above, as well as the week of evaluation and the grade proportion.)

Example:

Learning outcomes	Evaluation methods	Week	Grade proportion
1.6, 1.7 4.3, 4.7	Class participation /case study /presentation	1-16	40%
2.2 3.4 5.4	Case study/ Research concept paper Set the seminar	8	20%
2.2 3.4 5.4	Final exam / Research concept paper	16	40%

Section 6: Teaching/ Learning Resources

1. Main text(s)

- Alexander Osterwalder, Yves Pigneur, Alan Smith, and Frederic Etienne (2020). *The Invincible Company: How to Constantly Reinvent Your Organization with Inspiration From the World's Best Business Models*, (Strategyzer) 1st Edition Wiley.
- Deepali Sharma (2014). *Bridging Human Capital and Social Capital Theories*, (M. Russ (ed.), Value Creation, Reporting, and Signaling for Human Capital and Human Assets© Meir Russ 2014.

2. Journal: Research Article

- Ramdani, B., Binsarif, A. and Boukrami, E. (2019), "Business model innovation: a review and research agenda", *New England Journal of Entrepreneurship*, Vol. 22 No. 2, pp. 89-108. <https://doi.org/10.1108/NEJE-06-2019-003>.
- Christina Marie Mitcheltree (2021). Enhancing innovation speed through trust: a case study on reframing employee defensive routines *Entrepreneurship volume 10*, Article number: 4 (2021)
- John P. Ullhøi (2021) From innovation-as-usual towards unusual innovation: using nature as an inspiration. *Journal of Innovation and Entrepreneurship volume 10*, Article number: 2 (2021)
- Chalerm Pol Tapsai and Phannee Rojanabenjakun. (2019). "Value Added of Agricultural Products by Information Technology Through Electronic Marketing." International Academic Multidisciplinary Research Conferences on 7 th – 8 th March 2019. London, United Kingdom. pp. 72-77.
- Muhammad Shahid Khan Poramet Saengon Thanaphon Cheungsirakulvit and Kanyamon Kanchanathaveekul (2020) The moderating effect of strategic fit enhances business performance: Empirical evidence from the telecommunication industry. First published: 29 September 2020. <https://doi.org/10.1002/bsd2.146>
- Kanyamon Kanchanathaveekul, Jaruyapornpat Leesomsiri, Narumol Limlahapun, Wutipong Krobbuaban (2020) The Impact of Technical and Scientific Innovation on the Organizational Innovation in the Private Companies in Thailand. *TEST Engineering & Management*, July-August 2020 ISSN:0193-4120 Page No. 3987 -4000.
- Poramet Saengon, Kanyamon Kanchanathaveekul, Premkamon Jankaweekool, Kittipong Potimu (2020) Considering the factors and efficiency implications of client engagement with brands in social media environment. *International Journal of Psychosocial Rehabilitation* ISSN: 1475-7192. Volume 24 - Issue 7. March 2020. Pages: 1451-1468
- Kanyamon Kanchanathaveekul, Boonthong Uahiranyanon, Tianchai Aramyok, Wannaporn Buddhapoompitak, Mediating Role of Organizational Innovation among the Product, Process, Marketing Innovation and Organizational Performance in the Government Organizations in Thailand. *TEST Engineering & Management*, July-August 2020 ISSN:0193-4120 Page No. 3976 -3986
- Kanyamon Kanchanathaveekula, Jaruyapornpat Leesomsirib, Boonthong Uahiranyanon, Wannaporn Buddhapoompitak. The Influence of Advance Unit Centralization, Advance Unit Formalization, and Ecological Competitiveness on the Exploitative

- Innovation in the Manufacturing in Thailand. **SRP**, Vol 11, Issue 6, Jun-Jul 2020. 2020; 11(6): 1475-1486
- Narumol Limlahapun, Jaruyapornpat Leesomsirib, Kanyamon Kanchanathaveekul. The Influence of Synchronous Acceptance of Scientific and Governmental Innovation, Investment in High Scientific Information and R&D Reserve on Production-Oriented Innovation Presentation in SMEs of Thailand. **Sys Rev Pharmacy** 2020;11(6):1463-1474, Vol 11, Issue 6, Jun-Jul
- Karsira Trirungruanga, Ananya Banyongpisutb, Kanyamon Kanchanathaveekul, Wannaporn Buddhapoompitakd, Assessing the Impact of Job Characteristics on Service Quality of Thai Nurses: Mediating Role of Employee Involvement, **International Journal of Innovation, Creativity and Change**.//www.ijicc.net Volume 14, Issue 7, 2020 P349-362
- Chatchawan Phudthonamochoaia, Noppadol Tiamnarab, Kanyamon Kanchanathaveekul, Wannaporn Buddhapoompitakd, Exploring Moderating Role of Job Resource Adequacy: The relationship of Supervisor and Coworkers support on Affective Organizational Commitment, International, **Journal of Innovation, Creativity and Change**. //www.ijicc.net Volume 14, Issue 7, 2020 P.363-381
- Wannaporn Buddhapoompitaka, Wuttipong Krobbuabanb, Narumol Limlahapun, Kanyamon Kanchanathaveekul, The Mediating Impact of High Level of Innovation among the Knowledge and Training of the Employees in SMEs of Thailand, **Systematic Reviews in Pharmacy**. 11(6): 1452-1462 Vol 11, Issue 6, Jun-Jul 2020
- Yananda Siraphatthada, Duangkamol Thitivesa, Anchalee Hiranphaet, Poramet Saeng-on (2020), Participatory Management Model for Corporate Social Responsibility in Small and Medium Enterprises, **The International Journal of Innovation, Creativity and Change**, Vol 14 Issue 3
- Yananda Siraphatthada, Kanyamon Kanchanathaveekul, Chatkaew Hatrawang, Boonthai Kaewkhantee.(2020) The Impact of Competitive Dynamism on the Association between Firm Capabilities and Growth: An Investigation of Thai Pharmaceutical Industry. Year: **Systematic Reviews in Pharmacy** Volume: 11, Issue: 4. April 30, 2020; 11(4): 82-87
- Bundit Pungnirund, Watchrin Sangma, Kanyamon Kanchanathaveekul, Naiyana Wongjunya.(2020) Impact of Pharmaceutical Product Dynamics on Social Norms and Values: An Empirical Study from Bangkok-Thailand. **Systematic Reviews in Pharmacy**. April 30, 2020 2020; 11(4): 75-81.
- Wilailuk Rakbumrung, Premkamon Jankaweekool, Nuttavut Phonsri, Kanyamon Kanchanathaveekul.(2020) Improving team innovative efficiency via social media and Transactive memory system. **International Journal of Psychosocial Rehabilitation**. ISSN:1475-7192. Volume 24: Issue 7, March. Pages: 1517-1532.
- Sumalee Ramanust, Sakrapee Worawattanaparin, Kanyamon Kanchanathaveekul, Chairit Thonggrawd, (2020) Influence of Green Marketing Practices on Intention to Purchase Green Products with Moderating Role of Emotions among Thai Restaurants. **International Journal of Innovation, Creativity and Change**, Issue of February 2020. Pages.169-189.
- Sirinya Siriyannun, Kanyamon Kanchanathaveekul. (2019). The Impact of the ASEAN Economic Community on Migrant Labor on the Thai-Malaysian Border. Proceedings of 74th **Research for International Conference, Hamburg, Germany**, 4th - 5th December, 2019, Pages.57-59.

Chanya Tansakul and Kanyamon Kanchanathaveekul. Developing personnel competence in tourism and hospitality industry under ASEAN framework of small and medium enterprises in Phuket, Thailand, 2019 **APacCHRIE & EuroCHRIE Joint Conference** (22-25 May 2019, Hong Kong).

3. Document

Kanyamon Kanchanathaveekul (2020) Innovation Management in a New Era. Document: Powerpoint.

Section 7: Course Evaluation and Course Improvement

1. Strategies to evaluate effectiveness of the course by student feedback

1. e.g. discussion among the instructor and learners, instructor evaluation form, course evaluation form

2. Strategies to evaluate teaching

1. e.g. feedback from peer instructor, students' grades

2. Mechanisms to improve teaching

1. e.g. pedagogical research

3. Verification of students' learning outcomes / Grade revision

1. e.g. examining students' grades at random, curriculum committee examination

4. Review and plan for the improvement of the course effectiveness

1. e.g. adhere to the biannual course revision, improve the teaching techniques