



Course Specification

Course Code DMK 1203 **Courses** Fundamentals of Digital Marketing Business
Major Digital Marketing Faculty/College College of Innovation and Management
Suan Sunandha Rajabhat University
Semester 2 Year 2022

Chapter 1 General Information

1. Course code and name

Course code DMK1203
English course name: Fundamentals of Digital Marketing Business

2. Number of credits 3 credits (3–0–6)

3. Curriculum and course types

3.1 Bachelor of Business Administration Program Digital Marketing
3.2 Types of courses Special subjects Compulsory subjects

4. Instructors in charge of the course and instructors

4.1 Instructors in charge of the course Ajarn Kathaleeya Chanda
4.2 Instructors Ajarn Kathaleeya Chanda

5. Contact address Building 37, 3rd floor / E – Mail: Kathaleeya.ch@ssru.ac.th

6. Semester/year of study

6.1 Semester 2/2022, first year
6.2 The number of students accepted about 50 people.

7. Courses that must be taken before (Pre-requisite) (if any) None

8. Courses to be taken at the same time (Co-requisites) (if any) None

9. Place of study, room 3733–34

10. Date of preparation or improvement 27 October 2021

Details of the latest course

Chapter 2 Aims and Objectives

1. Objectives of the course

- 1.1 To have knowledge An understanding of the basic characteristics of different types of businesses.
- 1.2 To have knowledge Understanding of business establishment and business registration in various forms
- 1.3 To gain knowledge and understanding, to be able to collect marketing information and analyze market opportunities.
- 1.4 To have knowledge understanding of organizational management performance production operations, financial management and management of human resources
- 1.5 To acquire knowledge, understanding, being able to study and analyze various problems related to business operations.

1.6 To gain knowledge and understanding, to be able to apply the knowledge gained from the study in business operations and to be ethical. Social and environmental responsibility

2. Objectives of course development/improvement

2.1 for the content to be accurate and modern, suitable for everyday life

2.2 To make teaching and learning easier to understand able to learn effectively

2.3 To provide students with knowledge the ability to apply the knowledge gained to develop work properly

Chapter 3 Characteristics and Operations

1. Course Description

Basic characteristics of business types; elements of business operation; principles of business management for information technology; guidelines for business establishment; organizing; marketing management; financial management; production management; human resource management; tax; business law with morality and business ethics; effects of business on environment; creative thinking enhancement for unique creative thinking

2. Number of hours spent per semester

Describe (Hour)	Extra Teaching (Hour)	Practice/Job Fieldwork/Internship(Hours)	Self-study (Hour)
Tutoring according to the needs of specific students	There is no field practice.	Self-study 3 hours a week	Tutoring according to the needs of specific students

3. The number of hours per week that teachers give advice and academic advice to individual students.

(Responsible for the course, please specify information, for example, 1 hour/week)

3.1 Consult in person at the instructor's room. Teachers' quarters, 3rd floor, Building 37, Faculty/College of Innovation and Management Suan Sunandha Rajabhat University

3.2 Consultation via work phone / mobile phone number 089-555-6062

3.3 Consult via electronic mail (E-Mail) Kathaleeya.ch@ssru.ac.th

3.4 Consult via online social networks (Facebook/Twitter/Line) Kathaleeya Chanda

3.5 Consulting via computer network (Internet/Webboard) www.elcim.ssru.ac.th/Kathaleeya_ch

Section 4 Development of student learning outcomes

1. Morality and ethics

- (1) Realize the value of morality, ethics, honesty and sacrifice towards the profession and society.
- (2) Discipline, punctuality and self-responsibility. and dedicate time to work in the profession
- (3) Be generous and have good human relations with related people and people in society.
- (4) Respect the rights and listen to the opinions of others. as well as respecting the value and dignity of human beings based on the 2007 Constitution.
- (5) Respect rules and regulations of the organization and society
- (6) Have self-confidence and dare to express opinions publicly. in the right way

- ☐ (7) Have a strict academic and professional code of conduct

1.2 Method of teaching

(1) prescribing an organizational culture in order to instill discipline in students Emphasis is placed on attending classes on time as well as dressing according to university regulations.

(2) Requirements are clarified for students to be responsible by working in that group, training them to know the duties of being a group leader and being a member of a group.

(3) Requirements are clarified for students to be honest and not commit fraud in exams or plagiarize other people's homework, etc., in accordance with the University's regulations.

(4) It is a lecture with examples of case studies on ethical issues related to the use of language programs on technology developed on the topic described. such as intellectual piracy on software developed affecting the image

(5) Instructors insert moral issues. Ethics in teaching all subjects as well as activities to promote morality and ethics, such as honoring students who have done well Make a contribution to the common good. Sacrifice

1.3 Evaluation methods

(1) Check students' punctuality in attending classes. Submission of tasks on time as assigned and participation in activities

(2) Check students' discipline and readiness for participation in group activities.

(3) to examine the amount of fraudulent acts in the examinations

(4) Examine the responsibilities of the assigned duties.

2. Knowledge

2.1 Knowledge to be developed

☐ (1) Having good basic knowledge in related sciences, both academic and professional fields, able to apply appropriately; and continue to study at a higher level

☐ (2) Have up-to-date knowledge and can develop knowledge of their own for use in development planning in the line of work and social development

☐ (3) Have knowledge, ability and advanced technology is always available for bringing information technology efficiently

☒ (4) Be able to effectively monitor academic progress and business evolution, especially information technology and communication for marketing; and can be applied very well

☐ (5) Having knowledge, understanding and interest in developing one's own knowledge and expertise continually

☐ (6) Having extensive knowledge in the field of study in order to foresee changes that may occur in the future

☐ (7) Be able to integrate knowledge in the field of study with knowledge in other related fields of study. Length of time students are on course

2.2 Teaching Methods

Lectures, discussions, along with examples Learners take action. When you encounter problems or have questions will answer the question question analysis and raise a case study Includes exercises and group work. report presentation Assignment to search for articles related information by summarizing and presenting Focusing on the students and learning together between students and teachers. The details are as follows:

(1) Use teaching and learning in a variety of ways by emphasizing theoretical principles and practical application in the real environment keep pace with technological changes

(2) Organize learning from real situations through study visits or invite experts with direct experience to be guest speakers on specific subjects.

(3) Work practice in operational studies or work practice in a workplace

2.3 Evaluation Methods

- (1) Verify the consistency of the test with the learning outcome.
- (2) Examination of subtest results
- (3) Mid-semester and final examination results.
- (4) Examination of reports prepared by students.
- (5) Class report presentation

3. Intellectual skills

3.1 Intellectual skills to be developed

- ☐ (1) The idea must be discretionary and the idea must be systematic.
- ☒ (2) Be able to search for, interpret and evaluate information to be used to solve problems creatively
- ☒ (3) Be able to collect, study, analyze and summarize problems and needs
- ☐ (4) Be able to apply knowledge and skills in vocational expertise to solve problems happen properly

3.2 Teaching Methods

- (1) Case studies on information technology application
- (2) Group discussion
- (3) Give students the opportunity to practice.

3.3 Evaluation Methods

- (1) Examine from searching, interpreting and evaluating information. to be used to solve problems creatively by students
- (2) Check from the results of work and practice of students
- (3) Check from class presentation.

4. Interpersonal skills and responsibilities

4.1 Interpersonal skills and responsibilities to be developed

- ☐ (1) Be able to effectively communicate in both Thai and foreign languages with various groups of people;
- ☐ (2) Being able to provide assistance and facilitation in solving various situations, both in the role of leader or in the role of working teammates
- ☒ (3) Able to use knowledge in science to guide society on appropriate issues.
- ☒ (4) Be responsible for one's own actions and responsible for work in the group.
- ☐ (5) Be able to take the initiative to present issues in resolving the situation, both privately and publicly. as well as showing appropriate stances for one's own and those of the group
- ☐ (6) Be responsible for the continuous development of their own and professional learning.

4.2 Teaching Methods

- (1) Teaching strategies used to develop learning in interpersonal skills and responsibilities; By developing students to be able to think, analyze, initiate, plan and take responsibility for learning and self-development.
- (2) Organize learning activities in the course for students to learn in a cooperative way. practice group work
- (3) Involves self-responsibility and social responsibility. Human relations, understanding of organizational culture into the subject.

4.3 Evaluation Methods

Assessed from the behavior and expression of the students in the presentation of the group report in the class. And observed from the behaviors shown in participating in various activities and the completeness and clarity of the learning information on interpersonal skills and the ability to take responsibility as follows

- (1) Examine the ability to adapt to situations and use knowledge of science to guide society on appropriate issues.
- (2) check from the responsibilities and achievements of the work assigned
- (3) Examine the human relations between groups and those outside the group.
- (4) Verify from being able to work with others.

5. Numerical analysis, communication and information technology skills

5.1 Numerical analysis, communication and information technology skills to be developed

- (1) Possess skills in using the tools necessary for working effectively, especially computers.
- (2) Be able to communicate effectively orally and in writing along with choosing the form of presentation media appropriately
- (3) Can use information technology appropriately

5.2 Teaching Methods

- (1) Organize learning activities in various subjects for students to analyze the simulation situation and virtual situations
- (2) Propose an appropriate solution.
- (3) To learn by taking information A variety of modern situations to be used in applications for maximum benefit.

5.3 Evaluation methods

- (1) Examine the use of computers for work and presentations.
 - (2) Examine from examining reports and class presentations by selecting appropriate media.
 - (3) Examine the use of information technology to search for information. Knowledge related to the course6.
- Other aspects

Symbols ● means main responsibility

Symbols ○ means secondary responsibility

Blank means not responsible.

This will appear on the map showing the distribution of responsibility for learning outcomes from curriculum to subject (Curriculum Mapping).

1. Chapter 5 Lesson Plans and Assessment

Lesson Plan

Week	Title/Details	Amount (hrs.)	Learning Activities Teaching/Media Used	Instructor
1	<ul style="list-style-type: none"> – Goals and course outlines – clarify the rules Practices and Evaluation Assessment – The definition of business and the concept of doing business 	3	Teaching Activities <ol style="list-style-type: none"> 1. Describe goals and outlines. 2. clarify the rules Practices and Evaluation Assessment 3. Introducing techniques for using technology information to students 4. Recommend the use of supporting documents teaching and electronic media 5. Recommend websites related to course teaching materials <ol style="list-style-type: none"> 1. Teaching documents 2. Power Point 	Kathaleeya Chanda
2	<ul style="list-style-type: none"> – Basic characteristics of different types of businesses 	3	Teaching Activities <ol style="list-style-type: none"> 1. Lecture. Explain the content according to the topic of the lesson. 2. Ask students to ask questions and express their opinions. 3. Do exercises at the end of the teaching material chapter. <ol style="list-style-type: none"> 1. Teaching documents 2. Power Point 	Kathaleeya Chanda
3–4	<ul style="list-style-type: none"> – Elements used in business 	6	Teaching Activities <ol style="list-style-type: none"> 1. Lecture. Explain the content according to the topic of the lesson. 2. Ask students to ask questions and express their opinions. 3. Do exercises at the end of the teaching material chapter. <ol style="list-style-type: none"> 1. Teaching documents 2. Power Point 	Kathaleeya Chanda
5	<ul style="list-style-type: none"> – Principles of Business Management for Information Technology – Assign tasks to divide into groups to think about topics by using marketing information technology to apply. This is in line with the research on “Promotion and Development of Processed Agricultural Products for Value and Competitiveness”. of community enterprises Singburi Province. 	3	Teaching Activities <ol style="list-style-type: none"> 1. Lecture. Explain the content according to the topic of the lesson. 2. Ask students to ask questions and express their opinions. 3. Group work by giving the topic of the problem. by integrating with research on “Promotion and development of processed agricultural products to be valuable and competitive. of 	Kathaleeya Chanda

Week	Title/Details	Amount (hrs.)	Learning Activities Teaching/Media Used	Instructor
			community enterprises Singburi Province.	
6	– Guidelines for establishing an organization business	3	Teaching Activities 1. Lecture. Explain the content according to the topic of the lesson. 2. Ask students to ask questions and express their opinions. 3. Do exercises at the end of the Teaching Material Chapter. 1. Teaching documents 2. Power Point	Kathaleeya Chanda
7–8	– Marketing Management – Finance Management – Production Management	6	Teaching Activities 1. Lecture. Explain the content according to the topic of the lesson. 2. Ask students to ask questions and express their opinions. 3. Do exercises at the end of the Teaching Material Chapter. 1. Teaching documents 2. Power Point	อาจารย์ศุภิสยา จันทา
9	– Human Resource Management	3	Teaching Activities 1. Lecture. Explain the content according to the topic of the lesson. 2. Ask students to ask questions and express their opinions. 3. Do exercises at the end of the Teaching Material Chapter. 1. Teaching documents 2. Power Point	Kathaleeya Chanda
10	– Midterm Exam	3	Midterm Exam	Kathaleeya Chanda
11	– Tax and Business Law	3	Teaching Activities 1. Lecture. Explain the content according to the topic of the lesson. 2. Ask students to ask questions and express their opinions. 3. Do exercises at the end of the Teaching Material Chapter. 1. Teaching documents 2. Power Point	Kathaleeya Chanda
12	– Ethics, Business Ethics	3	Teaching Activities (online) 1. Lecture. Explain the content according to the topic of the lesson. 2. Ask students to ask questions and express their opinions. 3. Do exercises at the end of the	Kathaleeya Chanda

Week	Title/Details	Amount (hrs.)	Learning Activities Teaching/Media Used	Instructor
			Teaching Material Chapter. 1. Teaching documents 2. Power Point	
13	– The impact of business on the environment	3	Teaching Activities 1. Lecture. Explain the content according to the topic of the lesson. 2. Ask students to ask questions and express their opinions. 3. Do exercises at the end of the Teaching Material Chapter. 1. Teaching documents 2. Power Point	Kathaleeya Chanda
14–15	– Enhancing creativity to achieve their own initiative	6	Teaching Activities (online) 1. Lecture. Explain the content according to the topic of the lesson. 2. Ask students to ask questions and express their opinions. 3. Do exercises at the end of the Teaching Material Chapter. 1. Teaching documents 2. Power Point	Kathaleeya Chanda
16	– Presentation of group work	3	Teaching Activities 1. Lecture. Explain the content according to the topic of the lesson. 2. Ask students to ask questions and express their opinions. 3. Do exercises at the end of the Teaching Material Chapter. 1. Teaching documents 2. Power Point	Kathaleeya Chanda
17	- Final Exam	3	Final Exam	Kathaleeya Chanda

2. Learning Evaluation Plan

(Specify the learning evaluation method for each sub-topics as shown in the map showing the distribution of course responsibilities. (Curriculum Mapping) as defined in the course description, assessment week and assessment proportion)

Learning Outcomes	How to assess learning	Assessment week	Proportion of evaluation
1. TQF 5 sides 1.1 Morality and ethics 1.2 Knowledge 1.3 Cognitive skills 1.4 Interpersonal skills and responsibilities	1. Evaluate the results from observing the behavior of doing Student activities and performances 2. Evaluate results from presentations and opinions. 3. Assessment of responsibility for attendance and assignments.	Throughout the term	10%

Learning Outcomes	How to assess learning	Assessment week	Proportion of evaluation
1.5 Numerical analysis, communication and information technology skills	4. Evaluate the results from the amount of fraudulent acts in the examination. 5. Observe the behavior of participating in group work activities. 6. Presentation, explanation, discussion techniques using information technology		
1.1–1.2	Assignment	1–16	10%
1.1	Midterm Exam	9	30%
1.1–1.2	Group Report	14–16	20%
1.2	Final Exam	17	30%

Section 6 Teaching Resources

1. Textbooks and main documents

- 1) Teaching documents Business Fundamentals for Information Technologists
- 2) Book Principles of Business Administration (PRINCIPLES OF BUSINESS ADMINISTRATION) (ISBN:9789742256562)
by Asst. Prof. Suraphan Chandaensuwan
- 3) Cattleya Chanda (2023). Promotion and development of processed agricultural products to have value and competitive of community enterprises In Buri District Singburi Province Research Suan Sunandha Rajabhat University

2. Important documents and information

- <http://learners.in.th/blog/insiri/๒๒/๑๙๗/๘๙๗?class=yuimenuitemlabel>
- <http://mfatix.com/home/node/๒๕>
- <http://www.kmitl.ac.th/agritech/nutthakorn/๐๕๐๙๗๐๐๙/๒๒๐๕/isweb/Lesson%๒๐๗/htm>

3. Documents and recommended information

- http://www.bu.ac.th/knowledgecenter/epaper/july_dec๒๐๑๒/pdf/ac๑๒.pdf
- http://academia.edu/๑๕๕๕๐๑๒/_
- http://www.chakkham.ac.th/krusuriya/index.php?option=com_content&view=article&id=๕๕&Itemid=๑๕
- http://www.mof.go.th/social/interviews_read.php?seo_url=๕๕๒๒๒๒๒๒/๑๒๒๒๒๒๒๒

Section 7 Assessment and Improvement of Course Operations

1. Strategies for assessing course effectiveness by students

Have students evaluate the effectiveness of the course, including teaching methods, activities organized inside and outside the classroom. and supporting materials for teaching and learning of teachers which has an impact on learning and learning outcomes received, along with suggestions for improving teachers and teaching methods student centered

2. Teaching evaluation strategies

(Specify the method of assessment to obtain teaching information, e.g. from an observer. or teaching team or academic performance of students, etc.)

Assessed by the College of Innovation and Management with the appointment of an assessment committee. or from the observation of teaching by the instructor in charge of the course and academic performance of students

3. Improving teaching

(Explain mechanisms and methods for improving teaching, such as how the faculties/departments have established mechanisms and methods for teaching improvement.

class research workshops to improve teaching and learning, etc.)

The College of Innovation and Management requires that instructors or course supervisors review and improve teaching strategies and methods based on the evaluation of course performance. and prepare a report after teaching at the end of the semester

Due to the situation of COVID-19 Causing the university to have a policy to provide online teaching for students, teachers therefore have changed the method of teaching online for students.

4. Verification of student achievement standards in the course

(describe the process used to verify the standard of student achievement according to the learning outcome standard of the course, for example Verification from exam scores or assignments The process may be different for different subjects or for standards for each aspect of learning outcomes)

verification of learning achievement at the course level It is to verify the process of teaching and learning and evaluation of the course. At the end of the semester It should be verified from 2 main processes as follows:

4.1 Verification of teaching and learning management, namely, verification of the correctness of the teaching plan (TQF 3), verification of the appropriateness of the subject matter contained in the teaching plan. that if taught as specified in TQF 3, will achieve the standard of actual learning outcomes Evidence is evident, e.g. interviews with learners. having the learners write results of their learning And compared with the results that the teacher collected the data, that is, the verification is a data collection. to be used as evidence confirming that the standard of learning outcomes actually occurs

4.2 Verification in the evaluation, i.e. examining learners' test-taking Analyzing the exam to see if the standard of learning outcomes can be measured as specified or not. scoring criteria verification of achievements or test scores To ensure that the grades and grades received by each learner are appropriate.

5. Implementation of review and planning to improve course effectiveness

(Describe the process of using the information obtained from the evaluation from items 1 and 2 to plan for quality improvement)

The branch has a system for reviewing course effectiveness. by considering the results of teaching evaluation by students Course Reporting by Instructors After reviewing course effectiveness Teachers are responsible for reviewing the content taught and the teaching strategies used. and presenting guidelines for improvement and development in the course report Presented to the meeting of program instructors for consideration, giving opinions and summarizing development and improvement plans, together with presenting to the College of Innovation and Management. for use in the next lesson
