

แบบฟอร์มการขอเสนอวาระเข้าที่ประชุม
คณะกรรมการประจำคณะกรรมการบริการและการท่องเที่ยว
เรื่อง การขอเทียบโอนรายวิชา Module : International Entrepreneurship

ความเป็นมา

ด้วยมหาวิทยาลัย The Hague University of Applied Sciences (THUAS) มีการเรียนการสอนในรูปแบบ Virtual Class รายวิชา Module : International Entrepreneurship ซึ่งนักศึกษาทั้ง 3 หลักสูตร สามารถเรียนเพื่อเทียบโอนรายวิชามาเป็นรายวิชาในหลักสูตรได้

ขั้นตอนที่ได้ดำเนินการไปแล้ว

1. ได้รับข้อมูลรายวิชาจาก ดร. ชัชวาล วงศ์วัฒนกิจ และได้ปรึกษาในส่วนรายวิชาเทียบโอนของหลักสูตรการจัดการนวัตกรรมการธุรกิจ
2. ได้ปรึกษาในส่วนรายวิชาเทียบโอนของหลักสูตรการจัดการบริการและการจัดการการท่องเที่ยวกับรองคณบดีฝ่ายวิชาการและวิเทศฯ
3. ผ่านที่ประชุมคณะกรรมการวิชาการประจำคณะกรรมการบริการและการท่องเที่ยว ครั้งที่ 5/2566 ในวันที่ 6 ธันวาคม 2566

ข้อมูลประกอบการพิจารณา

1. เอกสาร Course and Planning ของรายวิชา International Entrepreneurship
2. ตารางแสดงรายวิชาเทียบโอน
3. PowerPoint Presentation มหาวิทยาลัย The Hague University of Applied Sciences (THUAS)
4. มติที่ประชุมคณะกรรมการวิชาการประจำคณะกรรมการบริการและการท่องเที่ยว ครั้งที่ 5/2566 ในวันที่ 6 ธันวาคม 2566

ประเด็นพิจารณา

เพื่อพิจารณาการขอเทียบโอนรายวิชามาเป็นรายวิชาใน 3 หลักสูตร



วันที่ 12 ธันวาคม 2566

เรียน ฝ่ายวิชาการและวิเทศสัมพันธ์

จึงเรียนมาเพื่อโปรดทราบและดำเนินการ

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ประธานกรรมการวิชาการประจำคณะบริการและการท่องเที่ยว

Virtual Class in International Entrepreneurship

The project includes a virtual classroom with German-International tandem partners who jointly decide about management matters. In total of eight rounds students play individually as well as in mixed teams against a computer using zoom as their tool of communication.

The project is divided into the Business Simulation part where participants simulate the position as general manager of a producing company who have to promote their products and services in the course of this project. The part of the Online Company Project contains the group work of international students to come up with their idea of an own product or service and of how to prepare a business plan.

The aim is to make entrepreneurial decisions by using data from market, cost and resources analysis, to defend these decisions in a final report (about 10 pages) and explain the outcomes in English. After having completed the Business Simulation students are able to manage business projects in small companies such as Start-Ups. **The Project contains 15 ECTS** and lasts for approximately **four months**. The course can be studied parallel to the regular studies.

INTERNATIONAL ENTREPRENEURSHIP

Applications for the next start of our online project „**International Entrepreneurship**“ is now open. We invite international students to participate at this project.

KEY FACTS

Duration: four months from October

Language: English

ECTS: 15 credit points

No. of participants: 20

Assessment: final report of 10 pages and online presentation

The project includes a virtual classroom with German-International tandem partners who jointly manage business decisions. Students play individually as well as in mixed teams in eight rounds against a computer using adobe connect and skype as their tool of communication.

The project is divided into the Business Simulation part where participants **simulate** the position as **general manager** of a lift producing company who must **sell their products and services** during this project.

The part of the Online Company Project contains the **group work** of international students to come up with their **idea of an own product or service** and to **prepare a business plan** (not part of the project).

The aim is to make entrepreneurial decisions by using data from market, cost and resources analysis, to defend these decisions in a final report and explain the outcomes in **English**.

After having completed the Business Simulation students will be able to manage business projects in small companies such as Start-Ups.

Application process is open for a maximum of 20 students. If you have any questions, please do not hesitate to contact us.

WEBSITE

www.ist-hochschule.de/international-entrepreneurship

CONTACT



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HOCHSCHULE
für Management
University of Applied Sciences

SIM Students

Business Simulation part is equivalent to 818-303 Service Operations Management 3(3-0-6)
(Business Specialized Course)

The theories and major ideas common to quality improvement professionals; the benefits of quality control for increasing organizational performance reduce cost, and increasing customer satisfaction; major components of service quality assurance, strategic planning for operations, development of quality improvement program; service quality audits and measuring customer satisfaction including relevant case studies from service industry

Online Company Project part is equivalent to 801-410 Service Innovation and Development of New Ventures.
3(3-0-6)
(Compulsory Course)

801-410 Service Innovation and Development of New Ventures 3(3-0-6)

Business opportunity searching process, for instance, opportunities derived from product or process innovation, financial issues encountered in a business's lifecycle, including setting up, managing, closing or selling the business for a successful exit; financial issues including investment, working capital, sources of funds, and valuation challenges faced by small business entrepreneurs; managerial skills required for managing small business enterprises; critical success factors of small business entrepreneurs

BizInno Students

Choice 1

1. 801-319 Business Development Project) 6((3)-6-9)

Introduction to all aspects of project management; basic steps required to start and run a business; the importance of understanding the relation between projects and the strategic goals of the organization; provide guidance, useful management tools, the technical, cultural, and interpersonal skills necessary to successfully manage projects from start to finish; collaboration project and lesson-learned from local enterprises

Choice 2 (2 Subjects from the following lists)

1. 801-316 Supply Chain Management 3((3))-0-6)

The theoretical framework and tools employed in supply chain management to raise business value; application of theory to increase business competitiveness in response to changing consumers 'demand and production and servicing process with the objective of meeting customers' utmost expectations in the most effective way

2. 801-406 Business Innovation Project 3((2)-2-5)

Creating and refining new ideas; administration process to stipulate innovation from creativity, value added procedure or how to transform innovation to business enterprise in service sector; project planning and implementation; defining contingency plan, monitoring and evaluating the project

3. 801-407 Special Topics in Business Innovation 3((3)-0-6)
Special topics in Business innovation and technology



International Entrepreneurship

Course calendar and Planning (Abbreviations: CP = Compulsory Meeting; NCP = Non Compulsory Meeting; NM = No Meeting)

	Date	BS	OCP Topics	Output TRELLO	Att.
00		---	---	Hand in TRELLO: - CV	
01	18.10.	Official Opening & Introduction Business Simulation, part 1		Hand in TRELLO: - Final group list	CP
02	25.10.	Introduction Business Simulation part 2	1. Introduction Online Company Project 2. Work in Breakout Rooms: introduction meeting about product / service for OCP	Hand in TRELLO: - Solution / idea concepts	CP
	1.11..		NO MEETING		
03	8.11.	Discussion Round 1	Work on product / service ideas Prepare Elevator pitch (both homework for 4th meeting)	Hand in TRELLO: - updated version idea Concept / project planning -	NCP
04	15.11.	Discussion Round 2	Elevator pitch & feedback (each group must be represented)	- Final go / no go project idea coach	NCP
05	22.11.		1. Feasibility check / make a SWOT analysis 2. Work on marketing strategy		NM
06	29.11.	Restart: Discussion Round 1	Short presentation SWOT /Marketing Strategy (each group must be represented)	Hand in TRELLO: - SWOT - Draft marketing strategy - final go / no go coach	NCP

07	6.12.	Discussion Round 2	- Start making test of Business Model (i.e. questionnaire fellow students / friends) - Information about financial planning	<u>Hand in TRELLO:</u> - survey	NCP
08	13.12..		- do a survey and analyse data (each group beside OT) - start working on video		NM
09	20.12.	Discussion Round 3	- work on financial analysis - (if necessary: finish survey / data analysis)	<u>Hand in TRELLO</u> - revised Business Plan	NCP
	27.12. 03.01.		- By request: Meeting with coach to discuss topics / ask questions (if necessary; finish survey / data analysis/work on video)	- In Between Evaluation Coach (Each group makes one meeting with coach for feedback); prepare a <u>short presentation</u> for your talk!	NM
10	10.01.	Discussion Round 4	- Work on Business Plan - working on a short video		NCP
11	17.01.	Discussion Round 5	- Work on Business Plan (& Video) - By request: Meeting with coach to discuss topics / ask questions		NCP
12	24.01.	Online BS Round 6 – compulsory meeting	- Work on Business Plan (& Video)		CP
13	31.01.	-----	- Meeting with coach to discuss topics / ask questions - Prepare final presentation - Each group should be represented in the meeting		NCP
14	14.02.		- Final Meeting & Presentation	<u>Hand in TRELLO at least 3 days before final meeting</u> - Presentation - Video	CP
	28.02.	DEADLINE	Business Plan in Trello Diary Business Simulation in Trello	<u>Hand in TRELLO</u> - Final Business Plan - Diary Business Simulation	
	13.03.	Certification Ceremony	Certification Ceremony with Digital Certificates		CP

