



Course Specifications (SDU.OBE3)

Course Title English for Online Entrepreneurs

Course Code 1553645

Semester 1 Academic Year 2024

Suan Dusit University

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Course Specifications

Institution	Suan Dusit University
Faculty/School	คณะมนุษยศาสตร์และสังคมศาสตร์
Field of Study	Choose an item.

Section 1 General Information

1. Course Code and Course Title

1553645 : English for Online Entrepreneurs

2. Number of Credits

3 (3-0-6) credits

3. Course Type

Language Literacy and Communication Curriculum

4. Course Coordinator and Lecturer

Full name: Daljeet Singh Nagra

Mobile No.: 0626975144

E-mail: bcmdaljeet@gmail.com

5. Semester/Year of Study

Semester 1 Academic Year 2024 / Year of Study 2024

6. Pre-requisite (If any)

[Click and type]

7. Co-requisites (If any)

[Click and type]

8. Venue of Study

Choose an item.

9. Latest Date of Course Revision

23 มิถุนายน 2567

Section 2 Goals and Objectives

1. Course Goals

Be self-disciplined, punctual, responsible and have a positive attitude for study and assigned work. Be able to acquire and apply the knowledge morally and ethically. Have the general and systematic knowledge of the English language and be able to integrate the knowledge to learn other subjects for 21st century. Students learn vocabularies and grammar for marketing and electronic commerce; practice reading case studies of established e-commerce companies, marketing mix, product classification, market segmentation, online marketplace and online advertisement; conducting market research, writing product advertisement; calculating cost and selling prices; placing the product on online marketplace, conducting online transaction, and having online communication

(Explain course goals, principles, knowledge and skills relating to the field of study. Also, clarify the significance of linking subject knowledge which aims to develop skills that students can utilize in studying or working.)

2. Objectives of Course Development/Revision

To provide students the knowledge, skills and abilities to improve English communication skills, and culture which are essential for their professions and real life in the 21st century

(Explain the objectives of course development and revision by applying PDCA process.)

3. Course Learning Outcomes

By the end of the course, students will be able to achieve the course learning outcomes (CLOs) as follows:

1. CLO1: Students can have a basic understanding of e-commerce.
2. CLO2: Students are able to create a business plan for opening an online business.
3. CLO3: Morals and Ethics – A) Students Have a positive work attitude and have responsibility for duties. B) Have punctuality and discipline. Respect and comply with university and social regulations.

Section 3 Description and Implementation

1. Course Description

Vocabulary, expressions, English grammar For marketing and electronic commerce Practice reading case studies of successful e-commerce companies, ingredients, marketing, product assortment. Market classification, online markets and online advertising, market research Writing product advertisements Calculating costs and sales prices for selling products on online markets Online transactions and online communication.

2. Number of Hours per Semester

Theory	Practice	Self-study	Supplementary Teaching
45hours (3hrs x15 weeks)	[Click and type]	90 hours (6hrs x15 weeks)	[Click and type]

3. Concept of Learning Management Process

ESA stands for Engage. Here's a brief breakdown: **Engage:** This phase aims to capture students' interest and attention. It involves activities or materials that introduce the topic, ignite curiosity, or create a context for learning. It could be a discussion, a video, a game, or any interactive element to stimulate interest. **Study:** In this phase, students delve deeper into the subject matter. Teachers provide the necessary information, explanations, or examples. It involves guided learning, where students absorb new information through various methods like lectures, reading materials, group work, or exercises. **Activate:** Here, students apply what they've learned in a more independent and creative way. They engage in activities that encourage them to use the newly acquired knowledge or skills actively. It could involve discussions, debates, role-plays, problem-solving tasks, or projects. ESA encourages a dynamic, varied approach to teaching, ensuring students are engaged, given the chance to understand the material, and then allowed to apply it in different contexts to reinforce learning.

4. Number of Hours per Week for Individual Advice and Academic Guidance

(1) Group and/or individual consultations in person can be done on Tuesday & Wednesday during office hours.

2) The instructor can be contacted at any time via Group Line Messenger: (daljeet_leo), email bcmdaljeet@gmail.com or by phone - 062697514

Section 4 Student Learning Development

4.1 The relation between Course-Level Learning Outcomes and Level of Learning

(No. of CLO)	CLO Statement	Level of Learning
1	Students will have a basic understanding of e-commerce.	Level 3 - Applying
2	Students will be able to create a business plan for opening an online business.	Level 6 – Creating
3	Morals and Ethics	Level 2 - Understanding

4.2 The relation between Course-Level Learning Outcomes (CLOs) and Program-Level Learning Outcomes (PLOs)

Course-Level Learning Outcomes	Program-Level Learning Outcomes					
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1: e-commerce Basics	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CLO2: Creating business plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CLO3: Morals and Ethics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

****Note: Program-Level Learning Outcomes: PLOs**

PLO2: Students understand the basics of e-commerce

PLO4: Students collaborate and create an business plan for an online business.

PLO5: Students demonstrate morality and ethics while working in the language and communication field

4.3 Course-Level Learning Outcomes (CLO), Teaching Strategies and Assessment Method

CLO	Teaching Strategies	Assessment Method
Students will have a basic understanding of e-commerce.	Lecture and Debate Active Learning Task Based Learning	Presentations Participation Tests
Students will be able to create a business plan for opening an online business.	Lecture and Debate Active Learning Task Based Learning	Presentations Participation Tests
Morals and Ethics	* Students will be coached on Discipline, punctuality & responsibility towards assignments & behavior. * Students will undertake in teams' theme-based research, analyses & debate & discussion on various social issues throughout their learning activities, and will be coached in issues of honesty, integrity, respecting others' opinions & using reasonable reasons while having to participate in cooperative activities in the classroom & tests on assignments.	(Authentic Assessments)

Section 5 Lesson Plan and Evaluation

1. Lesson Plan

Week No.	Topics/Details	No. of hours	Learning Activity/Exercises Teaching Materials	Lecturer
1-2	Chapter 1: Launch from the start a) First steps to open e-commerce. b) Choosing the right online business. c) Choosing the business that suits you. d) Getting started	6	-Explain class discipline, rules and course specification. - Interactive lecture (1) This lecture aims to provide students with a foundational understanding of starting an e-commerce business. By exploring the initial steps to open an e-commerce store, selecting the right type of online business, identifying a business that aligns with personal interests and strengths, and outlining the process of getting started, readers will gain the essential knowledge and confidence needed to embark on their e-commerce journey, By the end of this chapter, readers will be prepared to make informed decisions and take the first actionable	Daljeet Singh Nagra

Week No.	Topics/Details	No. of hours	Learning Activity/Exercises Teaching Materials	Lecturer
			<p>steps towards establishing a successful online business.</p> <p>Activity: (1)</p> <ul style="list-style-type: none"> - Students practice the concept orally - Students do the assignment mention in the Course Book (Online Business Essentials <i>First Edition</i>) 	
3-4	<p>Chapter Two: Materializing Ideas</p> <ul style="list-style-type: none"> a) Mindset of an Online entrepreneur b) Brainstorming Ideas c) SWOT d) Target Customers e) Competition Analysis 	6	<p>-Explain class discipline, rules and course specification.</p> <p>- Interactive lecture (2) This lecture aims to guide students through the process of transforming business ideas into actionable plans for an online enterprise. By focusing on developing the mindset of an online entrepreneur, brainstorming innovative</p>	Daljeet Singh Nagra

Week No.	Topics/Details	No. of hours	Learning Activity/Exercises Teaching Materials	Lecturer
			<p>ideas, conducting SWOT analysis, identifying target customers, and analyzing competition, readers will gain the critical skills needed to shape their business concepts. By the end of this chapter, readers will be equipped with practical strategies and insights to effectively refine and materialize their e-commerce ideas, setting the stage for a successful online venture.</p> <p>Activity: (2)</p> <ul style="list-style-type: none"> - Students practice the concept orally - Students do the assignment mention in the Course Book (Online Business Essentials <i>First Edition</i>) 	
5-6-7	<p>Chapter Three: Business Plan</p> <ul style="list-style-type: none"> a) Importance of a Business Plan b) Parts of a Business Plan c) Hiring Professionals 	9	-Explain class discipline, rules and course specification.	Daljeet Singh Nagra

Week No.	Topics/Details	No. of hours	Learning Activity/Exercises Teaching Materials	Lecturer
			<p>- Interactive lecture (3) This lecture aims to emphasize the significance of a well-structured business plan in the success of an e-commerce venture. By exploring the importance of a business plan, detailing its essential components, and discussing the benefits of hiring professionals for its development, readers will understand how to create a comprehensive roadmap for their business. By the end of this lecture, students will be able to craft an effective business plan that clearly outlines their objectives, strategies, and operational plans, ensuring a solid foundation for their online enterprise.</p> <p>Activity: (3)</p> <ul style="list-style-type: none"> - Students practice the concept orally - Students do the assignment mention in the Course Book (Public Relations <i>First Edition</i>) 	

Week No.	Topics/Details	No. of hours	Learning Activity/Exercises Teaching Materials	Lecturer
8-9	<p>Chapter Four: Financing of Online Business</p> <p>a) Low-cost Site</p> <p>b) Bootstrapping</p> <p>c) Finding Investors</p> <p>d) Purchasing an existing site.</p>	6	<p>-Explain class discipline, rules and course specification.</p> <p>- Interactive lecture (4) This lecture aims to provide students with an in-depth understanding of various financing options for starting and growing an online business. By examining low-cost website solutions, bootstrapping strategies, approaches to finding investors, and considerations for purchasing an existing site, readers will learn how to secure the necessary funds and resources for their e-commerce venture. By the end of this lecture, students will be equipped with practical knowledge and strategies to effectively finance their online business, enabling them to make informed decisions and optimize their financial planning.</p>	Daljeet Singh Nagra

Week No.	Topics/Details	No. of hours	Learning Activity/Exercises Teaching Materials	Lecturer
			<p>Activity: (4)</p> <ul style="list-style-type: none"> - Students practice the concept orally - Students do the assignment mention in the Course Book (Online Business Essentials <i>First Edition</i>) 	
10-11	<p>Chapter Five: Protection Policies</p> <ul style="list-style-type: none"> a) Protecting the customer b) Privacy Policy c) Shipping Policy d) Return Policies e) Other Policies 	6	<p>-Explain class discipline, rules and course specification.</p> <p>- Interactive lecture (5) This lecture aims to educate students on the importance and implementation of various protection policies essential for an online business. By covering topics such as protecting customers, establishing a privacy policy, creating shipping and return policies, and understanding other critical policies, readers will learn how to build trust and ensure a secure and reliable shopping experience. By the end of this</p>	Daljeet Singh Nagra

Week No.	Topics/Details	No. of hours	Learning Activity/Exercises Teaching Materials	Lecturer
			<p>lecture, students will be equipped with the knowledge to develop comprehensive protection policies that safeguard both their customers and their business operations.</p> <p>Activity: (5)</p> <ul style="list-style-type: none"> - Students practice the concept orally - Students do the assignment mention in the Course Book (Online Business Essentials <i>First Edition</i>) 	
12-13	<p>Chapter Six: Executing the Business Plan</p> <ul style="list-style-type: none"> a) Essential Equipment b) Correct web browser c) Essential Software d) Setting up a mailbox 	6	<p>-Explain class discipline, rules and course specification.</p> <p>- Interactive lecture (6) This lecture aims to guide student through the practical steps of executing their business plan for an online enterprise. By</p>	Daljeet Singh Nagra

Week No.	Topics/Details	No. of hours	Learning Activity/Exercises Teaching Materials	Lecturer
			<p>focusing on acquiring essential equipment, selecting the correct web browser, utilizing necessary software, and setting up a mailbox, readers will gain the practical knowledge needed to operationalize their business plan effectively. By the end of this lecture, students will be prepared to implement the critical logistical and technical elements required to launch and run their e-commerce business successfully.</p> <p>Activity: (6)</p> <ul style="list-style-type: none"> - Students practice the concept orally - Students do the assignment mention in the Course Book (Online Business Essentials <i>First Edition</i>) 	
14	Pre- Test - Student organized Debate Tournament	3	<p>-Interactive lecture (15) on the concept of PR.</p> <p>- Activity(15):</p>	Daljeet Singh Nagra

Week No.	Topics/Details	No. of hours	Learning Activity/Exercises Teaching Materials	Lecturer
			- Students test on assignment & participate in the development of an original business plan.	
15	Final Exam	3	Students take the Exam	Daljeet Singh Nagra

2. Learning Outcome Assessment and Evaluation

Course-Level Learning Outcomes	Assessment and Evaluation Methods	Percentage	
CLO1: Students will have a basic understanding of e-commerce.	Presentation	[Click and type]	50
	Test		
CLO2: Students able to create and original Business plan for Online Business	Presentation	[Click and type]	40
	Test		
CLO3: Morals and Ethics	Authentic Assessments	[Click and type]	10
Total			100

Type of Grading Evaluation A-F S/U P

Section 6 Learning Resources

1. Primary Textbook/Documents

1.1 Daljeet Singh Nagra (2024). Online Business Essentials, (First Edition) Suan Dusit Graphic Site.

2. Recommended Books and Reference Material

2.1 [Click and type]

2.2 [Click and type]

2.3 [Click and type]

3. Other Resources

3.1 [Click and type]

3.2 [Click and type]

3.3 [Click and type]

4. Improvement / Learning Resources Development (added)

Choose an item.

Section 7 Course Evaluation and Improvement

1. Student Course Evaluation Strategies

Confidential Evaluation of the course by the relevant Program online.

2. Teaching Evaluation Strategies

- 1) Students' evaluation of classes
- 2) Observation of classes

3. Teaching Improvement Process

- 1) Training and workshops on pedagogy
- 2) Peer observation
- 3) Collegial sharing and reflection

4. Standard Verification of Student Achievement

Verification of student learning outcome is done through behavioral observation, test scores, activities and presentations.

Learning Outcome	Evaluation Methods		
	Behavioural Observation	Tests / Exams	Activities / Presentations
Morals and ethics	✓	✓	✓
Knowledge		✓	✓
Cognitive Skills	✓	✓	✓
Interpersonal skills and responsibility	✓	✓	✓
Analytical, Communicative and IT skills		✓	✓

5. Action Plan for Verifying and Improving Course Effectiveness

1. Verification is done following the standards in 7.4.
2. Check effectiveness of course from students' score.

ลำดับ (CLO)	คำอธิบายผลลัพธ์การเรียนรู้ CLO Statement	ระดับการเรียนรู้ Level of Learning
[คลิกพิมพ์]	[Click and type]	[Click and type]
[Click and type]	[Click and type]	[Click and type]
[Click and type]	[Click and type]	[Click and type]

ระดับผลลัพธ์การเรียนรู้ในรายวิชา Course-Level Learning Outcomes	ระดับผลลัพธ์การเรียนรู้ในหลักสูตร Program-Level Learning Outcomes					
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO1: [Click and type]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CLO2: [Click and type]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CLO3: [Click and type]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

หมายเหตุ ผลลัพธ์การเรียนรู้ที่คาดหวังระดับหลักสูตร (Program-Level Learning Outcomes : PLOs)

PLO1: [Click and type]

PLO2: [Click and type]

PLO3: [Click and type]

(สามารถเพิ่มเติมจำนวนข้อได้ตามที่กำหนดไว้ในรายวิชาและหลักสูตร)

CLO	กลยุทธ์การสอน	กลยุทธ์การประเมิน
[Click and type]	[Click and type]	[Click and type]
[Click and type]	[Click and type]	[Click and type]

[Click and type]	[Click and type]	[Click and type]
[Click and type]	[Click and type]	[Click and type]

1. แผนการสอน

ลำดับที่	หัวข้อ/รายละเอียด	จำนวน ชั่วโมง	กิจกรรมการเรียนรู้ การสอนสื่อที่ใช้ (ถ้ามี)	ผู้สอน
1	[Click and type]	[Click and type]	[Click and type]	[Click and type]
2	[Click and type]	[Click and type]	[Click and type]	[Click and type]
3	[Click and type]	[Click and type]	[Click and type]	[Click and type]
4	[Click and type]	[Click and type]	[Click and type]	[Click and type]
5	[Click and type]	[Click and type]	[Click and type]	[Click and type]
6	[Click and type]	[Click and type]	[Click and type]	[Click and type]
7	[Click and type]	[Click and type]	[Click and type]	[Click and type]
8	[Click and type]	[Click and type]	[Click and type]	[Click and type]
9	[Click and type]	[Click and type]	[Click and type]	[Click and type]
10	[Click and type]	[Click and type]	[Click and type]	[Click and type]
11	[Click and type]	[Click and type]	[Click and type]	[Click and type]
12	[Click and type]	[Click and type]	[Click and type]	[Click and type]

ลำดับที่	หัวข้อ/รายละเอียด	จำนวน ชั่วโมง	กิจกรรมการเรียน การสอนสื่อที่ใช้ (ถ้ามี)	ผู้สอน
13	[Click and type]	[Click and type]	[Click and type]	[Click and type]
14	[Click and type]	[Click and type]	[Click and type]	[Click and type]
15	[Click and type]	[Click and type]	[Click and type]	[Click and type]
16	[Click and type]	[Click and type]	[Click and type]	[Click and type]

2. การประเมินผลการเรียนรู้

ผลลัพธ์ การเรียนรู้	วิธีการวัดผล	น้ำหนักการประเมินผล (ร้อยละ)	
CLO1: [Click and type]	[Click and type]	[Click and type]	[Click and type]
	[Click and type]		
CLO2: [Click and type]	[Click and type]	[Click and type]	[Click and type]
	[Click and type]		
CLO3: [Click and type]	[Click and type]	[Click and type]	[Click and type]
	[Click and type]		
รวม			100

รูปแบบการบันทึกผลการเรียน A-F S/U P

1. ตำราและเอกสารหลัก

1.1 [Click and type]

1.2 [Click and type]

1.3 [Click and type]

2. เอกสารและข้อมูลเสนอแนะ

2.1 [Click and type]

2.2 [Click and type]

2.3 [Click and type]

3. ทรัพยากรอื่น ๆ

3.1 [Click and type]

3.2 [Click and type]

3.3 [Click and type]

4. การปรับปรุง / การพัฒนาทรัพยากรประกอบการเรียนการสอน (เพิ่มเติม)

Choose an item.

1. กลยุทธ์การประเมินประสิทธิผลของรายวิชาโดยนักศึกษา

[Click and type]

2. กลยุทธ์การประเมินการสอน

[Click and type]

3. การปรับปรุงการสอน

[Click and type]

4. การทวนสอบมาตรฐานผลสัมฤทธิ์ของนักศึกษาในรายวิชา

[Click and type]

5. การดำเนินการทบทวนและการวางแผนปรับปรุงประสิทธิผลของรายวิชา

[Click and type]