

**Exhibit 5.2-1 Example of course syllabus including the assessment methods and grading criteria**

**Please** use the forms to create your own TQF documents following the instructions in the TQF3 forms, respectively. Copy and paste the forms onto a new blank document then change the font to Times New Roman and use the size 12 points.

**COURSE SPECIFICATIONS  
TQF3**

**Name of Institution:** Srinakharinwirot University  
**Campus/Faculty/Department:** College of Creative Industry

**Section 1: General Information**

**1. Course Code and Course Title**

Thai: อัญมณีและเครื่องประดับเบื้องต้น

English: Introduction to Gems and Jewelry Business

**2. Semester/Academic Year**

Semester: 1

Academic Year: 2019

**3. Number of Credits**

2

**4. Degree and Major**

Degree: Bachelor of Science

In Major: Gems and Jewelry Program

**5. Responsible Faculty Members**

Instructor  
Pornngarm Virutamasen

Email  
pornngarm@g.swu.ac.th

**6. Pre-requisites (if any)**

**7. Co-requisites (if any)**

**8. Venue of Study**

Building....., Srinakharinwirot University

**9. Date of Latest Course Revision (the date you completed this form)**

**Date:**

**Month:**

**Year:**

## Section 2: Course Management

### 1. Course Description

**Thai:** ทฤษฎีการบริหารธุรกิจอัญมณีและเครื่องประดับ หลักการการบริหารจัดการองค์กร การจัดการการตลาดและการผลิต การจัดการด้านการเงิน กฎหมายพื้นฐานที่เกี่ยวข้องกับการดำเนินธุรกิจ อัญมณีและเครื่องประดับ การแข่งขันในอุตสาหกรรม สภาพแวดล้อมและอิทธิพลของสภาพแวดล้อมที่มีผลต่อการดำเนินธุรกิจ ศึกษาการเขียนแผนธุรกิจขั้นต้นโดยประมวลจากความรู้ทางการบริหารธุรกิจอัญมณีและเครื่องประดับ

**English:** Theories of business management in gems and jewelry industry. Principles of organization management including finance, marketing, production and operation, regulations and law regarding business operations. Marketing competitiveness, business environment influencing business management and operation in gems and jewelry industry. Preliminary business model based on knowledge and skills of business management is practiced.

### 2. Course Goals

Upon the completion of this course, the student should be able to:

1. Explain basic concepts of business management
2. Identify and/or categorize types of business operations/organizations.
3. Develop simple business model related to gems and jewelry business.
4. Present business ideas/models to public.

### 3. Expected Learning Outcomes of Program

Course learning outcomes (CLOs)	ELOs
<b>CLO 1</b> Understanding knowledge and skills in business management and functions	<b>ELO1</b> .Explain liberal art and science concepts to enhance career in creative industry.
<b>CLO 2</b> Applying knowledge and skills to plan and manage a mock-up selling event in a public place	<b>ELO2</b> .Build coacher skills with ethics, honesty, punctuality, and respectfulness to others.
<b>CLO 3</b> Presenting the results of the event in public	
<b>CLO 4</b> Developing simple business models in gems and jewelry business.	

### 4. Objectives of Course Development/Revision

N/A

### 5. Number of Hours per Semester

Lecture or Other In-class Activity	Additional Class Hours	Laboratory/ Field Trip/ Internship	Self Study Hours

	<b>for Individual Students</b>		
2(2-0-4) = 30 hours	At least 1 hour		4

## 6. Individual Counseling and Guidance Hours

- By appointment

### Section 3: Teaching and Evaluation Plans

#### 1. Teaching Plan

Week	Topic	Hrs	Teaching Method and Media	Instructor(s)	CLOs
1	Introduction to course and its syllabus Business environment Knowing your business environment	2	Lecture on business environment.  Active learning: Think, pair, share and small group discussion on business environment of gems and jewelry	Porngarm	
2	- Types and forms of business operations Grouping for the event and group assignments and functions		Lecture on types and forms of business operations	Porngarm	
3	- Business operations management - Operations process in jewelry business Marketing survey assignment		Lecture on business process  Active learning: small group discussion on SWU flea market and its environment	Porngarm	
4	- Organization management Group consultation		Lecture on organization management and functions  Active learning:	Porngarm	
5	- Essential of marketing - Consumer behavior - Group consultation Presentation of marketing survey assignments		Lecture  Gallery Walk of each group presentation	Porngarm	
6	- Supportive units for business		Lecture and Case studies	Porngarm	
7	Group consultation		Lecture and Presentation	Porngarm	

<b>8</b>	<b>Midterm Exam</b>				
<b>9</b>	- Financing & Accounting - Group consultation Presentation of marketing survey assignments		Lecture and Case studies	Porngarm	
<b>10</b>	Foundations of business laws and regulations		Lecture and Group activity: Role play	Porngarm	
<b>11</b>	- Business ethics and social responsibility - Group consultation		Lecture and Case studies	Porngarm	
<b>12</b>	- Business communication - Customer relations and CRM - Group consultation		Group Activity	Porngarm	
<b>13</b>	- Soft skills for business operations - Group consultation		Final project presentation	Porngarm	
<b>14</b>	- Rehearsal of business operations		Final project presentation	Porngarm	
<b>15</b>	-Group presentations		Final exam	Porngarm	

## 2. Evaluation Plan

<b>Expected Knowledge/Skill Achievement</b>	<b>Teaching Methods</b>	<b>Evaluation Methods</b>	<b>ELO</b>	<b>CLOs</b>
1.Foundation knowledge of business management  2.Managerial skills and techniques	Lecture Case studies I n c l a s s assignments Guest speakers	Exam Observation Quizzes Group work Presentation	1 .Explain liberal art and science concepts to enhance career in creative industry. 2 .Build coacher skills with ethics, honesty, punctuality, and respectfulness to others.	

<b>Evaluation Methods</b>	<b>Evaluated in Week no.</b>	<b>Percentage</b>
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Exam	15	25%
Quiz	3	10%
Case studies	4, 7	20%
In-class discussion	1-7, 8-14	15%
Presentation	7 and 15	

**Grading:** Grades will be given based on the following score range

<b>grade</b>	<b>Score ranking</b>
A	≥80
B+	76-79
B	70-75
C+	66-69
C	60-65
D+	56-59
D	50-55
E	≤ 49

#### **Section 4: Teaching Materials and Resources**

##### **1. Main Texts and Documents**

1. Small Business Management: Launching & Growing Entrepreneurial Ventures  
18th Edition by Justin G. Longenecker (Author), J. William Petty (Author), Leslie E. Palich (Author), Frank Hoy (Author)  
ISBN-13: 978-1305405745  
ISBN-10: 1305405749

##### **2. Important Documents and Information Sources**

1. (*\*other texts also used for the instruction*)
2. (*\*other resources and materials used for the instruction*)
- 3.

##### **3. Recommended Documents and Information Sources**

1. Harvard Business Review: Manager's Handbook

#### **Section 5: Evaluation and Improvement of Course Management**

##### **1. Strategies for Evaluating Course Effectiveness by Students**

1. Dedicated discussion session about the course with students during semester
2. Reflections from students during consultation sessions
3. Course evaluation form provided by the Department at the end of semester

##### **2. Evaluation Strategies of Teaching Methods**

1. Class observation by members of Department Committee or experienced lecturers

2. Students' performance on exams and other assessments (*please specify: presentations, reports or quizzes*)
3. Course evaluation by students

### **Improvement of Teaching Methods**

N/A (*for the course that is offered the first time*)

### **3. Verification of Students' Learning Outcomes**

Curriculum committee hold a meeting to:

1. discuss and verify grades for the semester
2. Verify the content validity of the examinations
3. Designate which courses will be verified fully for this semester

### **4. Review and Plan for Improvement of Course Effectiveness**

1. Use the information from TQF 5 from (**previous semester**) to improve the course this semester
2. Review and improve course contents, teaching strategies and techniques, course evaluation and assessment
3. Assign a different lecturer