**Course Syllabus  
Fundamental Digital Tools for Entrepreneurs (888212)  
International College of Digital Innovation, Chiang Mai University  
Semester 2/2023**

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| **Course Name** | DIN212 (888212): **Fundamental Digital Tools for Entrepreneurs** |
| **Prerequisite** | None |
| **Credits/Hours** | 3 (2-3-4) |
| **Methods** | Onsite Room: ICB1209 |
| **LMS** | Mango.cmu.ac.th Microsoft Team |
| **Lecturer** | Worawit Tepsan  email: [worawit.tepsan@cmu.ac.th](mailto:worawit.tepsan@cmu.ac.th) |
| **Time** | Lecture Time: MoTh 14.30-15.30  Practice Time: MoTh15.30-17.00 (Mostly Self Study) |
| **Office Hours** | After class or making an appointment |
| **Course**  **Description** | History of the development and importance of digital tools for entrepreneurs. Properly choosing digital tools for problem solving, assisting decision making, and performing tasks relating to finance, time, teamwork, marketing, and customers. Digital tool design and creation for solving entrepreneur’s problem. |
| **Course**  **Objectives** | Students are able to   1. explain fundamental problems, decision making, and tasks that entrepreneurs have to deal with. 2. analyze problems related to being entrepreneurs in order to properly choose digital tools for the problems. 3. solve problems of entrepreneurs by using digital tools. 4. apply digital tools for problem solving, decision making, and task performing of entrepreneurs. 5. practice to design and create a simple digital tool. |

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| **Topic** | **Lecture Hours** | **Practice Hours** |
| 1. Introduction | 1.5 | 3.5 |
| 1. Digital tools for money problems and tasks | 7.5 | 7.5 |
| 1. Digital tools for time | 3 | 4.5 |
| 1. Digital tools for teamwork management | 3 | 4.5 |
| 1. Digital tools for managing customers | 3 | 4.5 |
| 1. Digital tools for marketing | 4.5 | 5.5 |
| 1. Designing digital tools | 7.5 | 15.0 |
| รวม | 30 | 45 |

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| **Activities** | **Percentage (%)** |
| Attendance and Participation | 5% |
| Chapter 1: Introduction   * 1. Problem and Solution In Class Activities 1%   2. Digital Tool in Data Driven Society In Class Activities 1%   3. ML and AI as a tool In Class Activities 1%   4. Self-Practice and Quiz 2% | 5% |
| Chapter 2: Finance  2.1 Budget Planning In Class Activities 1.5%  2.2 Loan In Class Activities 1.5%  2.3 Tax In Class Activities 1.5%  2.4 Finance Analysis In Class Activities 1.5%  2.5 Self-Practice and Quiz 4% | 10% |
| Chapter 3: Time  3.1 Time Management Techniques In Class Activities 1.5%  3.2 Time Management Tools In Class Activities 1.5%  3.2 Self-Practice and Quiz 2% | 5% |
| Chapter 4: Team  4.1 Teamwork Activity In Class Activities 1.5%  4.2 Team Management Tools In Class Activities 1.5%  4.4 Self-Practice and Quiz 2% | 5% |
| Chapter 5: Marketing  5.1 Marketing 5.0: 5A cross Technologies In Class Activities 1.5%  5.2 Marketing tools In Class Activities 1.5%  5.3 Self-Practice and Quiz 2% | 5% |
| Chapter 6: Customer  6.1 CRM In Class Activities 1.5%  6.2 CRM tool In Class Activities 1.5%  6.3 Self-Practice and Quiz 2% | 5% |
| Chapter 7: Design  7.1 Design Thinking In Class Activities 1%  7.2 Adapt Design Thinking with a project In Class Activities 2%  7.3 Raspberry Pi Setup 1%  7.4 Raspberry Pi with Real Applications 2%  7.2 Self-Practice and Quiz 4% | 10% |
| Final Project | 20% |
| Final Exam | 30% |
| **Total** | **100%** |

**Important:** Most of the assignments will take place during in-class sessions. If you are absent from class, you risk forfeiting all the points for that day.

**Note:** The scoring distribution may be changed for each assignment, so please check with the course schedule on mango.cmu.ac.th.

**Rules for Making Assignments**

* Attendance will be checked in class.
  + You have two allowances for absences in class.
  + There is no makeup option for attendance under any circumstances.
* Several assignments will be completed in class. If you miss a class without prior notification to the instructor and without valid reasons, you will not be able to make up the work.
* Acceptable reasons for requesting makeup assignments include
  + medical reasons with a doctor’s note
  + participation in academic events such as Hackathons or Pitching, with document proof.

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| **Self-Learning Topics** | **Time** |
| Introducing to Fundamental Digital Tools for Entrepreneurs | 10 minutes |
| 1.1. Problem and Solution | 10 minutes |
| 1.2 Importance of Digital Tools in Data Driven Society | 10 minutes |
| 1.3 ML and AI as a tool | 10 minutes |
| 2.1 Budget Planning | 10 minutes |
| 2.2 Interests | 10 minutes |
| 2.3 Tax | 10 minutes |
| 2.4 Finance Analysis | 10 minutes |
| 3.1 Time Management Techniques | 10 minutes |
| 3.2 Time Management Tools | 10 minutes |
| 4.1 Teamwork | 10 minutes |
| 4.2 Teamwork Management Tools | 10 minutes |
| 5.1 Marketing 5.0: 5A cross Technologies | 10 minutes |
| 5.2 Marketing tools | 10 minutes |
| 6.1 CRM | 10 minutes |
| 6.2 CRM tool | 10 minutes |
| 7.1 Design Thinking | 10 minutes |
| 7.2 Design Thinking in a project | 10 minutes |
| 7.3 Final Project Explanation | 10 minutes |
| 7.4 Pitching | 10 minutes |
| 8.1 Raspberry Pi 1: Installation | 10 minutes |
| 8.2 Raspberry Pi 2: Applications | 10 minutes |
| 8.3 Raspberry Pi 2: Example I | 10 minutes |
| 8.4 Raspberry Pi 2: Example II | 10 minutes |
| 8.5 Raspberry Pi 2: Example III | 10 minutes |

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| **Class Schedule** | | | |
| **Week** | **Date** | **Topic** | **Note** |
| 1 | Mon, 13 Nov 23 | *Visit Mang.cmu.ac.th and watch the course introduction vdo.* |  |
| Thu, 16 Nov 23 | Chapter 1: First meeting |  |
| 2 | Mon, 20 Nov 23 | Chapter 1: Self Study/ No class | Asynchronous Learning |
| Thu, 23 Nov 23 | Chapter 1: Self Study/ No class | Asynchronous Learning |
| 3 | Mon, 27 Nov 23 | Chapter 1 |  |
| Thu, 30 Nov 23 | Chapter 2 |  |
| 4 | Mon, 4 Dec 23 | Chapter 2 |  |
| Thu, 7 Dec 23 | Chapter 3 |  |
| 5 | Mon, 11 Dec 23 | Compensatory holiday for Constitution Day |  |
| Thu, 14 Dec 23 | Chapter 3 |  |
| 6 | Mon, 18 Dec 23 | Chapter 3 |  |
| Thu, 21 Dec 23 | Chapter 4 | Asynchronous Learning |
| 7 | Mon, 25 Dec 23 | Chapter 4 | Asynchronous Learning |
| Thu, 28 Dec 23 | Chapter 4 |  |
| 8 | Mon, 1 Jan 24 | New year |  |
| Thu, 4 Jan 24 | Chapter 4 |  |
| 9 | 8 - 14 Jan 24 | Reading week |  |
| 10 | 15 - 21 Jan 24 | Midterm Exam |  |
| 11 | Mon, 22 Jan 24 | Chapter 5 |  |
| Thu, 25 Jan 24 | Chapter 5 |  |
| 12 | Mon, 29 Jan 24 | Chapter 5 |  |
| Thu, 1 Feb 24 | Chapter 5 |  |
| 13 | Mon, 5 Feb 24 | Chapter 5 |  |
| Thu, 8 Feb 24 | Chapter 6 |  |
| 14 | Mon, 12 Feb 24 | Chapter 6 |  |
| Thu, 15 Feb 24 | Chapter 6 |  |
| 15 | Mon, 19 Feb 24 | Chapter 6 |  |
| Thu, 22 Feb 24 | Chapter 7 |  |
| 16 | Mon, 26 Feb 24 | Makha Bucha Day |  |
| Thu, 29 Feb 24 | Chapter 7 |  |
| 17 | Mon, 4 Mar 24 | Chapter 7 |  |
| Thu, 7 Mar 24 | Chapter 7 |  |
| 18-19 | 11-24 Mar 24 | Final exam week |  |
|  | **Final Exam: Thursday, 14th March, 8:00 AM - 11:00 AM** | | |

**Note:** This is the preliminary schedule of the class. For the updated course schedule, please check mango.cmu.ac.th.

**Grading Criteria**

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| **Scores** | **0.00**  **-49.99** | **50.00**  **-54.99** | **55.00**  **-59.99** | **60.00**  **-64.99** | **65.00**  **-69.99** | **70.00**  **-74.99** | **75.00**  **-84.99** | **85.00**  **-100.0** |
| **Grade** | **F** | **D** | **D+** | **C** | **C+** | **B** | **B+** | **A** |

**Resources:** Will be provided in class.

**Accommodations**: If you require accommodations, please contact me. I will work with you to ensure needed accommodations are provided as appropriate.