

SCME 375 Business Concepts for Science Entrepreneurs (3 credit)

Academic Year 2022/semester 1

Class Schedule: Monday (1:30-4:30 pm)

Room: SC1 Building

Course Coordinator: Asst. Prof. Dr. Pongsakorn Kanjanaboos

Instructors and contact details:

1. Assoc. Prof. Pongsakorn Kanjanaboos
email: Pongsakorn.kan@mahidol.edu
Office: SC1208, Salaya campus
Phone: 0902472221
2. Dr. Tanant Waritanant
email: tanant.war@mahidol.ac.th
Office: SC1208, Salaya campus
Phone: 0897070733

Course Description: This course acts as an introduction course to prepare students regarding basic aspects of business. The course will cover many business fundamentals including basic business mind-sets, economics, finance, investment, intellectual property law, marketing, accounting, and entrepreneurship. The course will examine many real world business cases and introduces students to business presentations.

Grading Policy: Course assessment will be based on the following:

Attendance and course activities: 20%

Case studies: 20%

Midterm Examination 30%

Final Examination 30%

The final grade given will be based on letter scale (A, B⁺, B, C⁺, C, D⁺, D, F). In order to pass the course, you must achieve an overall mark of at least 50%.

Reference Materials

1. Power points and other materials as indicated by instructors
2. 7 real world business cases
3. Entrepreneurship and Small Business Management, 2ed, by Steve Mariotti and Caroline Glackin, Pearson 2015, ISBN: 978-1-292-07867-0.

Class Schedule

Date	Week	Topic	Instructor
8 Aug 2022	1	Introduction to course	Assoc. Prof. Dr. Pongsakorn Kanjanaoos
15 Aug 2022	2	Basic economics + case studies	Assoc. Prof. Dr. Pongsakorn Kanjanaoos
22 Aug 2022	3	Finance for entrepreneurs + case studies	Assoc. Prof. Dr. Pongsakorn Kanjanaoos
29 Aug 2022	4	Finance for entrepreneurs	Assoc. Prof. Dr. Pongsakorn Kanjanaoos
5 Sep 2022	5	Financial products	Assoc. Prof. Dr. Pongsakorn Kanjanaoos
12 Sep 2022	6	Investment for entrepreneurs + case studies	Assoc. Prof. Dr. Pongsakorn Kanjanaoos
19 Sep 2022	7	Investment presentation	Assoc. Prof. Dr. Pongsakorn Kanjanaoos
26 Sep 2022	8	Entrepreneurship	Assoc. Prof. Dr. Pongsakorn Kanjanaoos
		Midterm examination week	
10 Oct 2022	9	Entrepreneurship experience from hard tech start-up	Dr. Tanant Waritanant
17 Oct 2022	10	Business plan	Assoc. Prof. Dr. Pongsakorn Kanjanaoos
31 Oct 2022	11	Accounting for entrepreneurs	Assoc. Prof. Dr. Pongsakorn Kanjanaoos
7 Nov 2022	12	Marketing for entrepreneurs + case studies	Assoc. Prof. Dr. Pongsakorn Kanjanaoos
14 Nov 2022	13	Marketing for entrepreneurs + case studies	Assoc. Prof. Dr. Pongsakorn Kanjanaoos

21 Nov 2022	14	Business pitch	Assoc. Prof. Dr. Pongsakorn Kanjanoos
28 Nov 2022	15	Business pitch	Assoc. Prof. Dr. Pongsakorn Kanjanoos