



Suan Sunandha International School of Art (SISA)

Suan Sunandha Rajabhat University

Thai Qualification Framework for Higher Education (TQF3) : Course Specification

Course Title : FPR2501 Economics for Creativity and Digital Media

Credit : 3 (3-0-6)

Semester 1

Academic Year : 2020

Curriculum : Bachelor of Fine Arts in Creativity and Digital Media (International Program)

Lecturer : Miss Suparada Prapawong

Suan Sunandha International School of Art (SISA)

Section 1. General Information

1. Code and Course Title : FPR2501 Economics for Creativity and Digital Media
2. Credit : 3 (3-0-6)
3. Curriculum and Course Category:
This course offering, a part of the Bachelor of Fine Arts, Creativity and Digital Media Program, Suan Sunandha International School of Art, Suan Sunandha Rajabhat University is categorized as Creativity and Digital Media Specific Course / Core Subject.
4. Lecturer : Miss Suparada Prapawong
E-mail: mm.suparada@gmail.com
5. Semester / Year Level of Students: Semester 1 / 4th Year Students
6. Pre-Requisite (if any) : None
7. Co-Requisite (if any) : None
8. Learning Location : Room: 81/81311, Suan Sunandha Rajabhat University, Salaya Campus
9. Late Date for Preparing and Revising this Course: -

Section 2. Aims and Objectives

1. Objectives of Course
 - 1.1 To have knowledge about economics for creativity and digital media.
 - 1.2 To be able to apply in their creativity and digital media production plan.
2. Objectives of Developing/Revising Course -

Section 3. Course Structure

1. Course Outline

The course topics are about economics for creativity and digital.

2. Time Length per Semester (Lecture-Hours / Practice-Hours / Self Study-Hours)

Lecture	Practice	Self Study	Addition
3 hours per week	-	6 hours per week	upon student request

3. Time Length per Week for Individual Academic Consulting and Guidance

- a. Lecturer will be available every Wednesday from 9:00 to 16.00 HRS.
at Suan Sunandha International School of Art
or an appointment can be made upon request.
- b. Lecturer can also be reached via e-mail for any short consultations:
mm.suparada@gmail.com

Section 4. Developing Students' Learning Outcomes

Learning Standard/Outcomes	Learning Activities	Learning Assessment
1. Ethics and Morals		
1. Honesty 2. Integrity 3. Responsibility 4. Punctuality 5. Tolerance 6. Confidence	1. Rules setting such as attending the class on time and regularly 2. Group discussion 3. Group work 4. Responsible for given tasks and be honest in working and examination	1. Evaluation of on time class attendance 2. Evaluation of on time assigned tasks sending 3. Evaluation of harmony in students group working
2. Knowledge		
1. Can apply knowledge in real working time 2. Dare to use creativity that's profit for creativity and digital media production development 3. Understand in working process rightly in standard 4. Good attitude to profession and work based on moralities and ethics of mass communicators	1. Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet 2. Single and group assignment and discussion 3. Games for case studies understanding and conclusion 4. Quiz in class	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group working of creativity and digital media production and discussion 3. Evaluation by quiz, midterm examination and final examination

Learning Standard/Outcomes	Learning Activities	Learning Assessment
3. Cognitive Skills		
1. Can apply theoretical section and practical part to creativity and digital media production 2. Can analyze situations in creativity and digital media production	1. Practice and ideas conclusion by program of Microsoft PowerPoint 2. Assignment of group discussion and report 3. Group analysis based on at present creativity and digital media principles	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group discussion 3. Evaluation by class practice 4. Evaluation by students' ideas conclusion, analysis including with in class evaluation
4. Interpersonal Skills and Responsibilities		
1. Relevant interpersonal skill and classmate 2. Skill of creation and maintenance of interpersonal relationship with colleagues and gain and loss people 3. Professional practice with self-responsibility and public responsibility based on moralities and ethics of mass communicators 4. Being leader and follower while working development	1. Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet 2. Group works assignment 3. Group presentation	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group works 3. Evaluation by in class practice
5. Numerical Analysis, Communication and Information Technology Skills		
1. Effective communication skill which are listening, speaking, reading and writing skills 2. Information technology and new media usage skills to support creativity and digital media production such as information searching via internet and uploading produced creativity and digital media to youtube.com	1. Communicative technology usage practice such as assignment sending via e-mail and creation of forum for ideas sharing 2. In class discussion or playing of case studies games 3. Report presentation skill by using proper forms, tools and technology	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group discussion and presentation 3. Evaluation by in class practice

Section 5. Lesson Plan and Assessment**1. Lesson Plan**

Week	Topic and Detail	Hours	Activity and Media	Lecturer
1	Course Orientation and Watch Movie about Economics	3	- Group Discussion	Niracharapa Tongdhamachart
2	Introduction to Economics for Film	3	- Single Assignment - Group Discussion	Niracharapa Tongdhamachart
3	Microeconomics Vs. Macroeconomics	3	- Single Assignment - Group Presentation	Niracharapa Tongdhamachart
4	Supply and Demand	3	- Single Assignment - Group Presentation	Niracharapa Tongdhamachart
5	Production and Cost	3	- Single Assignment - Group Presentation	Niracharapa Tongdhamachart
6	Consumer Behavior	3	- Single Assignment - Group Presentation	Niracharapa Tongdhamachart
7				
8				
9	Market Force	3	- Single Assignment - Group Presentation	Niracharapa Tongdhamachart
10	Market Structure	3	- Single Assignment - Group Presentation	Niracharapa Tongdhamachart
11	Market Share	3	- Single Assignment - Group Presentation	Niracharapa Tongdhamachart
12	Market Failure	3	- Single Assignment - Group Presentation	Niracharapa Tongdhamachart
13	Growth	3	- Single Assignment - Group Presentation	Niracharapa Tongdhamachart
14	Business Cycle	3	- Single Assignment - Group Presentation	Niracharapa Tongdhamachart
15	Case Studies of Economics for Creativity and Digital Media	3	- Single Assignment - Group Discussion	Niracharapa Tongdhamachart
16	Final Break Week			
17	Final Examination Week			
	Total Hours	51		

2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
1. Ethics and Morals			
1. Honesty 2. Integrity 3. Responsibility 4. Punctuality 5. Tolerance 6. Confidence	Behaviors and Class Practical Participation	Every Week	Class Attendance 10%
1. Knowledge			
1. Can apply knowledge in real working time 2. Dare to use creativity that's profit for creativity and digital media production development 3. Understand in working process rightly in standard 4. Good attitude to profession and work based on moralities and ethics of mass communicators	Midterm and Final Examination Scores	Week 8 and 17	Midterm Examination 30% Final Examination 30%
3. Cognitive Skills			
1. Can apply theoretical section and practical part to creativity and digital media production 2. Can analyze situations in creativity and digital media production	Group Discussion and Analysis	Week 1, 2 and 15	Group Discussion 10%
4. Interpersonal Skills and Responsibilities			
1. Relevant interpersonal skill and classmate 2. Skill of creation and maintenance of interpersonal relationship with colleagues and gain and loss people 3. Professional practice with self-responsibility and public responsibility based on moralities and ethics of mass communicators 4. Being leader and follower while working development	Class Participation	Every Week	Class Participation 10%

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
5. Numerical Analysis, Communication and Information Technology Skills			
1. Effective communication skill which are listening, speaking, reading and writing skills 2. Information technology and new media usage skills to support creativity and digital media production such as information searching via internet and uploading produced creativity and digital media to youtube.com	Single Assignment and Analysis	Week 3-6 and 9-14	Single Assignment 10%

Section 6. Learning and Teaching Resources

1. Major books and documents

สถาบันพัฒนาความรู้ ตลาดหลกทรรพ์ยัแห่ง ประเทศไทย. (2548). *เศรษฐศาสตร์*. กรุงเทพฯ

พรเทพ , วรรณวิภาณ์ มานะโชติพงษ์. (2556).

เบญญาอภิกุล รายงานการวิเคราะห์สภาพการแข่งชนธุรกิจโรงพยาบาลเอกชนและอุตสาหกรรมโรงพยาบาลนตร์. กรุงเทพฯ.

ตลาดหลกทรรพ์ยัแห่ง ประเทศไทย. (2548). *เศรษฐศาสตร์*. กรุงเทพฯ

2. Important document and information

3. Suggested document and information

<http://tdri.or.th/multimedia/thinkx2-64/>

Section 7. Course Evaluation and Improvement

1. Strategies for Course Evaluation by Students

- 1.1 Explain to students to understand significance of subject development and students' roles in subject effectiveness evaluation as gain and loss people of program management
- 1.2 Support subject effectiveness evaluation by students before and after studying
- 1.3 Create opinion sharing atmosphere about subject effectiveness between lecturer and students while studying

2. Strategies for Course Evaluation by Lecturer

- 2.1 Evaluation majorly based on students' participation such as students' behaviors and participation consideration
- 2.2 Evaluation by lecturer's point of view such as teaching potential according to set teaching plan evaluation and teaching atmosphere consideration
- 2.3 Evaluation by students' scores
- 2.4 Evaluation of teaching by faculty's academic section

3. Teaching Revision

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4. Feedback for Achievement Standards

4.1 Students' outcomes, group works' quality and single assignment the whole semester harmony consideration

4.2 Proper teaching management plan evaluation, teaching activities creation, giving assignments, evaluation and score assessment with subject description and program objectives

4.3 Cooperation with the next subject lecturer for previous subject evaluation

5. Methodology and Planning for Course Review and Improvement

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Section 8. Grading System

Score (%)	Grade	Meaning	Value
86-100	A	Exceptional	4.00
82-85	A-	Excellent	3.75
78-81	B+	Very Good	3.50
74-77	B	Good	3.00
70-73	B-	Fairly Good	2.75
66-69	C+	Satisfactory	2.50
62-65	C	Quite Satisfactory	2.00
58-61	C-	Low Satisfactory	1.75
54-57	D+	Poor	1.50
50-53	D	Very Poor	1.00
46-49	D-	Extremely Poor	0.75
0-45	F	Fail	0.00
-	W	Withdraw	-