



**Suan Sunandha International School of Art  
(SISA)**

**Suan Sunandha Rajabhat University**

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

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**Course Title** : E Commerce

**Credit** :3 (3-0-6))

**Semester** 2

**Academic Year** : 2020

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

**Lecturer** : Dr. Niracharapa Tongdhamachart

Suan Sunandha International School of Art (SISA)

### Section 1. General Information

1. Code and Course Title : E Commerce
2. Credit :3 (3-0-6)
3. Curriculum and Course Category:

Students examine how the internet is rapidly becoming one of the primary communication, marketing, and commercial medium for businesses in almost every industry, and how managers can effectively use this tool to execute their organization's strategic plans. Topics include an overview of electronic commerce; e-marketplaces including auctions and portals; online marketing and consumer behaviour; business-to-business e-commerce; e-government; e-learning; social networks; search engine maximization; e-commerce security; payment solutions and order fulfillment; e-commerce security; e-commerce strategy and global issues; legal, ethical and tax issues; and launching an e-commerce business.

4. Lecturer : Dr. Niracharapa Tongdhamachart  
E-mail: ajarnjune@gmail.com
5. Semester / Year Level of Students: Semester 2 / 3<sup>rd</sup> Year Students
6. Pre-Requisite (if any) : None
7. Co-Requisite (if any) : None
8. Learning Location :Building 31 Suan Sunandha International School of Art (SISA),  
Room: 3112B, Suan Sunandha Rajabhat University
9. Late Date for Preparing and Revising this Course: -

### Section 2. Aims and Objectives

1. Objectives of Course
    - 1.1 Create a portfolio of the steps required to start-up an on-line business e.g.
    - 1.2 Research a paper on the benefits or disadvantages of setting up an on-line business versus a store-front business. Which one would you select? Support your response.
    - 1.3 Explain the steps required to set-up your E-commerce website for advertising purposes. You can create a sample website to market your own products or services offered.
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2. Objectives of Developing/Revising Course -

### Section 3. Course Structure

#### 1. Course Outline

The course topics are media, social media and content creation. The course includes lectures, group discussion, self-study and do a lot of assignments.

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

Lecture	Practice	Self Study	Addition
4 hours per week	-	5 hours per week	upon student request

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

3.1 Lecturer will be available every Wednesday from 9:00 to 16.00 at  
Suan Sunandha School of Art or an appointment can be made upon request.

3.2 Lecturer can also be reached via e-mail for any short consultations:  
[niracharapa.to@ssru.ac.th](mailto:niracharapa.to@ssru.ac.th)

### Section 4. Developing Students' Learning Outcomes

Learning Standard/Outcomes	Learning Activities	Learning Assessment
<b>1. Ethics and Morals</b>		
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
<b>2. Knowledge</b>		
1. Able to apply knowledge in real working time 2. Able to create art work 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. case studies in understanding and conclusion 4. Field trip/studio visit and practice	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group working of Art and animation history 3. Evaluation by case study, questions, midterm examination and final examination (research paper).

Learning Standard/Outcomes	Learning Activities	Learning Assessment
<b>3. Cognitive Skills</b>		
1.Can apply theoretical section and practical part to art and animation production 2.Can analyze situations in art and animation production	1.Practice and ideas conclusion by program of Microsoft PowerPoint 2.Assignment of group discussion and report 3.Individual analysis based on art and animation principles 4. Develop art work	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
<b>4. Interpersonal Skills and Responsibilities</b>		
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	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
<b>5. Numerical Analysis, Communication and Information Technology Skills</b>		
1.Effective communication skill which are listening, speaking, reading and writing skills 2.Information technology and new media usage skills to support art production such as information searching via internet and uploading	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	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		Hours	Learning Activities and	Lecturer
1	E-commerce Overview of Electronic Commerce (EC) and Technology Infrastructure	3	-lecture with Power point -Questions and Answer -Group assignment	Dr. Niracharapa Tongdhamachart
2	The Development of E-commerce	3	-lecture with Power point -Questions and Answers -Discussion	Dr. Niracharapa Tongdhamachart
3	E-commerce Marketing	3	-Lecture with Power points -Questions and Answer -Quiz	Dr. Niracharapa Tongdhamachart
4	STP Model	3	-lecture with Power point -Question and Answers -Case Analysis	Dr. Niracharapa Tongdhamachart
5	Media Marketing	3	-Questions and Answer -Questions and Answers	Dr. Niracharapa Tongdhamachart
6	Mid term			
7	Visit E commerce business	3	-Field trip	Dr. Niracharapa Tongdhamachart
8	E-commerce Legal Considerations	3	-lecture with Power point -Questions and Answer	Dr. Niracharapa Tongdhamachart
9	E-commerce Implementation Costs	3	-lecture with Power point -Report and presentation	Dr. Niracharapa Tongdhamachart
10	Cryptocurrency	3	- lecture with Power point Questions and Answer	Dr. Niracharapa Tongdhamachart
11	Customer Service Expectations of the E-commerce Experience	3	-lecture with Power point	Dr. Niracharapa Tongdhamachart

12	Brand Creating	3	-lecture with Power point	Dr. Niracharapa Tongdhamachart
13	Analysis of Market	3	-lecture with Power point	Dr. Niracharapa Tongdhamachart
14	Online Auctions Via E-Bay	3	-lecture with Power point	Dr. Niracharapa Tongdhamachart
15	How Amazon.com works	3	-lecture with Power point	Dr. Niracharapa Tongdhamachart
16	How to sell via FB fanpage	3	-lecture with Power point	Dr. Niracharapa Tongdhamachart
17	E commerce implementation via omni-channels	3	Group projects	Dr. Niracharapa Tongdhamachart
Total		51		

**2. Learning Assessment Plan**

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
<b>1. Ethics and Morals</b>			
1. Honesty 2. Integrity 3. Responsibility 4. Punctuality 5. Tolerance 6. Confidence	Behaviors and Class Practical Participation	Every Week	Class Attendance 10%
<b>2. Knowledge</b>			
1. Apply knowledge in real working time 2. Use creativity in creating art and animation 3. Understand in working process rightly in standard 4. Good attitude to	Midterm Exam research paper Scores	week 6, week 16	Midterm Examination 20% Final research paper 30%

profession and work based on moralities and ethics of mass communicators			
<b>3. Cognitive Skills</b>			
1.Can apply theoretical section and practical part to art and animation production 2.Can analyze situations in Art and animation production	Case Study Analysis, Homework Assignment	week 1-2, week 4, week 8, week 12	Group Discussion 15%
<b>4. Interpersonal Skills and Responsibilities</b>			
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, homework, practice with animation studios	Every Week	Class Participation 10%

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
<b>5. Numerical Analysis, Communication and Information Technology Skills</b>			
1.Effective communication skill which are listening, speaking, reading and writing skills 2.Information technology and new media usage skills to support art and animation production such as information searching via internet and uploading produced art and animation to youtube.com	Group Presentation	week 1-3, week 9, week 12, week 14-15	Group Presentation 15%



## Section 6. Learning and Teaching Resources

Major books and documents

1. Handouts by Dr. Niracharapa Tongdhamachart



2. Digital Marketing Strategy: An Integrated Approach to Online Marketing by Simon Kingsnorth

## Section 7. Course Evaluation and Improvement

### 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

### 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

### Teaching Revision

### 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

### Methodology and Planning for Course Review and Improvement

## Section 8. Grading System

Marks (%)	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+	Very Satisfactory	2.50
62-65	C	Satisfactory	2.00

58-61	C-	Fairly Satisfactory	1.75
54-57	D+	Poor	1.50
50-53	D	Fairly Poor	1.00
46-49	D-	Very Poor	0.75
0-45	F	Failure	0.00
-	I	Incomplete	-
-	W	Withdraw	-