



**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** : FPR1108 Introduction to Business Process Management

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

**Semester** : 1

**Academic Year** : 2016

**Curriculum** : Bachelor of Fine Arts in Film Production (International Program)

**Lecturer** : Mr. Teerapong Serisamran

Suan Sunandha International School of Art (SISA)

### Section 1. General Information

1. Code and Course Title : FPR1108 Introduction to Business Process Management
2. Credit : 3 (3-0-6)
3. Curriculum and Course Category:  
This course offering, a part of the Bachelor of Fine Arts, Film Production Program, Suan Sunandha International School of Art, Suan Sunandha Rajabhat University is categorized as Film Production Specific Course / Core Subject.
4. Lecturer : Mr. Teerapong Serisamran  
E-mail: teerapong.se@ssru.ac.th
5. Semester / Year Level of Students: Semester 1 / 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 To have knowledge about business process management.
  - 1.2 To be able to apply in their films production plan.
2. Objectives of Developing/Revising Course -

### Section 3. Course Structure

#### 1. Course Outline

The course topics are about introduction to business process management including with case studies.

#### 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 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: [suparada.pr@ssru.ac.th](mailto:suparada.pr@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. Can apply knowledge in real working time 2. Dare to use creativity that's profit for film 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 film production and discussion 3. Evaluation by quiz, midterm examination and final examination

Learning Standard/Outcomes	Learning Activities	Learning Assessment
<b>3. Cognitive Skills</b>		
<ol style="list-style-type: none"> <li>1. Can apply theoretical section and practical part to film production</li> <li>2. Can analyze situations in film production</li> </ol>	<ol style="list-style-type: none"> <li>1. Practice and ideas conclusion by program of Microsoft PowerPoint</li> <li>2. Assignment of group discussion and report</li> <li>3. Group analysis based on at present film principles</li> </ol>	<ol style="list-style-type: none"> <li>1. Evaluation by behaviors, attention and class participation</li> <li>2. Evaluation by group discussion</li> <li>3. Evaluation by class practice</li> <li>4. Evaluation by students' ideas conclusion, analysis including with in class evaluation</li> </ol>
<b>4. Interpersonal Skills and Responsibilities</b>		
<ol style="list-style-type: none"> <li>1. Relevant interpersonal skill and classmate</li> <li>2. Skill of creation and maintenance of interpersonal relationship with colleagues and gain and loss people</li> <li>3. Professional practice with self-responsibility and public responsibility based on moralities and ethics of mass communicators</li> <li>4. Being leader and follower while working development</li> </ol>	<ol style="list-style-type: none"> <li>1. Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet</li> <li>2. Group works assignment</li> <li>3. Group presentation</li> </ol>	<ol style="list-style-type: none"> <li>1. Evaluation by behaviors, attention and class participation</li> <li>2. Evaluation by group works</li> <li>3. Evaluation by in class practice</li> </ol>
<b>5. Numerical Analysis, Communication and Information Technology Skills</b>		
<ol style="list-style-type: none"> <li>1. Effective communication skill which are listening, speaking, reading and writing skills</li> <li>2. Information technology and new media usage skills to support film production such as information searching via internet and uploading produced film to youtube.com</li> </ol>	<ol style="list-style-type: none"> <li>1. Communicative technology usage practice such as assignment sending via e-mail and creation of forum for ideas sharing</li> <li>2. In class discussion or playing of case studies games</li> <li>3. Report presentation skill by using proper forms, tools and technology</li> </ol>	<ol style="list-style-type: none"> <li>1. Evaluation by behaviors, attention and class participation</li> <li>2. Evaluation by group discussion and presentation</li> <li>3. Evaluation by in class practice</li> </ol>

## Section 5. Lesson Plan and Assessment

## 1. Lesson Plan

Week	Topic and Detail	Hours	Activity and Media	Lecturer
1	- Course Orientation	3	- Group Discussion	Mr. Teerapong Serisamran
2	- Introduction to marketing for Film: Knowing 4P in Marketing	3	- Lecture - Group Discussion	Mr. Teerapong Serisamran
3	- Product: Film Content.	3	- Lecture - Group Discussion	Mr. Teerapong Serisamran
4	- Place: Where to sell your film.	3	- Lecture - Group Discussion	Mr. Teerapong Serisamran
5	- Price: Cost Evaluation in Film Production.	3	- Lecture - Group Discussion	Mr. Teerapong Serisamran
6	- Promotion: Marketing Tools, from Poster to Viral Video.	3	- Lecture - Group Discussion	Mr. Teerapong Serisamran
7	<b>Midterm Break Week</b>			
8	<b>Midterm Examination Week</b>			
9	- SWOT Analysis in film producing.	3	- Lecture - Group Discussion	Mr. Teerapong Serisamran
10	- Major Threats in Film Business.	3	- Lecture - Group Discussion	Mr. Teerapong Serisamran
11	- Major change in Film Business: From Theatre Screen to Internet streaming.	3	- Lecture - Group Discussion	Mr. Teerapong Serisamran
12	- Film Package Content and Format.	3	- Lecture - Group Discussion	Mr. Teerapong Serisamran
13	- Group Presentation part 1	3	- Group Presentation	Mr. Teerapong Serisamran
14	- Group Presentation part 2	3	- Group Presentation	Mr. Teerapong Serisamran
15	- Film Trailers Presentation for classmate evaluation.	3	- Group Discussion	Mr. Teerapong Serisamran
16	<b>Final Break Week</b>			
17	<b>Final Examination Week</b>			
	Total Hours	39		

**2. Learning Assessment Plan**

<b>Learning Outcomes</b>	<b>Assessment Activities</b>	<b>Time Schedule</b>	<b>Proportion of Assessment (%)</b>
<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. Can apply knowledge in real working time 2. Dare to use creativity that's profit for film 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	Video Essays on Midterm and Final Examination Scores	Week 8 and 17	Video Essay for Midterm Examination 20%  Video Essay for Final Examination 30%
<b>3. Cognitive Skills</b>			
1. Can apply theoretical section and practical part to film production 2. Can analyze situations in film production	Group Discussion and Analysis	Week 1-6 and 9-12	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	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 film production such as information searching via internet and uploading produced film to youtube.com	Group Presentation and classmate evaluation	Week 13-15	Group Presentation 15%

### Section 6. Learning and Teaching Resources

#### 1. Major books and documents

สถาบันพัฒนาความรู้ตลาดทุน ตลาดหลักทรัพย์แห่งประเทศไทย. (2548). *เศรษฐศาสตร์*. กรุงเทพฯ

พรเทพ เบญญาอภิกุล, วรณวิภางค์ มานะโชติพงษ์. (2556). *รายงานการวิเคราะห์สภาพการแข่งขันธุรกิจโรงพยาบาลเอกชนและอุตสาหกรรมโรงพยาบาลนคร*. กรุงเทพฯ.

ตลาดหลักทรัพย์แห่งประเทศไทย. (2548). *เศรษฐศาสตร์*. กรุงเทพฯ

#### 2. Important document and information

#### 3. Suggested document and information

<http://www.aiim.org/What-is-BPM-Business-Process-Management>

<http://bpm.com/what-is-bpm>

### 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	-