

FPFPR1108 Introduction to Business Process Management

3(3-0-6)

TQF 5 Course Report

The Course Report herein refers to the teaching and learning report of a lecturer at the end of each semester course. The report includes an assessment whether the course was conducted as planned in the course specification and, if not, suggestions for improvement. The report also presents student academic results, the number of students for the duration of the course, course management problems, an analysis of the course evaluation result from students/Head of Department or external auditor, an opinion survey of employers, and suggestions to the course coordinator for improvement and development.

The Course Report consists of 8 sections:

- Section 1 General Information
- Section 2 Teaching and Learning Management Compared to a Teaching Plan
- Section 3 Summary of Teaching and Learning Result
- Section 4 Problems and Effects of Course Management
- Section 5 Course Evaluation
- Section 6 Improved Teaching Plan

Course Report

Name of Institution: Suan Sunandha Rajabhat University

Campus/Faculty/Department: Suan Sunandha International School of Art

Section 1: General Information

- 1. Course title and code:** FPR1108 Introduction to Business Process Management
- 2. Pre-requisite:** None
- 3. Responsible faculty, lecturer, and section:** Ms. Areerut Jaipadub
- 4. Course semester/academic year:** Semester 1/2559
- 5. Place of study:** Building 31, Suan Sunandha International School of Art,
Suan Sunandra Rajabhat University

Section 2: Teaching and Learning Management Compared to a Teaching Plan

1. Report of a planned teaching hours compared to an actual teaching hours

Specify teaching topics, teaching hours according to the plan, and actual teaching hours. If the actual teaching hours are different from the plan by more than 25%, specify the reasons.

Teaching Topics	Planned Hours	Actual Hours	If planned teaching hours differs from actual teaching hours more than 25%, specify reasons.
1. Course Orientation	3	3	

2. Introduction to marketing for Film: Knowing 4P in Marketing	3	3	
3. Product: Film Content.	3	3	
4. Place: Where to sell your film.	3	3	
5. Price: Cost Evaluation in Film Production.	3	3	
6. Promotion: Marketing Tools, from Poster to Viral Video.	3	3	
7. SWOT Analysis in film producing.	3	3	
8. Major Threats in Film Business.	3	3	
9. Major change in Film Business: From Theatre Screen to Internet streaming.	3	3	
10. Film Package Content and Format.	3	3	
11. Group Presentation part 1	3	3	
12. Group Presentation part 2	3	3	
13. Film Trailers Presentation for classmate evaluation.	3	3	

2. Teaching topics not covered as planned

Specify topics that are not covered according to the teaching plan. The lecturer may consider whether the main points of the topics affect learning outcomes at both the course and program levels. If there is any impact on student learning outcomes, give suggestions.

Teaching topics not covered as planned	Effects to learning outcomes	Provide any suggestions
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3. Efficiency of teaching towards learning outcomes, as specified in course design

Specify whether teaching methodology can lead towards achievement of all domains of learning outcomes, as articulated in course specification. Specify problems found in teaching. Give suggestions.

Domains of Learning outcomes	Teaching methodology and activities in class	Efficiency		Setback during teaching and Suggestions
		Yes	No	
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	√		-Some students have a habit of sending the paperwork late. -Explain to students to understand why they must send the paperwork on time.

<p>2. Knowledge</p> <p>1. Can apply knowledge in real working time</p> <p>2. Dare to use creativity that's profit for film theory</p> <p>3. Understand in working process rightly in standard</p> <p>4. Good attitude to profession and work based on moralities and ethics of mass communicators</p>	<p>1. Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet</p> <p>2. Single and group assignment and discussion</p>	<p>v</p>		
<p>3. Cognitive Skills</p> <p>1. Can apply theoretical section and practical part to film theory</p>	<p>1. Practice and ideas conclusion by program of Microsoft PowerPoint</p> <p>2. Assignment of group discussion and report</p>	<p>v</p>		

<p>4. Interpersonal Skills and Responsibilities</p> <p>1. Relevant interpersonal skill and classmate</p> <p>2. Skill of creation and maintenance of interpersonal relationship with colleagues and gain and loss people</p> <p>3. Professional practice with self-responsibility and public responsibility based on moralities and ethics of mass communicators</p> <p>4. Being leader and follower while working development</p>	<p>1. Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet</p> <p>2. Group works assignment</p> <p>3. Group presentation</p>	<p>v</p>	<p>-Sometimes Students have a problem with group works</p> <p>-Explain to students what is the significant of interpersonal skill , group works and how to being good leader and follower.</p>
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<p>5. Numerical Analysis, Communication and Information Technology Skills</p> <p>1. Effective communication skill which are listening, speaking, reading and writing skills</p> <p>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</p>	<p>1. Communicative technology usage practice such as assignment sending via e-mail and creation of forum for ideas sharing</p> <p>2. In class discussion or playing of case studies games</p> <p>3. Report presentation skill by using proper forms, tools and technology</p>	v		
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4. Teaching improvement

Suggest strategies to your department to improve teaching methodology based on problems found in Section 2, No. 3.

Suggestions: Suan Sunandha International School of Art **needs to prepare equipment which in need for students use during the class.**

Section 3: Summary of Teaching and Learning Results

1. Number of students registered for the course: 11 students
2. Number of students at the end of the semester: -
3. Number of students who withdrew from the course: -
4. Distribution of scores level (grade)

Student's score as percentage	Grade	Total	Percentage
86 – 100	A	1	9.09
82 – 85	A-	2	18.18
78 – 81	B+	2	18.18
74 - 77	B	1	9.09
70 – 73	B-	-	-
66 – 69	C+	-	-
62 – 65	C	-	-
58 – 61	C-	1	9.09
54 – 57	D+	3	27.27
50 - 53	D	-	-
46 - 49	D-	-	-
0 - 45	F	-	-
	I	1	9.09
	W	-	-

5.Factors influencing unusual scores level: None

6.Errors from (grade) assessment plan

1.1. Errors about setting time for assessment

1.1.1. Specify errors and reasons.

6.1 Errors due to timing	Reasons
-	-

1.2. Errors about assessment techniques

1.1.1. Specify errors and reasons.

6.2 Errors due to the assessment techniques	Reasons
-	-

7. Revision of student efficiency

1.1. Specify methods of revision and summarize the result.

Method of revision	Conclusion
-	-

Section 4: Problems and Effects of Course Management

1. Teaching resources and facilities problem

1.1. Specify problems about teaching resources and facilities and their impact.

Problems	Impacts
-	-

2. Management and organization problem

1.1. Specify problems about management and organization and their impact on student learning.

Problems	Impacts
-	-

Section 5: Course Evaluation

1. Result of student course evaluations (please see attachment.)

1.1. Feedback from student evaluations

1.1.1. Specify strengths and weaknesses.

Students too shy to speak English in class.

1.2. Lecturer's opinion of student feedback

Lecturer agrees that it will help students by stimulating and encouraging them to use English.
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2. Result of course evaluation from other evaluation methods.

1.1. Feedback from other evaluation methods

1.1.1. Specify strengths and weaknesses.

Strength: This course is enjoyable and helps students to understand about Film Business Process Management.

Weakness: There are too many topic that students need to understand in a short Time, there are more topic in Film Business Process Management must to learn.

1.2. Lecturer's opinion of feedback

They need to give more time to self-study and find the topic they're interested.

Section 6: Improved Teaching Plan

1. Progression of improved teaching plan as presented in the previous course report.

1.1. Specify an improved teaching plan that was proposed in the previous semester/academic year, and describe whether it was conducted as planned. If not, give reasons.

An improved plan	The result
A plan to use more e-learning for additional practice exercises.	Provide two additional practice exercises that students can do at home.

2. Other methods for course improvement

1.1. Briefly describe how to improve the course, e.g., new teaching methods for the current semester/academic year or new teaching instruments.

-Make an adjustment of the speed of the lecture in the classroom depends on the English ability of students and their prior knowledge of the subject matters.
-Use new teaching techniques such as jigsaw method, and group investigation
-Create more positive learning environment.

3. Suggestion an improvement of the plan for the next semester/academic year

1.1. Specify a plan with expected deadlines and person who is responsible.

Proposed Plan	Deadline	Responsible Lecturer
-	-	-

Reported by: Ms. Areerut Jaipadub

Submitted Date: