



Course Specification

Institution Rangsit University **Faculty** School of Nursing

Curriculum พยาบาลศาสตรบัณฑิต (หลักสูตรใหม่ พ.ศ. 2565)

Section 1 General Information

BNE 496	การเป็นผู้ประกอบการกิจด้านสุขภาพและการพยาบาล (Business in Health and Nursing)	3	(2-2-5)
Co-requisite course	-		
Prerequisite course	-		
Semester	2/2567		
Section	01		
Course type	<input type="checkbox"/> Basic adjustment course <input type="checkbox"/> General course <input type="checkbox"/> Specific Course 1) Basic professional course <input checked="" type="checkbox"/> Free elective		
Course Coordinator	Aj. Thanassamund Luangkittikong <input checked="" type="checkbox"/> อาจารย์ประจำ <input type="checkbox"/> อาจารย์พิเศษ Assist. Prof. Dr. Sangrawee Maneesri <input checked="" type="checkbox"/> อาจารย์ประจำ <input type="checkbox"/> อาจารย์พิเศษ		
Course Instructors	Dr. Kritsada Muhammad <input type="checkbox"/> อาจารย์ประจำ <input checked="" type="checkbox"/> อาจารย์พิเศษ Dr. Pashatai Charutawephonnukoon <input type="checkbox"/> อาจารย์ประจำ <input checked="" type="checkbox"/> อาจารย์พิเศษ		
Study place	Room 4/2-410 <input checked="" type="checkbox"/> In site <input type="checkbox"/> Out site		
Latest update	13 November 2024		

Section 2 Purpose and Objective

1. Purposes of the course

1.1. Have knowledge and understanding of health marketing and social marketing principles, guidelines for establishing healthcare businesses in nursing facilities, and risk management in healthcare business operations.

1.2. Able to write business plans for healthcare business establishment projects according to specified conditions.

1.3. Have nursing entrepreneurship skills.

1.4. Possess ethics and code of conduct as a business professional.

2. Course Description

Health marketing and social marketing, Guidelines for establishing a healthcare business for public and private health services or owned business, Nurse entrepreneur investment under independent roles, Management of health resources, Risk management of health business enterprise, Skill of nurse entrepreneurship, Code and ethics of business, Healthcare law related to health

3. Teaching hours per semester

Classroom tutorial and discussion	Practice in laboratory	Self-study
30 hours	30 hours	5 hours per week

4. Advising/Coaching/Counseling hours/week

The advisor(s) for the course will be assigned and clearly announced during the course orientation. Course instructors will give advice to the students, individuals, or groups for at least 2 hours per week.

Advisor Names	Consulting Place	Contact Information	Schedule
1. Aj. Thanassamund Luangkittikong	Room 408/3 School of Nursing	Thanassamund.l@rsu.ac.th Tel: 092-4564244	Thursday 2-4 PM
2. Assist. Prof. Dr. Sangrawee Maneesri	Room 408/3 School of Nursing	sangrawee.m@rsu.ac.th Tel: 080-2215229	Tuesday 9.30-11.30 AM
3. Dr. Kritsada Muhammad	2-209 (4D) Faculty of Business Administration	kritsada.m@rsu.ac.th Line ID. krit_kong	Tuesday 9.30-11.30 AM
4. Dr. Pashatai Charutawephonnukoon	2-209 (4D) Faculty of Business Administration	pashatai.c@rsu.ac.th Line ID. yeestyle7.8	Wednesday 9.30-11.30 AM

5. Course Learning Outcomes (CLOs)

1.1 Explain knowledge, principles, concepts, theories of health marketing and social marketing and related sciences; able to analyze health resource management plans, risk management in healthcare business operations, identify causes and solve problems correctly.

1.2 Apply knowledge, principles, concepts of health marketing and social marketing and related sciences in analyzing health resource management plans and risk management in healthcare business operations.

1.3 Use digital technology for information searching.

1.4 Use Thai and English languages effectively in communication and group activities.

1.5 Use scientific processes and statistics to analyze health resource management plans and risk management data in healthcare business operations.

1.6 Demonstrate commitment and adherence to ethical principles, professional code of conduct, and laws.

1.7 Able to design business plans for health services and health-related businesses.

Section 3 Students' Learning Outcomes Development

1. Knowledge

●	Learning Outcome	Learning activities	Evaluation
1.1	Explains knowledge, principles, concepts, theories of health marketing and social marketing and related sciences.	<ul style="list-style-type: none"> - Lecture teaching - Assigning additional research - Assigning group work 	<ul style="list-style-type: none"> - Evaluate and score from the assigned work - Evaluate and score from the assigned work - Evaluate from teamwork, participation - Evaluate from the final exam with a test
1.2	Apply knowledge, principles, and concepts of health marketing and social marketing and related sciences to analyze health resource management plans and risk management in health business operations.		

2. Skills

●	Learning Outcome	Learning activities	Evaluation
2.1	Use digital technology to search for information.	Key sources of information such as business units, research organizations that have information on the environment that affects the business.	Business environment analysis results
2.2	Use Thai and English to communicate and do group activities effectively.	Work in groups and divide tasks according to responsibility for each assigned business plan topic.	Observe the behavior and performance of the business plan.
2.3	Use scientific and statistical processes to analyze data on health resource management plans and risk management in health business operations.	There are references to data and statistics that occur to help prepare the business plan.	In the business overview section, refer to various statistical data such as business growth rate, competitor rate, market share rate.

3. Ethics

●	Learning Outcome	Learning activities	Evaluation
3.3	Demonstrate adherence to and compliance with ethical principles, professional ethics and laws.	Teach the principles of ethics, professional ethics and law during the preparation of the business plan by talking with students, emphasizing responsibility for work, honesty in group duties, humility and kindness towards colleagues, and not being greedy.	Observe behavior during project submission on time.

4. Personal characteristics

●	Learning Outcome	Learning activities	Evaluation
4.3	Able to design health services and businesses.	Do business plan practice exercises for each topic.	Health Business Plan (Business Model)

Section 4 Lesson Plan and Evaluation

1. Lesson plans

Week/Date /Time	Topic	Learning and teaching activities	Hours	Instructor
Session 1 Fri 14 Feb 25 9-12 AM	Discussion with CEOs from: - Elderly care centers - Nursing schools - Health businesses	Discussion with 2-3 CEOs	3	Aj. Thanassamund Luangkittikong Assist. Prof. Dr. Sangrawee Maneesri
Session 2 Fri 14 Feb 25 1-4 PM	Chapter 1: Entrepreneurship Overview - Business models - Vision, mission, goals - Key success factors	Lecture + Slides Quiz	3	Dr. Pashatai Charutawephonnukoon
Session 3 Wed 19 Feb 25	Chapter 2: Situation Analysis - PEST Analysis	- Lecture + Slides - Quiz	3	Dr. Kritsada Muhammad

Week/Date /Time	Topic	Learning and teaching activities	Hours	Instructor
9-12 a.m.	- Porter's Five Forces Model - SWOT Analysis			
Session 4 Wed 19 Feb 25 1-4 p.m.	Chapter 2: Situation Analysis (cont.) - TOWS Matrix - Competitor analysis	- Lecture + Slides - Quiz	3	Dr. Pashatai Charutawephonnukoon
Session 5 Fri 21 Feb 25 9-12 a.m.	Chapter 3: Marketing Plan - Market segmentation, targeting, positioning - Marketing mix (4P/7P)	- Lecture + Slides - Quiz	3	Dr. Pashatai Charutawephonnukoon
Session 6 Fri 21 Feb 25 1-4 p.m.	Chapter 3: Marketing Plan (cont.) - Marketing action plan - Sales forecasting	- Lecture + Slides - Quiz	3	Dr. Pashatai Charutawephonnukoon
Session 7 Wed 26 Feb 25 9-12 a.m.	Chapter 4: Operations Plan - Location - Layout management - Service equipment, office supplies, depreciation - Flowcharts	- Lecture + Slides - Quiz	3	Dr. Kritsada Muhammad
Session 8 Wed 26 Feb 25 1-4 p.m.	Chapter 4: Operations Plan (cont.) - Production/service capacity - Service costs - Sales and administrative expenses	- Lecture + Slides - Quiz	3	Dr. Kritsada Muhammad
Session 9 Fri 28 Feb 25 9-12 a.m.	Chapter 5: Human Resources Plan - Organizational structure - Job descriptions, employee qualifications	- Lecture + Slides - Quiz	3	Dr. Kritsada Muhammad
Session 10 Fri 28 Feb 25 1-4 p.m.	Chapter 5: Human Resources Plan (cont.) - Employee working hours summary - Compensation summary - Benefits and development plans	- Lecture + Slides - Quiz	3	Dr. Kritsada Muhammad

Week/Date /Time	Topic	Learning and teaching activities	Hours	Instructor
Session 11 Wed 5 Mar 25 9-12 a.m.	Chapter 6: Financial Plan - Financial assumptions - Income statement - Balance sheet and retained earnings	- Lecture + Slides - Quiz	3	Dr. Pashatai Charutawephonnukoon
Session 12 Wed 5 Mar 25 1-4 p.m.	Chapter 6: Financial Plan (cont.) - Cash flow statement - ROI analysis	- Lecture + Slides - Quiz	3	Dr. Pashatai Charutawephonnukoon
Session 13 Fri 7 Mar 25 9-12 a.m.	Chapter 7: Contingency Plan	- Lecture + Slides - Quiz - Risk management plan	3	Dr. Kritsada Muhammad
Session 14 Fri 14 Mar 25 9-12 a.m.	Health Business Plan Presentation and Discussion	Learning exchange Presentation Feedback	3	Dr. Kritsada Muhammad Dr. Pashatai Charutawephonnukoon
Session 15 Fri 14 Mar 25 1-4 p.m.	-	Final Examination	3	Dr. Kritsada Muhammad Dr. Pashatai Charutawephonnukoon
Total			45	

2. Evaluation Plan

Learning Outcomes	Assessment Methods	Week	Evaluation
1.1, 1.2	Final Examination	Week 15	30%
	Class attendance, participation, discussion, classroom opinion sharing, exercises	Throughout semester	40%
	Health business plan and learning exchange presentation	Week 14-15	30%

Section 5 Learning resources

5.1 Require books

Teaching Materials Provided by Instructors Weekly

5.2 Document/website

- กรมพัฒนาธุรกิจการค้า กระทรวงพาณิชย์. ธุรกิจการ ดูแลผู้สูงอายุ. เข้าถึงเมื่อ 27 ธันวาคม 2566.
https://www.dbd.go.th/more_news.php?cid=923
- กรมสนับสนุนบริการสุขภาพ กระทรวงสาธารณสุข. คู่มือธุรกิจสปา. เข้าถึงเมื่อ 27 ธันวาคม 2566.
https://hss.moph.go.th/fileupload_doc_slider/20_16-12-08--438.pdf
- มาตรการทางกฎหมายในการควบคุมการประกอบธุรกิจ คลินิกเสริมความงาม.วารสารนิติศาสตร์ มหาวิทยาลัย นเรศวร. 2561;11(2):171-198. doi:10.14456/nulj.2018.17
- เทิดศักดิ์ รัตนสุกิตติ.การบริหารการเปลี่ยนแปลงในการดูแลสุขภาพ: รูปแบบกลยุทธ์และความสำเร็จ. วารสารพยาบาลตำรวจ. 2561;10(2):412-421.
- อารีวรรณ กลั่นกลิ่น, วาสนา อูปู ป้อ. พยาบาลวิชาชีพกับการประกอบอาชีพอิสระในศตวรรษที่ 21. วารสารวิชาการราชวิทยาลัยจุฬารักษ์ 2564;3(1):8-18. <https://he02.tci-thaijo.org/index.php/jcra/article/view/247805>
- International Council of Nurses. Guidelines on the nurse entre/intrapreneur providing nursing service. Geneva, Switzerland; 2004.
- Tanapol Kortana. Key Success Factors for Entrepreneurs in the Healthcare Business of Thailand. The EUrASEANs: journal on global socio-economic dynamics. 2018;14:55-60. doi:10.35678/2539-5645.4(11).2018.83-88
- Vannucci MJ, Weinstein SM. The nurse entrepreneur: empowerment needs, challenges, and self-care practices.Nursing: Research and Reviews. 2017;7:57-66. doi:10.2147/NRR.S9840

Section 6 evaluation and improvement

1. Course Effectiveness Assessment Strategies by Students

- 1.1. Students evaluate instructors through university's online unit evaluation system
- 1.2. Students evaluate theoretical course teaching process through university's online course evaluation system

2. Teaching Assessment Strategies

- 2.1. Course coordinators, teaching team, other faculty, and associate dean observe and evaluate teaching with improvement suggestions
- 2.2. Assessment through knowledge tests, class participation, teamwork, case analysis, and situation analysis reports

3. Teaching Improvement

- 3.1. Course coordinators/teaching team review student evaluations and previous year's online course assessments to improve teaching process
- 3.2. Update RQF.3, teaching methods/materials based on previous year's evaluations
- 3.3. Improve teaching process based on teaching team evaluation

4. Verification of Student Achievement Standards

- 4.1. Achievement verification by Faculty committee including department faculty and program representatives
- 4.2. Random checks of exam scoring, reports, projects by course coordinators and instructors

5. Course Effectiveness Review and Improvement Planning

Course coordinators present student evaluations and instructor recommendations to nursing program faculty meeting for next academic year's improvement planning