



**COURSE SYLLABUS**  
**First semester 2017**

**1. Responsible Unit:** KU Integrated General Education Division

**2. Course Code:** 01999043                      **Course title:** Creativity for Value Management  
**Credits** 3 (3-0)  
**Section 450**                      **Class time and room:** Wednesday 4:30-6:00 p.m. and Friday 2:30-4:00 p.m.  
Rm: E17201

**3. Instructors**

Associate Professor Lertchai Ratana-arporn	Faculty of Engineering
Associate Professor Chiraphan Kuladilok	Faculty of Economics
Dr. Kris Wonggasem	Faculty of Engineering
Dr. Nantipa Pansawat	Faculty of Fisheries
Mr. Thitinan Yimsirikul	Guest Lecturer

**4. Office hours for students' consultation**

1. Associate Professor Lertchai Ratana-arporn  
Tel. 02-797-0999 ext. 1620 E-mail: fengler@ku.ac.th
  2. Associate Professor Chiraphan Kuladilok  
Tel. 02-561 3474 ext. 102 E-mail: fecochk@ku.ac.th
  3. Dr. Kris Wonggasem  
Tel. 02-797-0999 ext.1613 E-mail: fengkrw@ku.ac.th
  4. Dr. Nantipa Pansawat  
Tel. 02-942-8644 ext. 15 E-mail: ffsntp@ku.ac.th
- Also contact via: <https://course.ku.ac.th/> and <http://ku-iged.psd.ku.ac.th/>

**5. Course Objective**

1. To provide understanding in creativity and value management concepts
2. To enhance skill in problem analysis and be able to solve the problems both in daily and in industry
3. To apply in solving the organization and upgrade industry competency

**6. Course Description**

Creative thinking and value management, problem analysis, problem awareness, creative problem solving, organization management for maximum efficiency.

<b>7. Course Outlines</b>	<b>Lecture hours</b>
1. Background for general understanding on creativity concept	3
2. Value management	31.5
- Value engineering theory (6)	
- SAPUP technique (6)	
- Problems solving analysis (6)	
- Problem solving in industries (1.5)	
- Manufacturing case study (3)	
- Presentation and Discussion (9)	
3. Principles of Product Development	3
4. Maximize organization management for competition	<u>7.5</u>
	<u>45.0</u>

### 8. Instruction Method

Student-centered teaching methods, lecture, case studies, working in groups, report, presentation and examinations.

### 9. Instructional Materials

PowerPoint, LCD, [M@xLearn](#) , case studies, textbooks.

### 10. Measures of Achievement

10.1 Report/ homework /quiz	20%
10.2 Examination	
- Midterm examination	20%
- Final examination	20%
10.3 Class attention	10%
10.4 Class participation and presentation	<u>30%</u>
Total	<u>100%</u>

### 11. Grading Evaluation

Based on norm-referenced and criterion-referenced evaluation.

### 12. Textbooks

- KU Integrated General Education Center, Creativity for Value Management, Bangkok: KU Press, 2012.
- Lertchai Ratana-arporn, Value Engineering Management (e-Book), KU Books, 2014.

## 13. Course schedule

Sec 450 Wednesday 4:30-6:00 p.m. Rm: E17201 (\* *Compensate class hour: 4:30-6:30 p.m.*)Friday 2:30-4:00 p.m. Rm: E17201 (\* *Compensate class hour: 2:30-4:30 p.m.*)

Wk.	Date	Contents	Hour	Class activities	Instructors
1	W. 2 Aug. 17 F. 4 Aug. 17	Introduction to creativity Value Engineering theories	3	Lecture and discussion	Assoc.Prof.Lertchai
2	W. 9 Aug. 17 F. 11 Aug. 17	Value Engineering theories (cont.)	3	Lecture and discussion	Assoc.Prof.Lertchai
3	W. 16 Aug. 17 F. 18 Aug. 17	Value Engineering theories (cont.)	3	Lecture and discussion	Assoc.Prof.Lertchai
4	W. 23 Aug. 17 F. 25 Aug. 17	Problems prevention by SAPUP technique	3	Lecture and discussion	Assoc.Prof.Lertchai
5	W. 30 Aug. 17 F. 1 Sep. 17	Problems prevention by SAPUP technique (cont.)	3	Lecture and discussion	Assoc.Prof.Lertchai
6	W. 6 Sep. 17 F. 8 Sep. 17	Problems solving analysis	3	Problem cases demonstration and discussion	Assoc.Prof.Lertchai
7	W. 13 Sep. 17 F. 15 Sep. 17	Case studies	3	Problem cases demonstration and discussion	Dr.Kris
<b>8</b>	<b>Midterm examination (Sun. 17 Sep. 2017, 2.30-4:30 p.m.)</b>				
9	W. 27 Sep. 17 F. 29 Sep 17	Problems solving analysis (cont.) and workshop	3	Problem cases demonstration and discussion	Assoc.Prof.Lertchai
10	<b>* W. 4 Oct. 17</b> <b>* F. 6 Oct. 17</b>	Class participation and presentation	4	Student's oral presentation on Value Engineering Application Projects & discussion	Assoc.Prof.Lertchai
11	<b>* W.11 Oct. 17</b>	Class participation and presentation	2	Student's oral presentation on Value Engineering Application Projects & discussion	Assoc.Prof.Lertchai
	F. 13 Oct. 17	<b>Holiday</b>			
12, 13	16-27 Oct. 17	<b>Graduation ceremony</b>			
14	W. 1 Nov. 17 F. 3 Nov. 17	Class participation and presentation	3	Student's oral presentation on Value Engineering Application Projects & discussion	Assoc.Prof.Lertchai
15	W. 8 Nov. 17 F. 10 Nov. 17	Principles of Product Development	3	Lecture and discussion	Dr.Nantipa
16	W. 15 Nov. 17 F. 17 Nov. 17	Problem solving in industries Maximum organization management for competition	1.5 1.5	Experience sharing Lecture and discussion	Mr.Thitinan Assoc.Prof.Chiraphan
17	W. 22 Nov. 17 F. 24 Nov. 17	Economic base/ superstructure of Marxism, The determination of factors investment	3	Lecture and discussion Lecture and discussion	Assoc.Prof.Chiraphan
18	W. 29 Nov. 17 F. 1 Dec. 17	Economic base/ superstructure of Marxism, The determination of factors investment	3	Lecture and discussion	Assoc.Prof.Chiraphan
19	<b>Final examination (Sun. 10 Dec. 2017, 2:30-4:30 p.m.)</b>				

(Associate Professor Lertchai Ratana-arporn)

Course Chairman

Date 27 July, 2017