



**COURSE SYLLABUS**  
**Second semester 2018**

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

**2. Course Code:** 01999043      **Course title:** Creativity for Value Management

**Credits** 3 (3-0-6)

**Section** 430, 410

**Class time and room:** Sat. 09:00-12:00 a.m.

Rm. SC45-308 (Faculty of Science Building)

**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

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2. Associate Professor Chiraphan Kuladilok

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3. Dr. Kris Wonggasem

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4. Dr. Nantipa Pansawat

Tel. 02-942-8644 ext. 115 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.

## 7. Course Outlines

Lecture hours

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</u>

## 8. Instruction Method

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

## 9. Instructional Materials

PowerPoint, LCD, MaxLearn , 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 and class participation	20%
10.4 Presentation	<u>20%</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, 2018.
- Lertchai Ratana-arporn, Value Engineering Management (e-Book), KU Books, 2014.

### 13. Course schedule

Sec. 430, 410 Saturday 09:00-12:00 a.m. Rm. SC45-308

*(\*\*\* Compensate class hour on Sunday 3, 10, 24 Feb. and 24 Mar.: 09:00-12:00 a.m.)*

Wk.	Date	Contents	Hour	Class activities	Instructors
1	Sat. 19 Jan.19	Introduction to creativity Value Engineering theories	3	Lecture and discussion	Assoc.Prof. Lertchai
2-3	<i>KU Fair (25 Jan. - 2 Feb. 2019)</i>				
***	<u>Sun. 3 Feb. 19</u>	Value Engineering theories	3	Lecture and discussion	Assoc.Prof. Lertchai
4	Sat. 9 Feb.19	Value Engineering theories (cont.) Problems prevention by SAPUP technique	3	Lecture and discussion	Assoc.Prof. Lertchai
***	<u>Sun. 10 Feb. 19</u>	Problems prevention by SAPUP technique (cont.)	3	Lecture and discussion	Assoc.Prof. Lertchai
5	Sat. 16 Feb. 19	Problems prevention by SAPUP technique (cont.)	3	Lecture and discussion	Assoc.Prof. Lertchai
6	Sat. 23 Feb. 19	Problem solving analysis	3	Lecture and discussion	Assoc.Prof. Lertchai
***	<u>Sun. 24 Feb. 19</u>	Problem solving analysis (cont.) and workshop	3	Lecture and discussion	Assoc.Prof. Lertchai
7	Sat. 2 Mar. 19	Case studies	3	Problem cases demonstration and discussion	Dr. Kris
8, 9	<b>Midterm examination (Sat. 9 Mar. 2019, 12:00-14:00)</b>				
10	Sat. 23 Mar. 19	Class participation and presentation	3	Student's oral presentation on problem solving cases by SAPUP technique & discussion	Assoc.Prof. Lertchai
***	<u>Sun. 24 Mar. 19</u>	Class participation and presentation	3	Student's oral presentation on problem solving cases by SAPUP technique & discussion	Assoc.Prof. Lertchai
11	Sat. 30 Mar. 19	Class participation and presentation	3	Student's oral presentation on problem solving cases by SAPUP technique & discussion	Assoc.Prof. Lertchai
12	<i>Sat. 6 Apr. 19</i>	<i>Chakri Memorial Day (holiday)</i>			
13	<i>Sat. 13 Apr. 19</i>	<i>Songkran Day (holiday)</i>			
14	Sat. 20 Apr. 19	Principles of Product development	3	Lecture and discussion	Dr. Nantipa
15	Sat. 27 Apr. 19	Problem solving in industries	1.5	Experience sharing	Mr. Thitinan
		Methods of study, the determination of factors investment	1.5	Lecture and discussion	Assoc.Prof. Chiraphan
16	Sat. 4 May. 19	Complete Star Circle analysis	3	Lecture and discussion	Assoc.Prof. Chiraphan
17	Sat. 11 May. 19	Competitive advantage index, case study of Star Circle theory	3	Lecture and discussion	Assoc.Prof. Chiraphan
18	<b>Final examination (Sat. 18 May 2019, 12:00-14:00)</b>				

(Associate Professor Lertchai Ratana-arporn)

Course Chairman

Date 7 January 2019