



**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** 440

**Class time and room:** Monday and Wednesday 9:00 – 10:30 a.m.  
Rm: Faculty of Business Administration  
BA4-302

**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.

| <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</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 440 Monday and Wednesday 9:00 – 10:30 a.m., Room: Faculty of Business Administration BA4-302

(\*Compensate class hour: 8:30-10:30 a.m.)

| Wk. | Date   | Contents  | Hour | Class activities  | Instructors              |
|-----|--|---|------|---|--------------------------|
| 1   | Mo. 14 Jan. 19<br>We. 16 Jan. 19                           | Introduction to creativity<br>Value Engineering theories                        | 3    | Lecture and discussion  | Assoc.Prof.<br>Lertchai  |
| 2   | <i>*Mo. 21 Jan. 19</i><br><i>*We. 23 Jan. 19</i>           | Value Engineering theories (cont.)  | 4    | Lecture and discussion  | Assoc.Prof.<br>Lertchai  |
| 3   | <b>KU Fair (25 Jan. - 2 Feb. 2019)</b>                     |   |      |   |                          |
| 4   | <i>*Mo. 4 Feb. 19</i><br><i>*We. 6 Feb. 19</i>             | Value Engineering theories (cont.)<br>Problems prevention by SAPUP<br>technique | 4    | Lecture and discussion  | Assoc.Prof.<br>Lertchai  |
| 5   | <i>*Mo. 11 Feb. 19</i><br><i>*We. 13 Feb. 19</i>           | Problems prevention by SAPUP<br>technique (cont.)                               | 4    | Lecture and discussion  | Assoc.Prof.<br>Lertchai  |
| 6   | Mo. 18 Feb. 19<br>We. 20 Feb. 19                           | Problems prevention by SAPUP<br>technique (cont.)<br>Problems solving analysis  | 3    | Lecture and discussion  | Assoc.Prof.<br>Lertchai  |
| 7   | Mo. 25 Feb. 19<br>We. 27 Feb. 19                           | Case studies  | 3    | Problem cases demonstration<br>and discussion   | Dr.Kris                  |
| 8   | Mo. 4 Mar.19<br>We. 6 Mar.19                               | Problems solving analysis (cont.)<br>and workshop                               | 3    | Problem cases demonstration and<br>discussion   | Assoc.Prof.<br>Lertchai  |
| 9   | <b>Midterm examination (Sat. 9 Mar. 2019, 12:00-14:00)</b> |   |      |   |                          |
| 10  | Mo. 18 Mar. 19<br>We. 20 Mar. 19                           | Class participation and<br>presentation   | 3    | Student's oral presentation on problem solving<br>cases by SAPUP technique & discussion | Assoc.Prof.<br>Lertchai  |
| 11  | Mo. 25 Mar. 19<br>We. 27 Mar. 19                           | Class participation and<br>presentation   | 3    | Student's oral presentation on problem solving<br>cases by SAPUP technique & discussion | Assoc.Prof.<br>Lertchai  |
| 12  | Mo. 1 Apr. 19<br>We. 3 Apr. 19                             | Class participation and<br>presentation   | 3    | Student's oral presentation on problem solving<br>cases by SAPUP technique & discussion | Assoc.Prof.<br>Lertchai  |
| 13  | <i>Mo. 8 Apr. 19</i>                                       | <b>Chakri Memorial Day (substitution holiday)</b>                               |      |   |                          |
|     | We. 10 Apr. 19   | Principles of Product Development   | 1.5  | Lecture and discussion  | Dr.Nantipa               |
| 14  | <i>Mo. 15 Apr. 19</i>                                      | <b>Songkran Day (holiday)</b>   |      |   |                          |
|     | We. 17 Apr. 19   | Principles of Product Development (cont.)                                       | 1.5  | Lecture and discussion  | Dr.Nantipa               |
| 15  | Mo. 22 Apr. 19   | Problem solving in industries   | 1.5  | Experience sharing  | Mr.Thitinan              |
|     | We. 24 Apr. 19   | Methods of study, the determination<br>of factors investment                    | 1.5  | Lecture and discussion  | Assoc.Prof.<br>Chiraphan |
| 16  | Mo. 29 Apr. 19<br>We. 1 May 19                             | Complete Star Circle analysis   | 3    | Lecture and discussion  | Assoc.Prof.<br>Chiraphan |
| 17  | Mo. 6 May 19<br>We. 8 May 19                               | Competitive advantage index,<br>case study of Star Circle theory                | 3    | Lecture and discussion  | Assoc.Prof.<br>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