

**BBA Program**

**Faculty of Management Sciences**

**Prince of Songkla University, Semester 2/2020**

**472-116 Local Arts and Fabric ((1)-0-2)**

**Co-coordinator:** Aj. Suphitcha Ek-uru

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**Classroom:** Online

**Course description:**

Learning, knowing the value and appreciate the local arts; knowing the arts of reflecting the life of local people through visiting and exchanging knowledge with the community leaders

**Course outcomes:**

1. Students are aware of and appreciating local arts; knowing the history of domestic life and local arts.
2. Students understand the history of local Arts and fabric.

**Course requirement:**

It is a requirement for students to engage in class discussions actively and submit all assignments no later than the deadline.

**Class assessment and outline:**

**Individual assessments**

- Class attendance on the 4th January 5%
- Assignment 1: Reflective writing from videos 15%
- Assignment 2: Reflective writing from an e-article 20%

**Group assessment**

- Assignment 3: Business project idea inspired by local arts and fabric (in total 60%)
  - Business project consultation (10%)
  - Business template (20%)
  - Business presentation video (20%)
  - Group peer review (10%)

Class attendance on the 4th January	5 %
Assignment 1: Reflective writing from videos (given videos) <u>Instruction</u> <ol style="list-style-type: none"> <li>1. In your opinion, what is the message do these videos are communicating to the audience?</li> <li>2. Reflect your opinion after you watched the videos?</li> <li>3. Submit your writing in 1-2 pages, in a PDF. file. Write your name and Student's ID at the top right corner of your paper.</li> <li>4. The writing format is 14 Times New Roman and Spacing 1.5.</li> </ol> The deadline is 12th January before 3.00 p.m. on LMS.	15 %



<p>Assignment 2: Reflective writing from an e-article</p> <p><u>Instruction</u></p> <ol style="list-style-type: none"> <li>1. Choose an article from the Cloud E-Magazine in this link <a href="https://readthecloud.co/tag/british-council/">https://readthecloud.co/tag/british-council/</a>.</li> <li>2. Summarize the article and reflect your thought on how those local communities could benefit from interviewing their brands.</li> <li>3. Submit your writing in 1-2 pages, in a PDF. file. Write your name and Student's ID at the top right corner of your paper.</li> <li>4. The writing format is 14 Times New Roman and Spacing 1.5.</li> </ol> <p>The deadline is 19th January before 3.00 p.m. on the LMS.</p>	<p>20 %</p>
<p>Assignment 3: Business project</p> <p><u>Instruction</u></p> <ul style="list-style-type: none"> <li>- As a business student, what local arts or fabrics in your hometown could be your business opportunity.</li> </ul> <ol style="list-style-type: none"> <li>1. Explain your choice.</li> <li>2. Indicate the cultural history behind the chosen arts or fabrics.</li> <li>3. How would you create the business's value from the chosen arts or fabrics?</li> <li>4. Attend a consultation session with the instructor on the appointment date (the session timetable will be announced on the 19th January and the consultation session is held on the 2nd of February).</li> <li>5. Submit your business project template, in a PDF. file and, attach the link to your project's presentation video in the template.</li> <li>6. Submit your group peer review in a PDF. file.</li> </ol> <ul style="list-style-type: none"> <li>- This part is an individual submission.</li> <li>- If you do not submit the peer review on time, your friends will be marked 10 points.</li> </ul> <p>The deadline is 16th February before 3.00 p.m.</p>	<p>60 %</p>
<p><b>Total</b></p>	<p>100 %</p>

