Thai Qualification Framework for Higher Education (TQF5): Course Report

Course Code SFD 2102 **Course Title** Intellectual Property and Media Law

Major Creativity and Digital Media

College of Communication Arts

Semester 1 Academic Year 2024

Section 1: General Information

1. Course title and code

    Course Code   SFD 2102

    Course Title   Intellectual Property and Media Law

2. Pre-requisite

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3. Responsible faculty, lecturer, and section

Assistant Professor Dr. Tawipas Pichaichanarong

4. Course semester/academic year

Semester 1/2024

5. Place of study

College of Communication Arts

Section 2: Teaching and Learning Management Compared to a Teaching Plan

1. Report of a planned teaching hours compared to an actual teaching hour

Teaching Topics	Planned Hours	Actual Hours	If planned teaching hours differs from actual teaching hours more than 25%, specify reasons.
– Course Orientation – Introduction to Intellectual Property Law	4	4	–
– Intellectual Property (IP)	4	4	–
– Copyright Law	4	4	–
– Trademark Law	4	4	–
– Patent Law	4	4	–
– Trade Secrets	4	4	–
– Media Law Overview	4	4	–

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Teaching Topics	Planned Hours	Actual Hours	If planned teaching hours differs from actual teaching hours more than 25%, specify reasons.
– Copyright in the Media	4	4	–
– Trademark and Branding in Media	4	4	–
– Patent Law in Media Technologies	4	4	–
– Patent Law in Media Technologies	4	4	–
– Global Perspectives on IP and Media Law	4	4	–
Project – Presentation	4	4	–

2. Teaching topics not covered as planned

Specify topics that are not covered according to the teaching plan. The

lecturer may consider whether the main points of the topics affect learning

outcomes at both the course and program levels. If there is any impact on

student learning outcomes, give suggestions.

Teaching Topics Not Covered As Planed	Effects to Learning Outcomes	Provide Any Suggestions
–	–	–
–	–	–

3. Efficiency of teaching towards learning outcomes, as specified in course design

Domains of Learning Outcomes	Teaching Methodology and Activities in Class	Efficiency		Setback During Teaching and Suggestions
		yes	no	
Ethics and Morals	1. Rules setting such as attending the class on time and regularly 2. Group discussion 3. Group work Responsible for given tasks and be honest in working and examination	**yes**		-Need to explain to students to understand the consequences of being late and absent.
Knowledge	1. Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet 2. Single and group assignment and discussion 3. Games for case studies understanding and conclusion 4. Quiz in class	**yes**		-Some students have extremely limited ability in English.
Cognitive Skills	1. Practice and ideas conclusion by program of Microsoft PowerPoint 2. Assignment of group discussion and report 3. Group analysis based on at present film principles	**yes**		− Students need to get real time information in classroom.

Domains of Learning Outcomes	Teaching Methodology and Activities in Class	Efficiency		Setback During Teaching and Suggestions
		yes	no	
Interpersonal Skills and Responsibilities	1. Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet 2. Group works assignment 3. Group presentation	**yes**		- Students are too shy to ask questions in class - Use team learning and students ask more questions within the group.
Numerical Analysis, Communication and Information Technology Skills	1. Communicative technology usage practice such as assignment sending via e-mail and creation of forum for ideas sharing 2. In class discussion or playing of case studies games 3. Report presentation skill by using proper forms, tools and technology	**yes**		–

4. Teaching improvement

Suggest strategies to your department to improve teaching methodology based on problems found in Section 2, No. 3.

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Section 3: Summary of Teaching and Learning Results

1. Number of students registered for the course   **: 1 students**

2. Number of students at the end of the semester   **: 1 students**

3. Number of students who withdrew from the course   **: 0 student**

4. Distribution of scores level (grade)

Grade	Total	Percentage
A	–	–
A$^-$	–	–
B$^+$	–	–
B	1	100

Grade	Total	Percentage
B⁻	–	–
C⁺	–	–
C	–	–
C⁻	–	–
D⁺	–	–
D	–	–
D⁻	–	–
F	–	–
I	–	–

5. Factors influencing unusual scores level: None

6. Errors from (grade) assessment plan

    6.1 Errors about setting time for assessment

Errors	Reasons
–	–

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Errors	Reasons
−	−

6.2 Errors about assessment techniques

Errors	Reasons
−	−

7. Revision of student efficiency

Method of Revision	Conclusion
Have a meeting and discussion among lecturers.	Make a suggestion to reduce the bias of peer evaluation.

Section 4: Problems and Effects of Course Management

1. Teaching resources and facilities problem

Problems	Impacts
−	−

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2. Management and organization problem

Problems	Impacts
–	–

Section 5: Course Evaluation

1. Result of student course evaluations (please see attachment.)

1.1 Feedback from student evaluations

Specify strengths and weaknesses.

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1.2 Lecturer's opinion of student feedback

–

2. Result of course evaluation from other evaluation methods.

2.1 Feedback from other evaluation methods
Specify strengths and weaknesses.

–

2.2 Lecturer's opinion of feedback

–

Section 6: Improved Teaching Plan

1. Progression of improved teaching plan as presented in the previous course report.

An Improved Plan	The Result
none	–

2. Other methods for course improvement
Briefly describe how to improve the course, e.g., new teaching methods for the current semester/academic year or new teaching instruments.

- Make an adjustment of the speed of the lecture in the classroom depends on

the English ability of students and their prior knowledge of the subject matters.
- Use new teaching techniques such as jigsaw method, and group investigation
- Create more positive learning environment.

3. Suggestion an improvement of the plan for the next semester/academic year
Specify a plan with expected deadlines and person who is responsible.

Proposed Plan	Deadline	Responsible Lecturer
A plan to take the students to study in museum, hospital or some places that's related to the psychological study outside.	Semester 1/2023	Responsible faculty, lecturer, and section

4. Suggestion of Course responsible lecturer to Program responsible lecturer

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(Assist. Prof. Dr. Tawipas Pichaichanarpong)   (   )

Lecturer   Head of Program

Date November 26th 2024   Date

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