International College

Communication Arts Program (Comm Arts)

Professional Foundation Courses

ICO 111　**Principles and Theories of Communication**　　3(3-0-6)

Communication theory development, process, elements, models, supporting factors and obstacles to effective communication in various areas: meaning, roles, influences; important modes of mass media in new era: printing media, film, radio and television, new media, social media and related communication activities.

ICO 112　**Introduction to Mass Communication**　　3(3-0-6)

Meaning, characteristics, mission, importance, and history of mass media: newspapers, magazines, motion pictures, and broadcasting media covering media related activities: advertising and public relations, morals and ethics.

ICO 113　**Speech and Personality**　　3(2-2-5)

Basic knowledge of speech, principles and theories of speaking such as speech preparation, audience analysis, topic selection, speech evaluation and speaking on various occasions; arts of negotiation, presentation techniques and personality development.

ICO 116　**Language and Writing in Social and Cultural Contexts**　　3(2-2-5)

Basic understanding of language nature focusing on effective reading and writing to achieve the aims of communication in social and cultural dimensions relating to language and language use; development of reading and writing abilities media. It also covers short stories and novels.
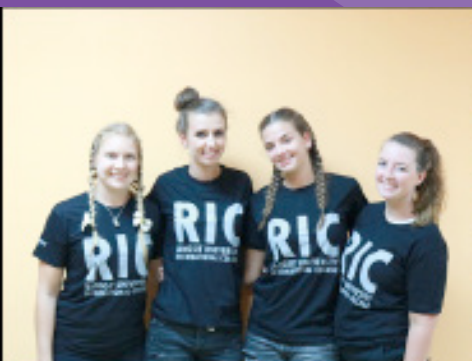
ICO 211   Laws of Mass Communication   3(3-0-6)
        Rights and freedom of human expression, legal philosophy, laws related to def-
amation offense, violation of reputation, copyright acts and computer crime laws.

ICO 215   Digital Photography for Communication   3(2-2-5)
        Elements and functions of digital camera; various kinds of digital camera, lens,
accessories; principles of taking pictures by using a digital camera, selecting picture files,
setting picture resolution, applying saving-pictures file system, setting ISO balance, measur-
ing light, and setting f-stop to balance with speed shutter; picture composition, light setting,
various types of taking pictures, and editing pictures for communicative purposes.

ICO 218   Intercultural Communication in ASEAN   3(3-0-6)
        Meaning, importance and roles of intercultural communication, influence or
elements of economy, politics, societies, culture and way of lives of people in ASEAN Com-
munity, integration and adjustment to new culture, obstacles and efficiency of intercultural
communication.

ICO 222   Ethic of Mass Communication   3(3-0-6)
        Basic principles and concepts of ethics and aesthetics of mass communication
and case study to promote codes of conduct in the field and critical skills: analyzing,   syn-
thesizing, and applying ethics to various of mass communication works.

ICO 230   Political Philosophy   3(2-2-5)
        Principles, concepts, and theories of creative thinking, creative thinking process,
developing ideas and themes for creative thinking, design, and case studies in use of creative
ideas for communication arts.

ICO 231   Creative Contents for Digital Media   3(2-2-5)
        Concepts about digital behavior, data sources and digital resources, searching,
analysis, synthesis, design and production of creative contents related to the communication
works for digital media and target audience.

ICO 311   Communication Research   3(3-0-6)
        Pre-requisite: ICO111 Communication Theories
        or Introduction to Mass Communication
        Principles, concepts and research methodology in social science including
quantitative and qualitative research, statement of problem and research design for com-
munication fields, uses and interpretation of statistics for research.

ICO 349   **Communication Entrepreneurs**   3(3-0-6)

Entrepreneurship in various types of communication business, concepts of modern management: innovative communication management, program management and communication business, characteristics of entrepreneurship in communication, environment analysis and business opportunity, preparation for business establishment, and ethics of entrepreneurs.

IPE 351   **English for Professional Developments**   3(3-0-6)

English language for effective communication. The course places emphasis on regular practice to improve and develop skills in academic reading, listening, writing, and presentation, which are essential and critical to job prospects and a student's career advancement in Philosophy, Politics and Economics or International Relations and Development.

Required Major Course: Communication Arts

ICO 111   **Introduction to Journalism**   3(2-2-5)

Development of both domestic and international journalism, rights, freedom, roles, functions, and social responsibilities; knowledge and understanding about information including news and critiques; technology and digital media in journalism, organizational management, and ethics of journalists.

ICO 120   **Introduction to Radio and Television and Entertainment Media**   3(3-0-6)

History of radio and television both inside and outside Thailand radio and television system, technology and digital development, roles, responsibility and influences on radio and television practitioner's society and ethics.

ICO 122   **Principles of Strategic Communication**   3(3-0-6)

Principles and processes to develop student's skills in design, creativity and creative practice to plan and execute creative work for appropriate marketing communication situations through practical experiences project, field work and case study.

ICA 131   **Principles of Public Relations**   3(3-0-6)

Development and theories of public relations; procedure of public relations; group targeting, tools and digital media for public relations procedure for government and business enterprise; professional principles and ethics for public relations personnel.

ICA 132   Persuasive Communication   3(3-0-6)

        Characteristics and techniques of effective persuasion using various mass media and interpersonal; important psychological, social and environmental elements affecting persuasive communication.

ICA 217   Psychology of Communication   3(3-0-6)

        Principles and theories of psychology of communication, the fundamental concepts of theoretical psychology, and importance of human perception and communication in terms of ages, physical context, social context, affecting communications; psychological use in analyzing receivers' behaviors.

ICA 251   Target Audience Behavior   3(3-0-6)

        Pre-requisite: ICO111 Principles and Theories in Communication
or ICO112 Introduction to Mass Communication

        Target audience behavior's lifestyles, perceptive behavior, and attitude changes, including decision making procedures for media planning and follow-up on results of advertising.

ICA 253   Advanced Writing for Communication   3(3-0-6)

        Analytical and critical thinking skills; academic writing including citation and references; creative writing skills including young adult fictions, poetry, blog and techniques in creating a good blog; plagiarism and copyrights.

ICA 311   Strategic Communication Planning and Evaluation   3(3-0-6)

        Concepts and practices in strategic communication; contextual analysis and needs assessment for organizational communication; roles of communication in business planning; designing strategic and evaluation plans to achieve organizational goals;   research skills development for communication planning.

ICA 312   Production for Multimedia   3(2-2-5)

        Design and production using interactive-based technology program; combining audio, visual, graphic, and textual elements; development of skills in digital technology; developing and design content for commercial purposes; pitching the ideas; and designing for digital devices.

ICA 313 International Communication Entrepreneurship 3(3-0-6)

    Business initiatives, strategies, and creative thinking for public relations entre-preneurship, business planning for business, managing business in public relations, fiscal and taxes management, human resources management, customer management, related laws for business.

ICA 336 Co-operative Education 3(2-2-5)
    Pre-requisite: ICO113 Speech and Personality
    Principles and process of presenting public relations idea and creation; study techniques and strategies in presenting; effective use of media for presentation.

ICA 354 Integrated Marketing Communication 3(3-0-6)
    Meaning, roles, and importance of marketing communication; characteristics and procedure of marketing communication; roles of product and brand, target audience behavior, marketing promotion; media planning and selection; tools of effective integrated marketing communication; evaluation of marketing communication plans.

ICA 491 Communication Arts Professional Seminar 3(2-2-5)
    Development in problems analysis skills for communication arts; recommen-dation of action by exchanging ideas and experiences relating to communication arts from both government and private sector; applying theories and practices for communication arts professional area.

ICA 492 Senior Project 5(0-10-5)
    Senior project on interesting topics or issues corresponding to the field of studies; thesis work supervised and evaluated by thesis committee.

ICA 493 Internship in Communication Arts 1(0-35-18)
    Part-time or full-time jobs in communication arts related field of students' academic curriculum for at least 280 hours, under the guidance of a Communication Arts faculty member.

ICA 494 Co-operative Education 6(0-35-18)
    Training in the institutions agencies affiliated to the co-operative education program, with an aim to provide students with experience and skills in actual work situation, self-improvement and how to live cooperatively with others in society; at least 16 weeks internship performance and documents submitted have to pass the approval the agencies and the departmental committee.

Required Major Courses: Advertising

IAD 311   Creative Strategy and Practice for Advertising   3(2-2-5)

Pre-requisite ICA251 Target Audience Behavior

Principles and production process; practice creative thinking in order to develop skills in creative thinking; apply creative thinking to a plan and suitable strategies and design for advertising; practical experience, project creation, field trip and case study.

IAD 351   Media Planning   3(3-0-6)

Media planning principles; media analysis and comparison; planning procedures for effective objectives; effective decision making on media selection including the media evaluation and correction.

IAD 356   Advertising Creative and Production   3(2-3-6)

History and the fundamentals of advertising, roles within a professional advertising agency; the function of the advertising designer relative to this hierarchy; accurate communication of the advertiser's message through appropriate development of concepts, words and visuals reflecting strategy, positioning and brand personality.

IAD 358   Photography for Advertising   3(2-2-5)

Pre-requisite: ICO215 Digital Photography for Communication

Principles of photographic production for advertising; process and techniques of photographing in various types such as indoor, outdoor, products, human figure; photo editing through computer; evaluation of picture quality for advertisement.

IAD 360   Creative Brand Communication   3(3-0-6)

Meaning, roles, importance of "brand" in marketing and advertising; concept, theories, and strategies in brand building; process of brand communication using various kinds of communications through cases which both, fail and succeed; evaluating value of brand.

IAD 361   Content Marketing   3(3-0-6)

Creativity, concepts development, creation, communication techniques, choice of words for the development of content for marketing purposes; media selection; integration of content developed for a certain product/service category or organization to the marketing process to increase effectiveness and efficiency as part of the marketing strategies; techniques and methods to creating the right content to create equity; creating and using content

marketing in an engaging and continuous manner to create uniqueness for the product or organization through various media format including (but not limited to)   infographic, blogs, articles, podcasts, audiovisual media.

| IAD 362 | Creative Digital Marketing Activities | 3(3-0-6) |

Meaning, roles, importance of digital marketing activities; characteristics and process of holding activities; digital marketing situation and target audience analysis for planning and selecting creative activities, media, communication tools effectively; digital marketing activities evaluation.

| IAD 432 | Advertising Campaign | 3(2-2-5) |

Practice of advertising campaigns; preparing advertising objectives conformed to marketing objectives; planning an effective advertising media; create advertising theme including the usage of an effective and efficient evaluation procedure.

| IAD 451 | Advertising Management | 3(3-0-6) |

Administration system in advertising business such as advertising agency, advertising production company; their administration, service, roles of those who involve in advertising planning; budget and other resources allocation; coordinating with other advertising organizations effectively.

Required Major Courses: Public Relations

| IPR 233 | Image and Reputation Management | 3(3-0-6) |

Concepts and principles for the management of image and reputation of an organization or brand; characteristics and factors driving the image and reputation; using the Search Engine Optimization (SEO) methodologies to manage image and reputation and add value to the brand; online reputation management thought such online tools as Google Alerts and URL Removal Tool to manage negative content.

| IPR 234 | Marketing Public Relations | 3(3-0-6) |

Pre-requisite: ICA131 Principles of Public Relations

Application of principles and concepts of public relations to generate buzz and publicity in order to increase awareness; development and integration of public relations campaign to serve both PR and marketing purposes, through the use of various media channels including the Internet and social media, and television; using PR techniques and principles to strengthen the persuasion power where marking strategies could not achieve efficiently.

IPR 305   Organizational Communication   3(3-0-6)
            Pre-requisite: ICA131 Principles of Public Relations
            Fundamentals, concepts, process, and elements of communication including interpersonal, small groups and organizational communication; types of communication such as upward and downward communication, formal and informal communication.

IPR 311   Creative Digital Media for Public Relations   3(2-2-5)
            Pre-requisite: ICA131 Principles of Public Relations
            Principles and procedure in creation; creative thinking skills; development of creative skills; design and application of creative thinking; public relations plan and suitable strategies for digital media; learning practicing through experiences, field, and case studies.

IPR 332   Public Relations and Corporate Communication Campaign   3(2-2-5)
            Pre-requisite: ICA131 Principles of Public Relations
            or IPR231 Writing for Public Relations
            Concepts, practices in public relations and corporate communication campaign include planning, processing, communicating, activities, presentations, and evaluation campaign for public relations and corporate communication.

IPR 337   Photography for Public Relations   3(2-2-5)
            Pre-requisite: ICO215 Digital Photography for Communication
            Principles, theories, and techniques of photographing used in public relations business; study layout; study taking pictures to use in news articles and features, human picture taking and light setting; practice taking pictures specially for public relations business.

IPR 362   Creative Public Relations Activities   3(2-2-5)
            Pre-requisite: ICO131 Principles of Public Relations
            Meaning, roles and importance of activities used for public relations; characteristics and various kinds of activities; target audiences and situations analysis needed in public relations; creative activities planning; media and tools for effective integrated communication; evaluation of public relations activity plan.

IPR 433   Public Relations Planning and Crisis Management   3(3-0-6)
            Pre-requisite: ICO131 Principles of Public Relations
            Meaning, planning, creative thinking for problem solving and issue management in crisis situations happening to organizations using public relations principles; present   crisis situations and problems solved; case studies, and discussion.

IPR 434   Public Relations Management   3(3-0-6)
           Pre-requisite: ICO131 Principles of Public Relations
           Concept and techniques of public relations implementation in the view of public relations administrators; study strategies in public relations administrations; manage organization structure, personnel, budget, internal business; control and evaluate public relations administration.

Elective Major Courses: Journalism

IJR 222   Interviewing Arts and Techniques   3(2-2-5)
           Pre-requisite: ICO113 Speech and Personality
           Arts of the interview, interviewing techniques, and preparation for interview; principles of phrasing the questions and audio techniques for maximum effect in communication arts.

IJR 245   Graphic Design for Journalism   3(2-2-5)
           Theories of arts and design, color principles, layout in print and online media; design and choose fonts, edit pictures, design layout; use computer for printing and designing and practice designing layout for print media.

IJR 331   Digital Publishing for Journalism   3(2-2-5)
           Electronic publishing via internet technology; concepts and practices in page design; layout; scanning techniques; the usage of other effective computer program supporting electronic and digital media publishing.

IJR 345   Journalistic Photography   3(2-2-5)
           Pre-requisite: ICO215 Digital Photography for Communication
           Principles and techniques of photography for various kinds of print media; application of picture layout for illustrations of news articles, articles, features, cover, fashion and other columns; ethics of photographer; outdoor photography.

IJR 346   Editing for Digital Journalism   3(2-2-5)
           Pre-requisite : ICA111 Introduction to Journalism
           Roles and relationship among editing, production, administration, news departments in digital newspaper, digital magazine, new media, digital radio, digital television and business; prepare, select articles and illustrators; edit first draft; focusing on truth, language usage, presenting information.

IJR 347　　Article and Critique Writing　　　　　　　　　3(2-2-5)

　　　　　Principles of writing for various kinds of media; writing skills for various kinds of articles such as descriptive article, analytical articles, interview article including standard and reliable critiques.

IJR 450　　Editing and Digital Newspaper Production　　　　3(2-2-5)

　　　　　News business management, collecting, selecting, editing news articles, features, columns and illustrations; proofing, designing, arranging layout for digital newspaper; practicing digital newspaper production in every step.

IJR 453　　Editing and Digital Magazine Production　　　　　3(2-2-5)

　　　　　Pre-requisite : ICA111 Introduction to Journalism

　　　　　News business management, collecting, selecting, editing news articles, features, columns and illustrations; proofing, designing, arranging layout for digital magazines.

Elective Major Courses: Visual and Audio Media Production

IMP 223　　Storytelling　　　　　　　　　　　　　　　　3(2-2-5)

　　　　　Writing principles, techniques and strategies for a variety of formats; creative writing; journalistic principles; storytelling techniques for contemporary media; content analysis; creative thinking; innovation in storytelling techniques; experimenting and practicing of new techniques such as using mixed-method combining factual and fiction or telling stories through digital media enabling interactivity between the media and users through experiments and practices.

IMP 224　　Short Film Production　　　　　　　　　　　　3(2-2-5)

　　　　　Short film's influence on Thai culture; techniques and innovation in today's short film making; principles and theories in developing plots through storytelling methodologies for films, short films, short-form documentary; components of film production, crew, coordination; script development and writing; basic production using modern technology; basic production principles and process; post-production using available application or computer software.

IMP 225　　Audiovisual Media Production　　　　　　　　　3(2-2-5)

　　　　　Using smartphone for audiovisual media production for social media use such as YouTube or Video; cinematography principles and techniques, shot composition; lighting and shadows in audiovisual media; personnel, technique, and equipment necessary for

smartphone production; production process including preproduction, production and postproduction; using software or mobile application in postproduction; editing techniques and rules.

| IMP 226 | Acting for Film | 3(1-4-4) |

Philosophical teaching of major Chinese thinkers: Confucius, Mencius, Las Tzu, Chuang Tzu, Mo Tzu, Hsun Tzu, and contemporary Chinese philosophers.

| IMP 227 | Entertainment Media Criticism | 3(3-0-6) |

Exploring media criticism through a variety of theories and methods; development of critical theories and today's dominant critical perspectives; textual analysis from journalistic view; applying critical theory to understand the media and its role and impact on the society; basic vocabulary and concepts used in the criticism of different types of media.

Minors Course
For non – Comm. Arts students

| IAD 361 | Content Marketing | 3(3-0-6) |

Creativity, concepts development, creation, communication techniques, choice of words for the development of content for marketing purposes; media selection; integration of content developed for a certain product/service category or organization to the marketing process to increase effectiveness and efficiency as part of the marketing strategies; techniques and methods to creating the right content to create equity; creating and using content marketing in an engaging and continuous manner to create uniqueness for the product or organization through various media format including (but not limited to) infographic, blogs, articles, podcasts, audiovisual media.

| ICA 313 | International Communication Entrepreneurship | 3(3-0-6) |

Business initiatives, strategies, and creative thinking for public relations entrepreneurship, business planning for business, managing business in public relations, fiscal and taxes management, human resources management, customer management, related laws for business.

| IJR 245 | Graphic Design for Journalism | 3(2-2-5) |

Theories of arts and design, color principles, layout in print and online media; design and choose fonts, edit pictures, design layout; use computer for printing and designing and practice designing layout for print media.

IJR 347　　Article and Critique Writing　　　　　　　　　　　3(2-2-5)
　　　　　　Principles of writing for various kinds of media; writing skills for various kinds of articles such as descriptive article, analytical articles, interview article including standard and reliable critiques.

IPR 234　　Comparative Public Policy　　　　　　　　　　　3(3-0-6)
　　　　　　Application of principles and concepts of public relations to generate buzz and publicity in order to increase awareness; development and integration of public relations campaign to serve both PR and marketing purposes, through the use of various media channels including the Internet and social media, and television; using PR techniques and principles to strengthen the persuasion power where marking strategies could not achieve efficiently.

International Business (IB)

Professional Foundation Courses

IAC 100   Principles of Financial Accounting   3(3-0-6)

Nature and concepts of accounting; the usefulness of accounting information; the balance sheet, the income statement and the cash flow statements; the accounting   cycle and accounting model; recording of accounting for trading and manufacturing business; analysis of financial statements.

IAC 103   Principles of Managerial Accounting   3(3-0-6)

Managerial accounting concepts; costs classification; cost-volume-profit analysis; cost ration; standard costs and variance analysis; budgeting; costs analysis for decision making and operation evaluation.

IEC 211   Principles of Microeconomics   3(3-0-6)

How resources are allocated through market mechanism, consumer behaviors and utilities, behavior of firms, cost and profit. The course also deals with price determination in product and factor markets and efficiency of resource use, structure of different types of market and roles of government.

IEC 212   Principles of Macroeconomics   3(3-0-6)

National income and its components, determination of national income, employment and level of price, roles of government, money, and external factors affecting national income determination. The course also includes economic policies to alleviate inflation and unemployment.

IFN 201   Business Finance   3(3-0-6)

Importance and goal of financial management, forms of businesses and businesses taxes and their importance to financial management, principles of financial analysis and planning, capital allocation, procurement of short-term, intermediate, and long-term capital, project analysis, capital structure, cost of capital and the dividend policy.

IHR 201   Human Resource Management and Entrepreneurship   3(3-0-6)

History, theories, principles, scopes and processes of human resource   management including human resource planning, job analysis, recruitment and selection, performance appraisal, wage and salary management, compensation, training and development, welfare and fringe benefits, social security, compensation fund, providence fund, government's pensions fund, maintenance of human resources, disciplines, termination and labor relations.

ILA 112   Business Law   3(3-0-6)

Characteristics and objectives of important business forms including partnership, companies, and public companies. The course also deals with increase and reduction of capital, debentures, dissolution, amalgamation, bankruptcy, business revival, roles of private financial institutions and stock markets; important laws concerning business organizations such as business negotiation and contract drafting, settlement of business disputes and arbitration, trade competition, industrial laws, consumer protection, laws of international trade and economic unions, Asian trade and cooperation law, and future trends of international agreements.

IMG 201   Modern Management and Organization Behavior   3(3-0-6)

Organization and process of management including planning, organizing, leading, and controlling. The course also includes organizational behaviors such as leadership, motivation, communication, managing groups, team building, managing changes and   organizational culture.

IMK 201   Principles of Marketing   3(3-0-6)

Definition, concept and roles of marketing and its importance to economy, marketing environment, market segmentation, market targeting, product positioning, consumer behaviors, marketing management and marketing information system, product classification, product mix, pricing policy and strategy, physical distribution planning, promotion.

IPO 201   Operations Management   3(3-0-6)

Introduction to management of production functions including the selection of the plant location, the factory layout and design, the analysis of work system, quality control and inventory.

IPO 200　　Quantitative Analysis and Business Statistics　　　　3(3-0-6)

　　　　　The role of quantitative theory model applying in business, linear programming model, transportation model, decision making model, queuing model, the role of statistics in business decision making, differentiate between qualitative and quantitative variables, describing data, probability concepts and continuous probability, hypothesis testing, statistical test, apply business research and descriptive statistics in making better business decisions.

ICS 211　　Computer Problem Solving for Business　　　　3(2-2-5)

　　　　　Fundamental background of using computer, practice of office computer programs, development of business application skills, the importance of problem solving using application software packages, applications using advanced spreadsheet functions and database management systems, solving business problem by excel methods in digital technology through websites and mobile apps, using search engine in social platform.

Required Major Courses

IBM 301　　Global Management　　　　3(3-0-6)

　　　　　Effect of environmental factors on multinational business operation, similarities and difference in terms of culture, legal, political and social systems as well as economic order.

IBM 334　　International Business Logistics　　　　3(3-0-6)

　　　　　Transportation process, marine, road, rail, cargo, air, pipeline, liners, charter, terms of condition, duties and responsibility of carrier and shipper, insurance, contract and transportation's document, multi-model transport and freight forwarder.

IFN 331　　International Finance　　　　3(3-0-6)

　　　　　International Business Finance, Factors essential to Financial Management of International Business, fund raising through International Financial Markets, impact of Balance of balance of payments and exchange rate fluctuation over International Business operation.

IMG 336　　Leadership, Negotiation and Conflict Management　　　　3(3-0-6)

　　　　　Theories and factors regarding leader designation, administrative methods, human relationships, negotiation, conflict resolving, the leader's influence on group behavior and decision-making, the success and failure of the group, type of leadership, and the leader's adjustment to suit given situations.

IMK 331   Global Marketing   3(3-0-6)

        To analyze increasing competitive international environment; to thoroughly discuss marketing decisions before entering foreign markets; to identify and compare targeted country attractiveness with others; to understand pros and cons of each mode entry, the interactions among the diverse elements of the marketing mix when applied to foreign markets.

IPO 302   Research Methods   3(3-0-6)

        Introduction to research as a scientific investigation, research proposal, research process from getting and developing a research idea, defining the problem statement, identifying variables, research designs, sampling, methods of collecting data, formulating and testing hypotheses, using software program such as SPSS in data analyzing and processing, interpreting results and writing and presenting reports, emphasis made on business problems and ethical conduct both in the treatment of research subjects and in the conduct of research and reporting research results.

IBM 445   Cross Cultural Management   3(3-0-6)

        Development of knowledge and skills needs to manage effectively and work with people from other cultures, developing awareness of the pervasive and hidden influence of culture on behavior, particularly with respect to management and management practices, developing familiarity with the type of the situations and issues which managers often confront when working internationally, and developing as appreciation of the impact on personal behavior of living and working in another culture.

IBM 460   Global Competitive Strategy   3(3-0-6)

        Importance of business strategies in moving a company in the intended direction; to analyze industry conditions and competitive pressures; to identify, develop, and sustain the company competitive advantages, understand different levels of strategy namely corporate, business, and function; most importantly, to thoroughly discuss strategic management process from strategy formulation, strategy implementation, and assessment.

IBM 492   Current Issues in International Business   3(3-0-6)

        Differing business topics and geographic emphasis as the world's activities change as the situation dictates.

ILA 431　　International Trade Law　　　　　　　　　　　3(3-0-6)

　　　　　Essential international trade agreements, GATT, agreement on textile, public health, trade barriers, ICC practice and reference international trade role of international law.

IBM 431　　Export-Import Management　　　　　　　　　3(3-0-6)

　　　　　Practical, technical and procedural aspects of export and import business　operation, INCOTERMS, documentation and process including credit, transportation,　insurance, communication relation to export and import.

IBM 498　　Internship　　　　　　　　　　　　　　　3(0-35-18)

　　　　　Part-time or full-time jobs in International Business related field of students' academic curriculum for at least 280 hours, under the guidance of a International Business faculty member.

IBM 494　　Co-operative Education　　　　　　　　　　6(0-35-18)

　　　　　Students must do the internship in the area of International Business in a selected organization like an employee of that organization for at least 16 consecutive weeks or 560 hours. Each student is assigned a particular task to complete within the 16 weeks. Diary records must be done and submitted every 2 weeks to the advisor. Students are also evaluated by the supervisor of the organization.

Elective Major Courses
International Business Management

IBM 221　　International Experience I　　　　　　　　　3(1-35-20)

　　　　　Abroad program to be organized by Rangsit University. The course is aimed for students to have an international exposure and to broaden their perspective of the world by taking a trip abroad and take a course in their area or related area of study for not less than 45 hours during their stay. The assessment will be done by both the host institution and Rangsit University.

IBM 322　　International Experience II　　　　　　　　　3(1-35-20)

　　　　　An extension of IBM 221 International Experience I. Class to be organized by Rangsit University. A different 45 hour class from that of IBM 221 is required and a different destination is preferable. The assessment will be conducted by the host institution and Rangsit University International College.

IBM 275   Asian Marketing Strategies   3(3-0-6)

Importance and environment of Asian marketing, roles and policies of government, marketing strategies, criteria for products and markets selections, packaging, pricing, handling, agent selecting and promotion; planning and controlling; problems and barriers in Asian marketing.

IBM 335   International Entrepreneurship   3(3-0-6)

The definition and meaning, importance, capacity, concepts, types, strategies, resources, environment and characteristics of international entrepreneurship, concepts of venture, recognition, resource analysis environment analysis, business function such as marketing, production and operation, management and human resource management, finance and accounting, important element of business plans.

IBM 345   ASEAN Economic Integration   3(3-0-6)

Major concepts explaining the origins and dynamics of ASEAN; responsibilities, impacts, relationship, future trends of international organizations in economic integration, economic principles, political science and legal, in which reflecting regulation and policy from the dynamic regional integration.

IBM 375   Social and Cultural Diversity in Asia   3(3-0-6)

Culture and its role in Asian way of life, spatial organisation, ritual, family, inequality, construction of individual identities and social solidarities, symbolism, belief, kinship, gender and class; case studies to be drawn from different countries in Asia.

IBM 420   China, India and Japan in Global Business Perspective   3(3-0-6)

Chinese, Indian, and Japanese business operations in global business perspective; and Chinese, Indian, and Japanese values and perceptions towards the world as well as the political and economic roles of overseas Chinese, Indian, and Japanese in Developed countries, East Asia countries, and Southeast Asia Countries.

IBM 450   International Commerce: ASEAN   3(3-0-6)

Business in ASEAN; analyzing the country demography, culture, political system, economy, trading relationship, law and regulation, and case discussion.

IBM 454   Digital Commerce for International Trade   3(3-0-6)

Content and process of digital for International Trade. Information system development, digital and E – Commerce, software package for International Trade digital and E – Commerce, electronic transfer money, transfer database, data security in International digital and E – Commerce, also case study for critical issue of International Trade digital and E – Commerce.

IBM 455   Asian Business Strategic Management   3(3-0-6)

The contemporary Asian business environment, the organization's Asian strategic, tactical, and operational planning processes, business strategies and operations, strategy formulation, strategic implementation, and changing environment of Asian business; analysis of opportunities, distinctive characteristics, and emerging trends in Asian markets, including exploration of alternative methods and strategies for entering these markets, problems and opportunities of foreign corporations in Asian countries, especially in Asian newly industrialized countries

IEG 350   English for Professional Development   3(3-0-6)

English language for effective communication. The course will thoroughly cover a review of English grammar for the correct usage of English language and emphasis to be made on regular practices to improve and develop skills in academic reading, listening, writing, and presentation which are essential and critical to job prospects and a student's career advancement.

IFN 431   International Financial Markets and Institutions   3(3-0-6)

Financial institution and money market structures, their principles and scope of operations, money market, capital market, and government securities market, their operational problems and policy.

IFN 432   Rick Management and Insurance   3(3-0-6)

The principles of Risk Management and Insurance, traditional risk management and insurance, types of risk management and insurance, insurance decisions to increase business value, understanding insurance contracts and the insurance industry's institutional features, effects of and the rationale for public policies that affect risk.

IFN 433   Investment and Wealth Management   3(3-0-6)

Investment management, wealth management, financial planning, qualification and acceptance process, portfolio advisory services accounts. a high-level professional service, financial and investment advice, accounting and tax services, retirement planning benefit from a holistic approach; private wealth management clients and digital wealth management for the digital age.

International Marketing and Online Business

IMK 311   Innovative and Creative Strategy for Advertising   3(3-0-6)

Principles and production process; practice Innovative and creative thinking in order to develop skills in Innovative and creative thinking; apply creative thinking to a plan and suitable strategies for advertising; practical experience, project creation, field trip and case study.

IMK 326   Digital and Social Media Marketing Management   3(3-0-6)

Value of Digital and Social Media marketing, resources and customer database management and customer communication through online and social media tools that can be used in marketing activities, marketing planning stages for online digital and social media activities, concept of virtual store for marketing products and services including the future of digital online marketing resources.

IMK 327   Marketing Public Relations   3(3-0-6)

Concept, philosophy and components of public relations, roles of public relations related to marketing, various kinds of marketing public relations; marketing public relations strategy; corporate identity and public relations.

IMK 330   Integrated Marketing Communication for International Business   3(3-0-6)
            Management

The concept of integrated marketing communication for international business management; marketing promotional objectives, promotional strategy planning process, advertising and sales promotion efforts to attract customers, promotional budget, marketing situation and buyer's behavior analysis to win customers communicating factors for effective promotion.

IMK 333   International Strategic Brand Management   3(3-0-6)

Concept of brand and brand management as an asset of business; importance of brand management; identification and establishment of brand positioning and brand equity, planning and implementing brand as planned, measuring brand performance, as well as brand value creation for sustainable growth at international levels.

IMK 355   Events and Entertainment Management   3(3-0-6)

Introduction to the process of planning, managing meetings and events, trade show, convention plan; organization and information management in event planning; creating event checklists, timelines and master event production books; event management tools, such as service proposals for catering, lodging and other services; concentrating on the elements that make events distinctive, such as venue, decorations, food selection and entertainment, creating a themed event and making theme-appropriate choices.

IMK 432   Strategic Brand Management   3(3-0-6)

Concept of brand and brand management as an asset of business, important of brand management, identify and establishing brand positioning and values, planning and implementing brand marketing programs, measuring and interpreting brand performance and growing and sustaining brand equity.

IMK 433   Strategic Customer Relationship   3(3-0-6)

Conceptual framework of customer relationship management, technological tools for customer relationship management, implementing customer relationship management, relationship management in business to business commerce, relationship marketing strategies and customer perceived service quality, customer relationship in services including case study of customer relationship management practices.

IMK 451   Marketing Management   3(3-0-6)

Concept and practice from marketer attitude, marketing planning, product planning, pricing policies, distribution, promotion, marketing research, marketing policy toward duties and responsibility of business to economic and social.

IMK 454   Consumer Behavior and Consumer Insight   3(3-0-6)

Customer behavior for the purpose of developing effective marketing strategy; theories of consumer behavior, perception, motivation, attitude formation and change, personality, values, learning, and cultural aspects influence the decision-making process.

IMK 455   Innovative Product Development   3(3-0-6)

Strategic managerial and marketing aspects of innovation, strategic innovation management, the future development of consumer market analysis skills in technical areas of product development.

Information and Communication Technology Program (ICT)

Professional Foundation Courses

MAT 153   Mathematics for Information Technology   3(3-0-6)

Random variables and probability distributions; mathematical expectation; discrete and continuous probability distribution; functions of random variables; estimation; tests of hypothesis; linear regression and correlation; non-parametric statistics; Boolean algebra and logic circuits; algebra of sets and strings; groups and subgroups; data-types relating to algebraic structures; relations and functions; recursive functions; mathematical models for finite-state machines.

ICT 101   Object-Oriented Technology   3(3-0-6)

Fundamental concepts of object-oriented technology; characteristics of objects; class and objects; object attributes and behaviors; base classes; inheritance; arrays; reuse of objects; basic concepts of object-oriented analysis and design using UML.

ICT 102   Computer Programming I   3(2-2-5)

Basic concepts of computer programming; skills necessary to develop modern application; features of a typical modern programming environment; techniques in developing applications; object orientation and visual programming; basic features of programming language; emphasis on the use of practical examples to illustrate key aspects.

ICT 103   Database Systems Concept   3(3-0-6)

Concepts of information systems, relation to information retrieval, database system hierarchical, network, relational, database management systems, applications of data structures and file systems to build database, database normalization, data description languages, data manipulation languages, database backup ,data security, reliability and data integrity, Database design practices

ICT 111   Introduction to Information Technology   3(3-0-6)

Introduction of information technology; history of IT; pervasive themes in IT: digital logic, memory, storage, processing paradigms, operating systems, programming languages; introduction to telecommunications and computer networks: internet, intranets, and extranets; IT and its related and informing disciplines application domains: business

information systems, electronic commerce, decision support systems, knowledge management; ethical issues in information society.

ICT 112   Fundamental Information Systems   3(3-0-6)

Fundamental of information systems; business organizations and processes; business environments; information systems in organization; persons related to information systems; type of information systems; systems and application software; organizing data and information; introduction to systems development: systems development life cycle (SDLC), system deployment; integration of IT into business, government and community systems; role of IT professionals in solving organizational problems.

Required Major Courses

ITE 201   Information Technology Engagement in Community   3(3-0-6)

Promoting a common view of engagement; leading change; commitment to community responsibility; create information technology knowledge to community; effective relationship with community and university; and engagement sustainable lifelong learning.

ICT 210   Information Technology Laws   3(3-0-6)

Legal issues in information technology, intellectual property: copyright, patents, and trade secrecy, transborder data flow, privacy, libel, crime, constitutional rights, information policy of government sector, business sector, and non-profit organization, ethics in information tasks.

ICT 211   Databases Management Systems for Organization   3(3-0-6)
Prerequisite : ICT103 Database Systems Concept

Data modeling using the Entity-Relationship (ER) model; the enhanced Entity-Relationship (EER) model; the relational data model and relational database constraints; functional dependencies and normalization for relational databases; concurrency control techniques; Extensible Markup Language(XML): Structured Query Language(SQL); procedural language and Structured Query Language(SQL) :- fundamentals of PL/SQLcontrol structures, collections and records, PL/SQL cursor, procedure, function and package, handling PL/SQL errors, subprograms applications by using modern software tools, issues in database integrity, error recovery and concurrency control, database security, database management will be discussed.

ICT 302　　　Social and Professional Issues　　　　　　　　　　3(3-0-6)

　　　　　　　Professional communications; teamwork concepts and issues; service manage-ment; social context of computing; intellectual property; legal issues in computing; organiza-tional context; professional and ethics issues, responsibilities; history of computing; privacy and civil liberty.

ICT 402　　　Bachelor of Science Research Skills　　　　　　　　3(3-0-6)

　　　　　　　Full research process: evaluation of a question or problem of interest; develop an appropriate research design to acquire relevant data; choose an appropriate method of analysis; reasoned conclusion about the original question or problem of interest; Basic skills to undertake independent research.

ICT 213　　　System Analysis and Design　　　　　　　　　　　3(3-0-6)

　　　　　　　Prerequisite : ICT 103 Database Systems Concept

　　　　　　　System components; system development life cycle (SDLC); requirement analysis; technical and operational feasibility studies; data flow diagram, entity relationship diagram, computer-aided software engineering (CASE) tools; transition from analysis to design: input design, output design; prototyping, system development, testing, implementation; documen-tation and presentation.

ICT 301　　　Implementation of Information Systems　　　　　　3(2-2-5)

　　　　　　　Information system implementation; implementation process; architecture; acqui-sition and sourcing; intersystem communications; data mapping and exchange; integrative coding; scripting techniques; software security practices; miscellaneous issues; overview of programming languages.

ICT 304　　　Information Assurance and Security　　　　　　　　3(3-0-6)

　　　　　　　Fundamental aspects of information assurance and security; security mecha-nisms; operational issues; policy; attacks; security domains; forensics; information states; security services; threat analysis model; vulnerabilities.

ICT 305　　　Information Systems Project Management　　　　　3(3-0-6)

　　　　　　　Necessary factors for managing software development projects; technical and behavioral aspects of project management; managing the system development life cycle; requirement determination; term of references (TOR); logical design; physical design; testing

and implementation; system and database integration; metrics for project management; system performance evaluation; managing expectations of supervisors, users, and working groups; determining skill requirements of the project staffs; managing system for project staffs; cost-effectiveness analysis; acquisition and sourcing; reporting and presentation techniques.

ICT 401   Seminar in Information and Communication Technology   3(3-0-6)

Team working; meeting; conferencing; argumentation; methods of writing report; project writing; project presentation; seminar evaluation, activities concerning current information technology.

ICT 202   Computer Programming II   3(2-2-5)

Prerequisite : ICT 102 Computer Programming I

Fundamental of the commercial programming environment; features of commercial batch and online processing systems; practical use of programming languages to implement a large number of existing online commercial systems; exploring a number of fundamental business online processing tasks and the used algorithms.

ICT 212   Data Structure and Algorithm   3(3-0-6)

Prerequisite : ICT 102 Computer Programming I

Introduction to data structures and algorithms; string; array; record; pointer; linked list; list data structure; stack data structure; queue data structure; graph data structure; tree data structure; recursion; searching algorithms; sorting algorithms and analysis of   algorithms.

ICT 215   Human-Computer Interaction   3(3-0-6)

Human factors; Human-computer interaction (HCI) aspects of application domains; human-centered evaluation; developing effective interfaces; accessibility; emerging technologies; human-centered software development; technological opportunities in the design of interactive systems; process of designing user interfaces; evaluation of user interface designs.

ICT 110   Web Systems and Technologies   3(2-2-5)

Structure of World Wide Web; web design concepts and techniques; practical steps to plan, organize, create, and maintain a web site from start to finish; digital media; web development using markup language such as HTML, XHTML, XML; vulnerabilities.

ICT 209   Data Communications and Networking   3(3-0-6)

Prerequisite : ICT 111 Introduction to Information Technology

Foundations of networking; in-depth knowledge of data communications and networking theory; concepts and requirements relative to telecommunications and networking technologies; structures; hardware and software; types of computer networks; layers of control; network mechanism; routing and switching; physical layer; lab of networking design; security; network management; build and maintain a Local Area Network (LAN).

ICT 493   Internship   1(0-6-3)

Students will enter an industrial training program with the industrial sector, the business sector, or other public organizations for a period of at least 280 hours. Student is required to do the report.

ICT 494   Introduction to Senior Project   2(2-0-4)

Prerequisite: Students are required to complete at least 45 credits earned from the compulsory core courses or granted approval from the Head of the Program.

Creation of senior project topics; outlining and drafting senior projects; citations and reference formats; writing introduction for senior projects; compilation of theories; frameworks and existed works and/or related researches; writing for senior project methodologies; development and presentation of models and/or tools used in senior projects; preliminary examination of senior project proposals.

ICT 495   Senior Project   3(0-6-3)

Prerequisite : Students are required to complete ICT 494 Introduction to Senior Project and/or at least 45 credits earned from the compulsory core courses or granted   approval from the Head of the Program.

Completion of senior projects; printing standard for full senior projects; preparation for final examination of senior projects; final examination of senior projects.

ICT 498   Co-operative Education   6(0-35-18)

Prerequisite: Students are required to complete at least 60 credits earned from the major courses or granted approval from the Head of the Program.

Minimum of 16 weeks or 560 hours must be achieved. This program is designed to enhance traditional academic study by providing students the opportunity to integrate aca-

demic study and classroom theory with productive and real-life work experience in Information and Communication Technology field at a work site in the community. It also provides the time to explore occupational areas and to develop skills, knowledge and attitudes needed to become productive and satisfied members of society.

Elective Major Courses

ICT 214   Computing Platform Technology   3(3-0-6)

Introduction to computer architecture and operating systems; hardware components and functions; processor, bus, external devices connector, memory, storage; service of operating systems; process, multiprogramming; time sharing system; management of computer resources; synchronization; concurrency; deadlock; starvation; job scheduling; advanced virtual memory organization; parallel processing.

ICT 320   Animation and Multimedia Technology   3(3-0-6)

Current practices in information retrieval; key concepts in storyboarding, scene composition; lighting and sound track generation; key framing; motion capture; simulation techniques; algorithms to control the motion of articulated limbs; skeleton-muscle-skin models; facial animation; representation and animation of surface detail.

ICT 323   Electronic Commerce   3(3-0-6)

Introduction to electronic commerce and mobile commerce; Infrastructure and web based tools for electronic and mobile commerce; Electronic and mobile commerce business models; Security issues, and electronic payment systems; Strategies for marketing, sales, purchasing, and promotion; Legal and ethics issues underlying electronic and mobile commerce.

ICT 324   Data Warehouse and Data Mining   3(3-0-6)

Introduction to data warehouse: characteristics of data warehouse, drawbacks and benefits of data warehouse, architecture of data warehouse, internal data structure for data warehouse, data integration, creating high quality data, data mart, online analytical processing; introduction to data mining: types of data for mining, architecture of typical data mining system, data preprocessing, association rule mining, classification and prediction, clustering, mining complex data, data mining applications, current trends in data mining, text mining, web mining, including tools for data mining analysis such as WEKA, SAS, etc.

ICT 325   Internet Systems Programming   3(2-2-5)

Technologies for the internet; practical experience in programming web (HTTP) servers and clients; creating XML documents and implementing associated XML software; programming SOAP and Web Services; building database web front-ends.

ICT 327   Business Intelligence Application Development   3(2-2-5)

Business Intelligence (BI) concepts; requirements for Business Intelligence; advantage and disadvantage of Business Intelligence; architecture of Business Intelligence, Business Intelligence methodology; design of advanced corporate reporting of Business Intelligence(BI); Web Intelligence, Desktop Intelligence for BI software such as Business Objects, Cognos , Oracle , SQL server; studying Balanced Scorecard and Key Performance Indicators.

ICT 328   Social Media Management   3(3-0-6)

Social facts; social computing; social media; fundamental of management; social web; social graph; social text; social business; social media strategy; social media in marketing; social media in innovation; social media in customer service; social media in knowledge management and human resource management; social media in public sector and business; social media engagement; social media analytics; crisis management.

ICT 329   Big Data Analytics   3(3-0-6)

Basic concepts of big data analytics; application in social network analysis; big data analytics platform; social network analytics; MapReduce programming; MapReduce based computing framework, general algorithms for data analytics, trend and outbreak detection from social network streams; practical sessions dedicated to the implementation of big data analytics with selected programming language and tools.

ICT 331   Cloud Computing   3(3-0-6)

Introduction to cloud computing; cloud architecture and service models; the economics and benefits of cloud computing; horizontal and vertical scaling; thin client; multiprocessor and virtualization; distributed storage; security and federation: presence, identity and privacy in cloud computing; public cloud; community cloud; hybrid cloud; private cloud; software as a service; platform as a service; technologies in cloud; programming in cloud; applying cloud computing in various domains.

ICT 333   Enterprise Architectures   3(3-0-6)

Foundation of enterprise architectures; define operating model; implement the operating model via enterprise architecture; enterprise architecture maturity; build the project at a time; use enterprise architectures to guide outsourcing.

ICT 334   Object-Oriented Database Implementation and Management   3(3-0-6)

Object-oriented database and management; object-relational database; stability of database; database administration; working with other databases; development and application of object data programming using object-oriented programming languages such as C++, JAVA or O2.

ICT 335   Network Design and Implementation   3(3-0-6)

Introduction to networking; time-division multiplexing; fiber-optic technologies; wavelength-division multiplexing; SONET architectures; SDH architectures; packet ring technologies; multiservice SONET and SDH platforms; network case study.

ICT 336   Introduction to Machine Learning   3(3-0-6)

Introduction to machine learning; supervised learning; Bayesian decision theory, parametric methods; multivariate methods; reduction; clustering; nonparametric methods; decision trees; kernel machines; combining multiple learners.

ICT 337   Image Processing   3(3-0-6)

Introduction to image processing; image transformations; statistical description of images; image enhancement; image restoration; image segmentation and edge detection; image processing for multispectral images.

ICT 338   Intelligent Systems   3(3-0-6)

Introduction to artificial intelligence and applications; introduction to game AI; rule based expert systems; neural computing; fuzzy logic; genetic algorithms, intelligent agents, state machines and methods of evaluating these technologies.

ICT 339   Computer Forensics   3(3-0-6)

Introduction to computer forensics, tracking on offender, encryption and forensics, data hiding, hostile code, electronic toolkit, investigating computers and host, introduction to the criminal justice system.

ICT 421   Wireless Network   3(3-0-6)

Concepts of wireless data network and modern knowledge of wireless implementation, emerging technologies such as wireless phone systems, mobile internet system, wireless local loop (WLL), satellite system, Bluetooth, etc., Wireless Local Area Network(WLAN) technologies, IEEE802.11 standard, wireless LAN topologies, major WLAN equipment: wireless NIC, access points, wireless bridges and antenna systems, WLAN security systems, the design, planning, implementation, operation and troubleshooting of WLAN.

ICT 422   Games Design and Programming   3(3-0-6)

Electronic games design and programming; the design and implementation of games engines; history of game design artificial intelligence and media creation for different genres of games; motion generation; behavioral control for autonomous charactersๆ interaction structure; and social and interface issues of multi-user play.

ICT 424   Computer Graphics   3(3-0-6)

Hardware and software principles of interactive raster graphics; introduction to the basic concepts; 2-D and 3-D modeling and transformations; viewing transformations; projections; rendering techniques; graphical software packages and graphics systems; practical use of a standard computer graphics API to reinforce; concepts and fundamental computer graphics algorithms.

ICT 425   Mobile Applications Implementation   3(2-2-5)

Web application development on mobile devices; development process; underling technology: mobile communications, embedded visual tools, and mobile development frameworks.

ICT 426   Search Engine and Retrieval Systems   3(3-0-6)

Models and methods for storage and retrieval of information; topics include information retrieval techniques, text analysis and automatic indexing, document clustering, search techniques, search engine architecture, techniques for ranking search results, retrieval performance measurement, and current research topics related to search engine; image retrieval and multimedia retrieval.

ICT 428   Computer Vision and Augmented Reality   3(3-0-6)

Computer Vision technology; introduction of Augmented Reality; filtering; image representations; texture models; color vision; multi-view geometry; projective reconstruction; Bayesian vision; statistical classifiers; clustering &segmentation; voting methods; tracking and density propagation; visual surveillance and activity monitoring; medical imaging; image databases; and image-based rendering; recent Augmented Reality applications.

ICT 429   Management of Information Technology Services   3(3-0-6)

Organization structure; organizational communication; budgeting issues; personnel hiring; evaluation and promotion; physical plant layout; controls and procedures for routine daily operation; security and disaster planning; improves the adjustment from the academic to the business environment.

ICT 460   Internet of Things   3(3-0-6)

Internet of Things (IoT), the importance of IoT in society, the current components of typical IoT devices, IoT design considerations, constraints and interfacing between IoT devices and physical world, design trade-offs between hardware and software, key components of networking to connect IoT device to the Internet, and trends of IoT for the future.

ICT 473   Data Warehouse and Online Analytical Processing   3(3-0-6)

The preliminary concept of Data warehousing; characteristics of data warehousing; advantage and disadvantage; architecture of data warehousing; design of the data warehousing; internal data structure for the data warehousing; data integration; complexity and techniques; creating high quality data; using application programs to build data warehouse and cube in OLAP. ETL (Extract, Transform, Loading) data from external and internal database; query data from ROLAP by using SQL and OLAP by using MDX.

ICT 491   Robotics Programming   3(3-0-6)

Introduction to the fundamentals of robotics programming, Robot Operating System (ROS) framework for robotics programming, robot software development, low-level device control, using sensors and actuators, and robot 3D modeling and simulation.

ICT 492   Robot Perception   3(3-0-6)

Introduction to the fundamentals of robot perception, standard camera models used for robot perception, the geometry of perspective projections in depth, feature extraction and 3D posing estimation, and landmark-based localization

ICT 489   Special Topics in Information and Communication Technology   3(3-0-6)

Special topics in Information and Communication Technology areas, from   semester to semester with change of content, topics must be approved by department head.

IEG 350   English for Professional Development   3(2-2-5)

English language for effective communication. The course will thoroughly cover a review of English grammar for the correct usage of English language and emphasis to be made on regular practices to improve and develop skills in academic reading, listening, writing, and presentation which are essential and critical to job prospects and a student's career advancement.

IBM 221   International Experience I   3(1-35-20)

Oversea program to be organized by Rangsit University. The course is aimed for students to have an international exposure and to broaden their perspective of the world by taking a trip abroad and take a course in their area or related area of study for not less than 45 hours during their stay. The assessment will be done by both the host institution and Rangsit University.

IBM 322   International Experience II   3(1-35-20)

Extension of IBM 221 International Experience I. Class to be organized by Rangsit University. A different 45 hour class from that of IBM 221 is required and a different destination is preferable. The assessment will be conducted by the host institution and Rangsit University

Minor Courses

ICT 103   Database Systems Concept   3(3-0-6)

Concepts of information systems, relation to information retrieval, database system hierarchical, network, relational, database management systems, applications of data structures and file systems to build database, database normalization, data description languages, data manipulation languages, database backup ,data security, reliability and data integrity, Database design practices

ICT 110   Web Systems and Technologies   3(2-2-5)

Structure of World Wide Web; web design concepts and techniques; practical steps to plan, organize, create, and maintain a web site from start to finish; digital media; web development using markup language such as HTML, XHTML, XML; vulnerabilities.

ICT 111   Introduction to Information Technology   3(3-0-6)

Introduction of information technology; history of IT; pervasive themes in IT: digital logic, memory, storage, processing paradigms, operating systems, programming languages; introduction to telecommunications and computer networks: internet, intranets, and extranets; IT and its related and informing disciplines application domains: business information systems, electronic commerce, decision support systems, knowledge management; ethical issues in information society.

ICT 209   Data Communications and Networking   3(3-0-6)
Prerequisite : ICT 111

Foundations of networking; in-depth knowledge of data communications and networking theory; concepts and requirements relative to telecommunications and network-ing technologies; structures; hardware and software; types of computer networks; layers of control; network mechanism; routing and switching; physical layer; lab of networking design; security; network management; build and maintain a Local Area Network (LAN).

ICT 215   Human-Computer Interaction   3(3-0-6)

Human factors; Human-computer interaction (HCI) aspects of application domains; human-centered evaluation; developing effective interfaces; accessibility; emerging technologies; human-centered software development; technological opportunities in the design of interactive systems; process of designing user interfaces; evaluation of user interface designs.

ICT 305   Information Systems Project Management   3(3-0-6)

Necessary factors for managing software development projects; technical and behavioral aspects of project management; managing the system development life cycle; requirement determination; term of references (TOR); logical design; physical design; test-ing and implementation; system and database integration; metrics for project management; system performance evaluation; managing expectations of supervisors, users, and working groups; determining skill requirements of the project staffs; managing system for project staffs; cost-effectiveness analysis; acquisition and sourcing; reporting and presentation techniques.

ICT 320   Animation and Multimedia Technology   3(3-0-6)

Current practices in information retrieval; key concepts in storyboarding, scene composition; lighting and sound track generation; key framing; motion capture; simulation techniques; algorithms to control the motion of articulated limbs; skeleton-muscle-skin models; facial animation; representation and animation of surface detail.

ICT 323   Electronic Commerce   3(3-0-6)

Introduction to electronic commerce and mobile commerce; Infrastructure and web based tools for electronic and mobile commerce; Electronic and mobile commerce business models; Security issues, and electronic payment systems; Strategies for marketing, sales, purchasing, and promotion; Legal and ethics issues underlying electronic and mobile commerce.

ICT 324   Data Warehouse and Data Mining   3(3-0-6)

Introduction to data warehouse: characteristics of data warehouse, drawbacks and benefits of data warehouse, architecture of data warehouse, internal data structure for data warehouse, data integration, creating high quality data, data mart, online analytical processing; introduction to data mining: types of data for mining, architecture of typical data mining system, data preprocessing, association rule mining, classification and prediction, clustering, mining complex data, data mining applications, current trends in data mining, text mining, web mining, including tools for data mining analysis such as WEKA, SAS, etc.

ICT 328   Social Media Management   3(3-0-6)

Social facts; social computing; social media; fundamental of management; social web; social graph; social text; social business; social media strategy; social media in marketing; social media in innovation; social media in customer service; social media in knowledge management and human resource management; social media in public sector and business; social media engagement; social media analytics; crisis management.

ICT 329   Big Data Analytics   3(3-0-6)

Basic concepts of big data analytics; application in social network analysis; big data analytics platform; social network analytics; MapReduce programming; MapReduce based computing framework, general algorithms for data analytics, trend and outbreak detection from social network streams; practical sessions dedicated to the implementation of big data analytics with selected programming language and tools.

ICT 333   Enterprise Architectures   3(3-0-6)

Foundation of enterprise architectures; define operating model; implement the operating model via enterprise architecture; enterprise architecture maturity; build the project at a time; use enterprise architectures to guide outsourcing.

ICT 424   Computer Graphics   3(3-0-6)

Hardware and software principles of interactive raster graphics; introduction to the basic concepts; 2-D and 3-D modeling and transformations; viewing transformations; projections; rendering techniques; graphical software packages and graphics systems; practical use of a standard computer graphics API to reinforce; concepts and fundamental computer graphics algorithms.

ICT 425   Mobile Applications Implementation   3(2-2-5)

Web application development on mobile devices; development process; underling technology: mobile communications, embedded visual tools, and mobile development frameworks.

ICT 489   Special Topics in Information and Communication Technology   3(3-0-6)

Special topics in Information and Communication Technology areas, from semester to semester with change of content, topics must be approved by department head.

Hospitality Industry (IHI)

Professional Foundation Courses

IHI 101 International Tourism and Hospitality 3(3-0-6)

Evolution of international tourism and hospitality, factors affecting tourism, motivation for tourism, the components of tourism industry, planning and development of tourism, impacts of tourism on economy, society, environment and culture.

IHI 102 Psychology for Hospitality and Cross Cultural Communication 3(3-0-6)

Concepts and processes of social behavior of individuals including cognition, motivation, values in working and leisure, and applications of such concepts on hospitality works, development of awareness and skills in communicating with service recipients, colleagues, trade partners from different cultural backgrounds which result to different meaning assignment to words, symbols and customs in order to nurture effective communication, establish mutual understanding without conflicts and finally to be able to render services that well satisfy customers' needs.

IHI 103 Hospitality Arts and Personality Development 3(3-0-6)

The discussion of and the elaboration on the concept of personality in regards to its importance and methods of personality development for students, both internal and external personalities, to be in line with the standard of international hospitality industry, concepts related to hospitality arts for welcoming travelers, tourists, and service customers according to international standards including verbal communication, gestures, personality, and service delivery methods.

IHI 104 Sustainable Hospitality Industry Management 3(1-4-4)

Meaning, conceptual development and principles of sustainable tourism as well as its components by focusing on principles and operation of different kinds of tourism that adopted sustainable tourism principle for sustainable economic and social interests of receptive destinations such as ecotourism, cultural tourism, and community based tourism. Learners gain empirical experience of sustainable tourism through participation of field experiences.

IHI 105   Tourist Behavior   3(3-0-6)

Cognition process and behaviour tourists and travelers for different purposes including destination choice, destination image, attitude, learning, beliefs, and other determining factors: motivation, culture, situational factors, and tourist typology. Learners self learn and apply theoretical frameworks through mini research projection the assigned topic.

IHI 301   Human Resource Management in Hospitality Industry   3(3-0-6)

The human resource management function with an emphasis on issue related to hospitality industry, the personnel function in recruitment, selection, training and development, performance appraisal and labor relations including attitude development and moral of people working together, practice of human relation skills for supervising, motivating and counseling employees and analysis of individual leadership skills, case studies for solving human resources problems.

IHI 302   Hospitality Industry Information Systems   3(2-2-5)

Characteristic of hospitality industry information systems, study of the types of information, the organization, collection, storage and analysis of data through various methods System Security on Hospitality Industry by using internet, how to make usage of data in problem solving, decision making and hotel and tourism planning through computer application.

IHI 401   Ethics and Laws Related to Hospitality Industry   3(3-0-6)

Concepts of professionalism, ethics as well as civil and commercial laws concerning hospitality industry in regards to tourists and service customers' safety, regulations regarding environments, custom, quarantine, and immigration procedures as well as law enforcement for tourists.

Require Major Courses

IHI 210   Special Interest Tourism   3(3-0-6)

Meaning and characteristic of special interes tourism including educational tourism, art and culture tourism, creative tourism, ethnic tourism, adventure tourism, sport and health tourism, tourism activities for homosexual tourists, medical tourism by discussing market trends, opportunities, success factors, and marketing limitations of these special interest tourism.

IHI 211   Hotel Operations and Management   3(3-0-6)

Organizational structure management, operations of accommodation and hotel properties; interactions among various departments within a hotel, as well as among other hotels of the same chain and among other chains; competition and communication marketing including hotel business trends.

IHI 213   Geography for Tourism   3(2-2-5)

Major geographical concepts including location, topography, climate, ethnics, flora and fauna and their impacts on natural and cultural tourists' attractions and activities of Thailand and other regions of the world. Learners gain empirical experience through field activities at attractions with distinguished geographical factors.

IHI 214   Food and Beverage Management and Operations   3(2-2-5)

The structure of food and beverage servicing along with staff key responsibilities, various service patterns, as well as food and beverage, types and equipments; cross cultural communication, team-working skills and service procedures with regard to the practice in both laboratory and real situations, handling guests' complaints and problem solving procedures, study of computer application for food and beverage service management ,simulation practices with the use of computer programs.

IHI 215   Room Division and Front Office   3(2-2-5)

Organization structure and the management of the Front Office; reservation, room assignment, types of rooms room symbols layout and planning of room numbers, reception, room registration, baggage handling procedures; information services; business centers, cross selling and up-selling techniques with other business units of the hotel, travel agencies, as well as airlines; guest encounter management techniques and guests' complaints; cross-cultural communication principles; simulation practices of operation procedures along with the use of computer programs.

IHI 310   Housekeeping Service Management   3(2-2-5)

Organizational structure of the housekeeping department, duties, responsibilities and attributes of housekeeping staff, inter-department coordination, cleaning equipment, classification and types of equipment, methods of use, care and maintenance, cleaning agents, maid service rooms, hotel linen, linen room, uniforms, planning and organizing such

as area inventory list, frequency schedule, performance standards, productivity standards, planning staff strength and duty roaster, holiday schedules and job allocation, contract cleaning – types and methods, basic interior designs, laundry, strain removal, practice of room cleaning, setting up of maid cart, room make up, flower arrangement, decoration for special occasions, handling guest complains, lost and found procedures.

IHI 311　　Tour Package Planning and Management　　　　　　　3(2-2-5)

Tour package operation management and planning of tour operators, market survey, marketing planning, creating the itinerary, costing, selling techniques; including the processes of negotiation, arranging, and commercial contracting hotels and tourism suppliers: airlines, car rentals, cruises, coaches, mini buses, guest speakers and lectures, foods, etc.

IHI 312　　Catering and Banquet Management　　　　　　　　　3(2-2-5)

Functions of catering businesses, marketing, menu designs for various events, interior and exterior planning for events, preparation for utensils, staff planning, and super-vision for services, etiquettes and manners. Practices through on-campus internship.

IHI 313　　Airline Business Management　　　　　　　　　　　3(3-0-6)

Integrative knowledge about structures, functions and operations of airline business; human resource management; organization, aircraft management; traffic rights; aviation safety management; necessary supported facilities affected by globalization and airline alliances trend as well as relevant issues.

IHI 410　　Hospitality Industry Sales and Marketing　　　　　　3(3-0-6)

Role of the hospitality industry sales and marketing department, its organization, functions and management: method of sales and promotion with regard to product analysis, advertising and personal selling; areas of sales and promotion including group sales, con-ventions, food, beverage and entertainment, special events and promotions: communication strategies, public relations, marketing strategies and planning.

IHI 411　　Preparation for internship in Hospitality Industry　　　1(0-2-1)

Understanding grounding, realization of importance of internship with hospitality industry enterprises, conformity to rules and regulations, work disciplines and etiquettes, personality development, the use of office appliances, preparation of business correspond-

ences, preparation for job application as well as professional presentation techniques; development of English proficiency for job application in tourism and hospitality industry through practical activities.

IHI 412   Strategic Management and Current Issues in Hospitality Industry   3(3-0-6)

A discussion of strategic management and current issues in hospitality industry themselves as well as political, economic and social issues at both national and international levels that affect hospitality industry, current issues by applying the content learnt from other courses in analyzing and asserting opinions, prominent figures of tourism and hospitality industries, researching relevant information from credible sources and professionally present such information and suggestions.

IHI 414   Co-operative Education   6(0-35-18)

The internship in the area of hospitality industry and tourism management in a selected organization like an employee of that organization not less than 16 weeks or 4 months consecutively and complete particular assign tasks and organization task; records must be done and submitted on a weekly basis the advisor by students, students are also evaluated by the supervisor of the organization.

Elective Major Courses

Elective Language

Choose 5 courses from one of 3 groups below:

Chinese Language

ILC 111   Chinese I   3(2-2-5)

Mandarin Sound systems; everyday vocabulary, and simple phrases, practice in conversational skills and proper pronunciation, three hundred common Chinese characters.

ILC 112   Chinese II   3(2-2-5)

Practice in Chinese skills, conversation on familiar topics, four hundred additional Chinese characters, development of conversational skills and vocabulary build-up; improving reading skills through short passages.

ILC 113   Business Chinese   3(2-2-5)

Practice in daily-life conversation such as greeting, shopping, telephoning, telling time, etc., Chinese culture and tradition, through selected illustrative readings in Chinese.

ILC 114   Chinese for Office Personnel   3(2-2-5)

The characteristics of work and manner of personnel working in Chinese organization; focusing on the study of vocabulary and idioms necessary for office work.

ILC 115   Chinese for Hospitality Industry   3(2-2-5)

Vocabulary and expression used in hospitality industry; basic information of hotel and restaurant management and travel services necessary for tourists.

Japanese Language

ILJ 111   Japanese I   3(2-2-5)

Basic Japanese phonics; practice of the audio lingual reading and writing skills in Hiragana, Katakana and Kanji; a study of basic sentence structures used in greetings commonly focused in everyday life; the development of 500 vocabulary items and 50 Kanji characters.

ILJ 112   Japanese II   3(2-2-5)

Basic sentence structures and practice of four skills: listening, speaking, reading and writing used in various situations; further learning of 500 vocabulary items and 100 Kanji characters.

ILJ 113   Business Japanese   3(2-2-5)

The language structure; practice of four skills: listening, speaking, reading and writing used in situations assigned; further learning of 500 vocabulary items and 150 Kanji characters, the basic principles of reading; drill in Japanese reading using short passages about Japan, practice listening and speaking in every day life's conversation.

ILJ 114   Japanese for Office Personnel   3(2-2-5)

The characteristics of work and manner of personnel working in Japanese organization; focusing on the study of vocabulary and idioms necessary for office work.

ILJ 115   Japanese for Hospitality Industry   3(2-2-5)
          Vocabulary and expression used in hospitality industry; basic information of hotel and restaurant management and travel services necessary for tourists.

Thai Language

ITA 111   Thai I   3(2-2-5)
          Thai pronunciation and basic sentence structures, emphasizing on communicative listening, speaking, reading, and writing in everyday situations: greeting, leave taking, introductions, telephone conversation, asking and answering about directions.

ITA 112   Thai II   3(2-2-5)
          Further study of Thai vocabulary, pronunciation and basic sentence structures, emphasizing on communicative listening, speaking, reading, and writing in everyday situations: buying and selling things, job interviewing, and giving opinions.

ITA 113   Business Thai   3(2-2-5)
          The Thai language through various aspects of Thai social and cultural contexts: culture and customs of Thai, history, economy, and lifestyles, with an emphasis on listening, speaking, reading and writing in different situations.

ITA 114   Thai for Office Personnel   3(2-2-5)
          The characteristics of work and manner of personnel working in Thai organization; focusing on the study of vocabulary and idioms necessary for office work.

ITA 115   Thai for Hospitality Industry   3(2-2-5)
          Vocabulary and expression used in hospitality industry; basic information of hotel and restaurant management and travel services necessary for tourists.

Elective ....

       Choose 5 courses below:

IHI 221   International Experience I   3(3-0-6)

       Abroad program to be organized by Rangsit University, aimed for students to have an international exposure and to broaden their perspective of the world by taking a trip abroad and take a course in their area or related area of study for not less than 45 hours during their stay, the assessment done by both the host institution and Rangsit University.

IHT 322   International Experience II   3(3-0-6)

       An extension of IBM 221 International Experience I. Class to be organized by Rangsit University, preferable a different 45 hour class from that of IBM 221 is required and a different destination, the assessment conducted by the host institution and Rangsit University International College.

IHI 331   Multimedia for Hospitality Industry   3(3-0-6)

       Multimedia and information technology system; problems in information technology and multimedia design and its impact on the system within organization; planning stage, structure arrangement, development; evaluation of IT and multimedia; IT and multimedia affecting online business include hospitality trading through mobile business; web design and development to obtain appropriate connection.

IHI 341   Soft Adventure Tourism   3(3-0-6)

       Exploration of soft adventure tourism market and their characteristics; consumer behavior and expectation; potential sites and selection criteria, considerations about comfort, cost, environment factors, space layout, potential hazards, vehicle and people accessibility; prevention and removal of hazards, risk and emergency management during the trip; arrangement of recreational and sport activities suitable for the site, interpretative the site and activities by constructively engage locals and attribute cultural and local meaning of the site and activities to participants, manage the catering in the campsite, dismantling of campsite and waste management; preparation, adjustment, and implementation of soft-adventure tourism programs.

IHI 342   Medical and Wellness Tourism   3(3-0-6)

Concept, characteristics, origin and expansion of medical and wellness tourism; medical and wellness tourism destination; behavior and decision process, information search and expectation of medical and wellness tourists; major wellness tourism activities namely spa, life coaching, meditation, pilgrimage; management and marketing of medical and wellness tourism business, promotional policies of this type of tourism of major destination compare with Thailand.

IHI 343   Creative Community-Based Tourism   3(3-0-6)

Concept of destination community, destination branding for small cities and community development through tourism and hospitality. The community models and tourism experience like "handmade" experience, authentic and versatile "subculture" to attract new generation tourists. The theory and examples to explain a supportive business environment namely "integrated tourism system" and how to design such a system as it is a key to the success of a destination community and can be use to develop in urban as well as rural settings for truly sustainable community. The vision of the future growth of building a destination community to be creative community-based tourism.

IHI 344   Tourism for Elderly and Disable   3(3-0-6)

Understanding of the concept of disability, impairment, and aging and their implications on people's physical, attitudinal, and information accessibility; characteristics and roles of disabled and senior tourism markets; classification of disability and their expected service experiences; the concept and importance of tourism and leisure in lives of disabled and senior citizens, policies that promote quality of life of disabled and senior citizens of different origin market, service techniques and tour conducting technique for people with different types of accessibility problems.

IHI 351   Bar and Beverage Management   3(2-2-5)

Organizational Structure of the beverage department, operations of bar, types of bar, preparation for pre-opening and closing the bar, maintenance of the equipment, atmosphere and bar arrangement, layout of service stations, and hygiene enforcements, planning of shifts, personality grooming and hygiene, personnel supervision, bar management and control, law and regulations and management of responsible service of alcohol, stock control. Service procedures, daily report sales, handling guests' complaints. Practice of cocktail mixes, mock tail, coffee, chocolate beverages and the like.

IHI 371   In-flight Passenger Service Management   3(2-2-5)
        System, equipments and their utilization; flight catering processes and collaboration with concerned parties in meal planning; type of food and meal served on different routes; responsible function for pre-flight meal preparation.

IHI 383   Special Event Operation Principles   3(3-0-6)
        Concepts and issues relevant to event operation management by applying managerial skills and service skills together to respond to different situations including experience design, operation preparation for static and mobile events, risk management, crowd management and control, supporting logistics, and relevant legal regulations and processes.

IHI 431   Advertising and Sales Promotion in Hospitality Industry   3(3-0-6)
        The role of the Advertising and Sales Promotion in Hospitality Business, its organization, functions and management: method of sales and promotion with regard to product analysis, advertising and personal selling; areas of sales and promotion including group sales, conventions, food, beverage and entertainment, special events and promotions: communication strategies, public relations, marketing strategies and planning, Advertising and Sales Promotion in Hospitality Business.

IHI 451   Resort and Spa Management   3(3-0-6)
        Categories and roles of venue on the success of Resort and Spa Management. The course covers various concepts namely venue and facility design, sales and marketing, safety and security, evaluation of the event, ethical issues, corporate social responsibilities, resort marketing and finance, problems and challenges mare includes, as well as trends and challenges facing the future of venue business for Resort and Spa Management.

IHI 461   Thai Culinary Arts Theory and Practice   3(2-2-5)
        Basic skills and procedure involve in Thai food production, the method of preparation, cooking and presentation, the characteristics of Thai food, major ingredient and how to plan a typical menu for different ethnic cuisines common in Thailand.

IHI 462   International Culinary Arts Theory and Practice   3(2-2-5)
        Basic skills and procedure involve in International food production, the method of preparation, cooking and presentation, the characteristics of International food, major ingredient and how to plan a typical menu for different ethnic cuisines.

IHI 472   Passenger Ground-service Handling and Management   3(2-2-5)

Ground operation of an airline and airport; detailed work processes for customer care and services in accordance with load control and weight balance, necessary documentations and coordination of flight dispatch.

IHI 484   Meeting, Convention, and Conference Organization   3(2-2-5)

Meanings and importance of meeting, conference, and convention on national tourism and economic as well as various concepts that concern the operation management including planning, stakeholders, site selection, bidding process, program planning, budget, food and beverage services, site management, opening and closure ceremonies, and special events.

International Political Economy and Development Program (IPED)

Professional Foundation Courses

IPE 101   Introduction to Southeast Asian Political Economy and Culture   3(3-0-6)

Basic knowledge of Southeast Asian countries in the areas of politics, economics, and culture, information on ASEAN nations namely Brunei Darussalam, Kingdom of Cambodia, Republic of Indonesia, Lao People's Democratic Republic, Malaysia, Republic of the Union of Myanmar, Republic of the Philippines, Republic of Singapore, and Socialist Republic of Vietnam. The development and involvement of ASEAN nations in the global political economy. First hand experience in an ASEAN countries.

IPE211   Principles of Microeconomics   3(3-0-6)

How resources are allocated through market mechanisms, consumer behaviors and utilities, behavior of firms, cost and profit. The course also deals with price determination in product and factor markets and efficiency of resource use, structure of different types of market and roles of government.

IPE 212   Principles of Macroeconomics   3(3-0-6)

National income and its components, determination of national income, employment and level of price, roles of government, money, and external factors affecting national income determination. The course also includes economic policies to alleviate inflation and unemployment.

IPE 231   International Relations   3(3-0-6)

General concepts of politics and the development of political science;, meanings and aims of state, political ideas and doctrines, political institution and processes, power/authority and allocation of values, politics in the other forms.

IPE 232   International Relations   3(3-0-6)

Issues in international relations the nature of world politics, theories of international relations and diplomacy, elements of the world system and the main actors in world politics. The course also discusses the ends and means of foreign policy as conducted by states in international relations: intervention, alliances, economic integration and interdependence, neutrality, isolation and non-alignment.

IPE 233   Public Policy Analysis   3(3-0-6)
            Concepts of policy analysis, the role of the government and the analysis of decision making of civil servants, models of public policy analysis, public policy making process; policy implementation and evaluation.

IPE 234   Comparative Political Systems   3(3-0-6)
            Ideologies, theories, political analysis, democratic system, authoritarian system, concepts of power, political institutions, the structure of modern politics, political process, elections, campaigns, political communication, political participation, political development in comparative approaches.

IPE 235   International Development   3(3-0-6)
            Development theories and practice from an interdisciplinary perspective, overview of the history of development co-operation in the past 50 years, the main concepts and ideas on development, principal features of the theories underlying past and present approaches to international development, roles of different actors including international organizations, national government and civil society organizations of development co-operation.

IPE 236   Political Philosophy   3(3-0-6)
            Justificatory arguments for the state, social contact theory, political, obligation, direct democracy, representative democracy, arguments for and against democracy, liberalism, utilitarianism, rights, negative liberty, positive liberty, justificatory arguments, for a sphere of liberty, theories of distributive justice, theories of equality, and other topics in political philosophy.

IPE 251   Modern Management and Organization Behavior   3(3-0-6)
            The organization and process of management including planning, organizing, leading, and controlling. The course also includes organizational behaviors such as leadership, motivation, communication, managing groups, team building, managing changes and organizational culture.

IPE 252   World History   3(3-0-6)
            The history and culture of the contemporary world, some of the important political, economic, social, intellectual, cultural and religious changes, the circumstances that have shaped the development of recent civilizations.

IPE 302   Research Methods   3(3-0-6)

Research, hypothesis testing by using parameters and not using parameters, such as, chi-square, deviation analysis, regression analysis, correlation, time series, using software program such as SPSS. Study the relationship between models, information systems and business decisions. The practical application of behavioral and statistical methods for the purpose of obtaining and analyzing relevant business information will also be examined.

IPE 351   English for Professional Developments   3(3-0-6)

English language for effective communication. The course places emphasis on regular practice to improve and develop skills in academic reading, listening, writing, and presentation, which are essential and critical to job prospects and a student's career advancement in Philosophy, Politics and Economics or International Relations and Development.

Required Major Courses: International Relations and Development

IPE 201   Political Economy in South East Asia   3(3-0-6)

Approaches to the study of political economy in Southeast Asia: modernization theory to dependency and Marxist theory, colonialism and liberalism, cold war and post-cold war regional effect, regional integration, ethnic problems, political economy of the boom and bust period, political structures and Chinese entrepreneurship.

IPE 238   International Politics   3(3-0-6)

The history, major issues and theories of contemporary world politics. An overview of various approaches, such as realism, liberalism and critical theories. Globalization and the changing nature of the modern state, integration, international law, ethics, and the role of international organizations.

IPE 257   Asian History   3(3-0-6)

History of Asian countries from their initial settlement of the region and their development; Asian society beginning with the ancient civilization; emphasis on their progressive involvement in the global political economy.

IPE 301   Globalization and International Economy   3(3-0-6)

An introductory overview of globalization and international economy. Theories, history, and issues in international economy will be explored. The fundamental tradition of

economics only recognizes the role of national government, which is often referred in the case of market failure, but international economy also recognizes the role foreign governments and international institutions play in the economy. A solid background of socio-political structure and context of international economic relations. Emphasis will be placed on major issues including the political economy of international trade, economic reform, multinational corporations in the global economy, the international monetary system, as well as the consequences and controversies of globalization.

IPE 306   Development Economics   3(3-0-6)

    Key issues of global economic development in the 21st century. The relevant theoretical definitions, principles and historical context of economic development, concepts and trends with a global perspective. Economic and social problems faced by developing countries and possible policy recommendations.

IPE 333   Development and Human Rights   3(3-0-6)

    The concept of gender with the application to mainstream development and human rights discourses. The crucial role of gender perceptions and the role of female in development processes in any society across the globe. Analysis ideology and practice in the field Human Security.

IPE 334   Foreign Policy Analysis   3(3-0-6)

    The policy-making process of foreign policies. Theoretical models and frameworks of policy analysis will be introduced in order to examine how states formulate and implement their foreign policies. The impact of policy-makers, political leaders, bureaucrats, interest groups, and the public on foreign policies. In addition to providing theoretical models, this course will also focus on a series of policy-oriented case studies. Students are encouraged to apply these theoretical models and frameworks in an analysis of case studies drawn from the field of foreign economic policy and international trade as well as international politics.

IPE 335   International Peace and Security   3(3-0-6)

    Theoretical dimensions and a range of approaches and issues in the field of security studies. The course examines some security issues including interstate warfare, alliance formation, intelligence, defense technology, and weapons of mass destruction. We will also look at a wide range of contemporary issues, which include the role of the UN in security, traditional and modern peacekeeping, post conflict reconstruction, Middle Eastern security, terrorism, and security concept for the 21st century. Students will have the opportunity to apply competing theories of international relations as tools for analyzing issues of peace and security.

IP E401   Current Issues in International Political Economy and Development   3(3-0-6)

Application of practical analysis to a number of international Political Economy and Development debates. The course will be organized around case studies. The case studies will be chosen to highlight and extend fundamental international Political Economy and Development concepts while also providing skills in organizing and examining data.

IPE 402   Thai Business and Politics   3(3-0-6)

The development of business leaders, groups, conglomerates, organizations and association in Thailand with a focus on the patterns of relations to Thai politics and changes in political/power relations. The relationship between constitutions and topology of political regimeง particularly the democratic form.

IPE 431   Organization Development   3(3-0-6)

Methods for systematically chaning and developing organization to be most efficient and effective. Organization change and organization structure, process of organization development including data collection and analysis; problem solving, process of change; change management; and techniques for improving organization for better operation.

IPE 495   Co-operative Education   6(0-35-18)

Students must do an internship in the area of International Political Economy and Development in a selected organization for at least 16 consecutive weeks or 560 hours. Each student is assigned a particular task to complete within the 16 weeks. Diary records must be done and submitted every 2 weeks to the advisor. Students are also evaluated by the supervisor of the organization.

IPE 496   Internship in International Political Economy and Development   1(0-35-18)

Part-time or full time-time internship in an International Political Economy and Development related field for at lest 200 hours.

IPE 499   Senior Project   5(0-10-5)

Methodology, steps in conducting research, research planning, problem setting, assumption setting and test of assumption, data collection, data analysis, and presentation.

Elective Major Courses: International Relations and Development

IPE 240   Theories of Democracy   3(3-0-6)

Idea and theory involving democracy, critics from Marxist and corporatist, liberalism and democratic society, and problem of democracy in terms of theoretically and physically.

IPE 256   Critical Thinking   3(3-0-6)

Acquire reasonable, reflective, responsible, and skillful thinking that is focused on deciding what to believe or do. A person who thinks critically can ask appropriate questions, gather relevant information, efficiently and creatively sort through this information, reason logically from this information, and come to reliable and trustworthy conclusions about the world that enable one to live and act successfully in it

IPE 307   International Organizations and Economic Integration   3(3-0-6)

Roles of international organizations such as the United Nations, International Monetary Fund, World Bank, World Trade Organization, and International Court of Justice. Major concepts explaining the origins and dynamics of international organizations; comparing different kinds of international organizations; limitations, impacts, and future trends of international organizations in world politics including international economic political and legal organizations. Economic integration and comparison between different regions.

IPE 318   China : Economy and Trade in 21st Century   3(3-0-6)

The rise and growth of China's economy and trade over recent decades and examination of factors affecting such growth. The course also highlights China's relations with major countries and encourages students to think critically about the role of China about in the global trade arena in the 21st century.

IPE 352   Globalization and Religion   3(3-0-6)

How religion has become an influential force in contemporary global politics, especially after the fall of communism and the rise of globalization.

IPE 353   Chinese Philosophy   3(3-0-6)

Philosophical teaching of major Chinese thinkers: Confucius, Mencius, Las Tzu, Chuang Tzu, Mo Tzu, Hsun Tzu, and contemporary Chinese philosophers.

IPE 354   Buddhist Philosophy and Democracy   3(3-0-6)

The Four Noble Truths, three signs of Being, the dependent origination, karma and rebirth, nirvana, application of the teaching of Buddhism to political issues especially principles and essential characteristic features and implementation of democracy.

IPE 238   International Politics   3(3-0-6)

The history, major issues and theories an contemporary world politics. An overview of various approaches, such as realism, liberalism and critical theories. Globalization and the changing nature of the modern state, integration, international law, ethics, and the role of international organizations.

IPE 239   Comparative Public Policy   3(3-0-6)

Methods, theories, and platform for comparative Public Policy. Compare public policy of Thailand with other developing and developed countries. Analysis of important problems of administration from other countries, effect from politics, legal system, culture, and economy.

IPE 242   Urban and Rural Development   3(3-0-6)

The measurement of poverty, inequality and social exclusion, monetary approach, capabilities approach, inequality approach, urban development, town planning, rural development, local empowerment, education development, and progressive process.

IPE 261   International Experience in International Political Economy   3(1-0-6)
**   and Development I**

Study abroad program to be organized by the College of Government. The course aims for students to have an international experience and to broaden their perspective of the world by taking a trip abroad for not less than 45 hours during their stay.

IPE 331   ASEAN Integration   3(3-0-6)

An overview of the most important aspects of Southeast Asian integration. A brief historical survey of the origins of the Association of Southeast Asian Nations (ASEAN). The institutional system of the ASEAN. An analysis of the ASEAN policy process and the impact of those policies. Recent developments and future developments of ASEAN, notably economic, foreign, and security policies.

IPE 337   Comparative Politics: South East Asia   3(3-0-6)

Political Economy of Southeast Asia, democracy, communism, junta, ethnic, religions, civil society, decentralization, political reform, Asian values, and ASEAN.

IPE 338   Regionalism and Globalization in East Asia   3(3-0-6)

Northeast Asia, regional security, security challenge, nationalism, Communist party and Chinese politics, the rise of China, Japan's external relations, Japanese parties and social structure, South Korean political economy, security issues from North Korea, Taiwan politics and economics, One country two systems in Hong Kong and Macao.

IPE 339   Government and Politics in the United States of America   3(3-0-6)

American political parties, elections, political participation, US president, congress, senate, adjudication, interest groups, bureaucracy, federalism, local politics, constitution, foreign and defence policy, media and American culture.

IPE 341   International Public Policy   3(3-0-6)

A systematic overview of how public policies operate in world affairs. Case studies of how public policy is made across the borders are examined for further understanding. Essential skills for the analytical study of world politics and for the development of a normative assessment of the main issues currently facing international policy makers. The focus is on human security issues.

IPE 342   European Union and Political Integration   3(3-0-6)

European Union, EU citizenship, single market, treaties, European Commission, Council, European parliament, Court of Justice of the EU, Eurozone, Common Agriculture Policy, Common Foreign and Security Policy, enlargement of the European Union.

IPE 344   Special Topics in International Development   3(3-0-6)

Case Studies in International Development. The study of issues, ideologies, and wisdom in International Development

IPE 361   International Experience in International Political Economy and   3(1-35-20)
                Development II

An extension of IPE 261 International Experience in International Political Economy and Development I. Class to be organized by the College of Government. A different 45 hours class from that of IPE 261 is required and a different destination is preferable.

Minors Course
For non – IPED students

IPE 101   Introduction to Southeast Asian Political Economy and Culture   3(3-0-6)

Basic knowledge of Southeast Asian countries in the areas of politics, economics, and culture, information on ASEAN nations namely Brunei Darussalam, Kingdom of Cambodia, Republic of Indonesia, Lao People's Democratic Republic, Malaysia, Republic of the Union of Myanmar, Republic of the Philippines, Republic of Singapore, and Socialist Republic of Vietnam. The development and involvement of ASEAN nations in the global political economy. First hand experience in an ASEAN countries.

IPE 201   Political Economy in South East Asia   3(3-0-6)

Approaches to the study of political economy in Southeast Asia: modernization theory to dependency and Marxist theory, colonialism and liberalism, cold war and post-cold war regional effect, regional integration, ethnic problems, political economy of the boom and bust period, political structures and Chinese entrepreneurship.

IPE 232   International Relations   3(3-0-6)

Issues in international relations, the nature of world politics, theories of international relations and diplomacy, elements of the world system and the main actors in world politics. The course also discusses the ends and means of foreign policy as conducted by states in international relations: intervention, alliances, economic integration and interdependence, neutrality, isolation and nonalignment.

IPE 235   International Development   3(3-0-6)

Development theories and practice from an interdisciplinary perspective, overview of the history of development co-operation in the past 50 years, the main concepts and ideas on development, principal features of the theories underlying past and present approaches to international development, roles of different actors including international organizations, national government and civil society organizations of development co-operation.

IPE 239   Comparative Public Policy   3(3-0-6)

Methods, theories, and platform for Comparative Public Policy. Compare public policy of Thailand with other developing and developed countries. Analysis of important problems of administration from other countries, effect from politics, legal system, culture, and economy.

IPE 240   Theories of Democracy   3(3-0-6)

Idea and theory involving democracy, critics from Marxist and corporatist, liberalism and democratic society, and problem of democracy in terms of theoretically and physically.

IPE 241   Thai Government and Politics   3(3-0-6)

Modern Thai politics and government from 1932 to present; Thai democratic regime: constitution, people, the king, the national assembly, the cabinet, the courts, local government, and civil society; the future of Thai politics.

IPE 301   Globalization and International Economy   3(3-0-6)

An introductory overview of globalization and international economy. Theories, history, and issues in International Economy will be explored. The fundamental tradition of economics only recognizes the role of national government, which is often referred in the case of market failure, but international economy also recognizes the role foreign governments and international institutions play in the economy. A solid background of socio-political structure and context of international economic relations. Emphasis will be placed on major issues including the political economy of international trade, economic reform, multinational corporations in the global economy, the international monetary system, as well as the consequences and controversies of globalization.

IPE 306   Development Economics   3(3-0-6)

Key issues of global economic development in the 21st century. The relevant theoretical definitions, principles and historical context of economic development, concepts and trends with a global perspective. Economic and social problems faced by developing countries and possible policy recommendations.

IPE 334   Foreign Policy Analysis   3(3-0-6)

The policy-making process of foreign policies. Theoretical models and frameworks of policy analysis will be introduced in order to examine how states formulate and implement their foreign policies. The impact of policy-makers, political leaders, bureaucrats, interest groups, and the public on foreign policies. In addition to providing theoretical models, this course will also focus on a series of policy-oriented case studies. Students are encouraged to apply these theoretical models and frameworks in an analysis of case studies drawn from the field of foreign economic policy and international trade as well as international politics.

IPE 335   International Peace and Security   3(3-0-6)

Theoretical dimensions and a range of approaches and issues in the field of security studies. The course examines some security issues, including interstate warfare, alliance formation, intelligence, defense technology, and weapons of mass destruction. We will also look at a wide range of contemporary issues, which include the role of the UN in security, traditional and modern peacekeeping, post conflict reconstruction, Middle Eastern security, terrorism, and security concept for the 21st century. Students will have the opportunity to apply competing theories of international relations as tools for analyzing issues of peace and security.

Master of Science Program in International Digital Business

(International Programme)

Foundation Courses

ENL 500   English for Graduate Studies   3(3-0-6)
            Development of listening, discussion and reading skills to conceptualize main points of complex technical and non-technical texts, skills in presenting viewpoints giving arguments and counter arguments both orally and in writing.

IDB 501   Marketing Management   3(3-0-6)
            Introduction to marketing; marketer's roles and responsibilities; strategic marketing planning; internal and external environment analysis; consumer behavior analysis; market segmentation; targeting; branding; brand and product positioning; marketing mix; product; price; place; promotion.

IDB 502   Financial Management   3(3-0-6)
            Objectives and tools of financial analysis; problems of financial management; ratio analysis; cash flow projection; fixed assets planning; capital investment analysis; measurement of risks; cost of capital; capital structure policy; value of firm analysis; dividends policy; financial planning and control; application of financial information to develop operational business strategy.

Required Course

IDB 601   International Business Management in Digital Era   3(3-0-6)
            Introduction to managerial, economics and innovation aspects of international digital business; foundations of international business and digital business; business model: business-to-consumer (B2C), business-to-business (B2B), intermediation; digital innovation and disruption in business; innovative approaches and strategies to handling disruption; organizational behaviors towards disruptive innovation.

IDB 602   Digital Technology for Business   3(3-0-6)

Defining digital business; adopting new digital technology in new and traditional industry sector; web and applications: characteristics, development and life cycle; web design; new trends and technologies; embedding new technology in organizations; developing competitive advantages through technology; diverse venture teams and socio-technical systems needed to create successful digital models; sharing economy; ecosystem; IT in supply chain management; creation and development of a digital transformation plan; cyber security.

IDB 603   Advanced Digital Marketing   3(3-0-6)

Customer journey; performance e-commerce; funnel marketing and optimization; digital product offerings; social commerce; logistics and delivery; performance marketing; search engine optimization; search engine marketing; social network; search media; video marketing; retargeting; performance digital strategy; experience marketing; viral marketing.

IDB 604   Digital Entrepreneurial Finance   3(3-0-6)

Entrepreneurial finance and financial planning; time value of money; bond valuation; stock valuation; net present value and other investment criteria; risk; return and the security market line; cost of capital and capital budgeting; weighted-average cost of capital and company valuation; long-term financial planning; short-term financial planning; working capital management; raising of venture capital; issuing securities, digital coins or cryptocurrencies including Initial Coin Offerings (ICOs); review of debt and dividend payout policy; mergers, acquisitions, and corporate control.

IDB 605   Design Thinking and Business Laws in Digital Context   3(3-0-6)

Concept, principle, process and tools used in design thinking for innovation; product, service, and business design; review of intellectual property concepts: copyrights, patents, trademarks; the creation and protect intellectual property in the context of e-commerce; consideration of contract basics: the creation, interpretation and enforcement of online transaction as they relate to the conduct of commercial transactions over the internet; personal data protection law; survey of tort law around the world: defamation, information theft, fraud and privacy protections, criminal and consumer law.

IDB 606   Research Methodology for Digital Business   3(3-0-6)

Identifying and developing suitable research topic areas; research design; primary and secondary research; quantitative research methods; qualitative research methods; presenting data; analyzing data; applying existing literature; critical thinking and writing; writing a research proposal for digital business.

IDB 607   Quantitative Analysis and Digital Business Statistics   3(3-0-6)

Advanced statistics for digital business; data and statistical thinking; using SPSS, STATA, SAS or MATHLAB for graph analysis; descriptive statistics; inferential statistics based on a single sample, two samples, three and more than three samples; linear regression; multiple regression and modeling; basics of non-parametric analysis and testing; basics of time series.

Elective Course

Innovation and International Business Management

IDB 611   Global Management and Organizational Behavior   3(3-0-6)

Introduction to globalization and global management; organizational behavior in a global environment; managing work groups and teams; managing virtual teams; leadership and executive coaching; enhancing effective communication in organizations; managing power and conflict in the workplace; decision making in the international arena; managing stress and enhancing well-being at work; change management and culture reengineering; managing careers in global contexts; international trade organization, organizations related to international business; managing diversity and cross-cultural issues; politic situation and international business direction; international joint economic cooperation.

IDB 612   International Business Strategic Management   3(3-0-6)

Introduction to organizational and managerial issues associated with the operation of multinational companies (MNCs); international strategic planning and implementation in MNCs; strategies for international competition, international production and outsourcing; international joint ventures and strategic alliances; organizational structure of MNCs; control in outsourcing; control in international operations; intra and inter-firm technology; knowledge management; cross-cultural negotiation and decision making; motivation and leadership in international management; international human resource management; international social and ethical responsibility of firms.

IDB 613   Digital Innovation and Entrepreneurship   3(3-0-6)

Study and survey of value-based innovation; digital business ecosystems and platform ecosystems; innovations in processes, products, technology, services, and business models; methods and models to create new business value in highly competitive and technology-rich environments; employing emerging service science and service logic/thinking approaches to the development of the digital business solutions; fund raising.

IDB 614	Innovation and Technology Transfer	3(3-0-6)

Innovation and its significance; evaluation of innovation; aligning technological potential with market constraints and opportunities; pathways to commercial exploitation; protecting and managing intellectual property portfolio; the role of technology innovation in social value creation and sustainable development; the role of technology is the rise of the sharing economy; assessing new developments; aligning organizational, entrepreneurial and technological trajectories; evaluating commercial exploitation strategies; the role of the university, incubators, science parks in supporting innovation.

Digital Business Technology

IDB 621	Business Data Analytics	3(3-0-6)

Data analytics and data-driven decision making; descriptive analytics; Data visualization principles; tools for data visualization; predictive analytics; advanced tools for data analytics; principles of databases; data management; programming for data analytics; data analytics solutions development; data-related business challenges and problems; business solutions with data analytics.

IDB 622	Digital Transformation	(3-0-6)

Digital transformation: from products to platforms, network effects; digital transformation concepts: markets, environment, and structure; designing your digital business model for success; launching and growing a digital platform; leveraging open innovation; governing digital platform; strategy and competition in the digital age; digital transformation across industries for a futuristic view.

IDB 623	Data Science for Business	3(3-0-6)

Introduction to data-analytic thinking; business problems and data science solutions; introduction to predictive modeling and machine learning; supervised and unsupervised learning; artificial intelligence; data mining; fitting a model to data; overfitting and its avoidance; similarity, neighbors and clusters; decision analytic thinking; visualizing model performance, representing and mining text; other data science tasks and techniques; applying data science with business strategy.

IDB 624	Big Data in Digital Business	3(3-0-6)

Business opportunity in the era of Big Data; Smart Data; business analysis for big data and business intelligence: customer journey analytics; behavior analytics; chat analytics; methods, techniques and tools for Big Data; data and information management for Big Data;

Big Data visualization; developing a Big Data strategy; professional, leadership and ethical issues in Big Data solutions.

Marketing

IDB 631   International Marketing Communication and Media Management   3(3-0-6)

Principle knowledge on international marketing communication; global strategic marketing concepts and theories; online media in international marketing; international marketing mix, targeted audience; product and brand decision in international marketing; communication process; advertising; strategy and media planning; image, brand management and packaging; direct marketing; digital and interactive media; managing old and new media.

IDB 632   International Consumer Behavior and Customer Insights   3(3-0-6)

A concepts and theories in consumer studies; understanding consumers in global market; consumer culture in global market; consumer experiences, consumer purchase decisions; consumer satisfaction; consumer evaluations; a typology of consumer in a new era; active and passive consumer behavior; consumer as a prosumer.

IDB 633   Innovative Brand Management and Strategy   3(3-0-6)

Theories in brand management; value of a brand in a marketing and business; building brand, value of brand creation; value of a brand to consumer, firm and retailer; brand positioning; cost leadership, differentiation strategy; brand diversity: types of the brands; logo and slogan innovative design and creation; endorser, presenter and ambassador; re-branding; brand equity.

IDB 634   Product Development in Creative Marketing   3(3-0-6)

Theories, technologies and practical applications in the product design; development and management over a product life cycle; an integrated approach for product design and development; skills of innovation and how to apply skills within the context of a marketing strategy framework: product design, development and management process; relationship of tangible product and brand; creativity and innovation in product design; exploiting ideas for creating work; product market transformation; value co-creation in product development.

Finance and Investment

IDB 641   Financial Reporting and Analysis   3(3-0-6)
Structure of organization, principals and agent issues; review of financial accounting, accounting users and contents of financial statements; Understanding the international regulatory framework for financial reporting; analysis and interpretation of company financial statements, such as business performance and efficiency; liquidity and working capital management, introduction to financial structure and analysis of investor ratios; analysis and interpretation of company accounting information using cash flow statements; construction, analysis and interpretation of consolidated financial statements.

IDB 642   Securities Analysis and Portfolio Management   3(3-0-6)
Investment environment and asset classes: bonds and common stocks, IPOs, warrants; understanding the return, risk, asset allocation; theories of active portfolio management; equity portfolio investments, bond portfolio management; execution of portfolio decisions and performance evaluations; Review and studying of financial anomalies and investment opportunities: stock price movement and their abnormal returns, investment value of analyst recommendations.

IDB 643   Corporate Risk Management and Financial Derivatives   3(3-0-6)
Risk and uncertainty, risk identification, capital interest rate risk, credit risk and market risk; market risk: evaluation of assets and asset protection; credit risk: corporate, consumer and sovereign, credit risk ratings, credit risk in consumer lending; political risk and country risk; introduction to derivatives; mechanism of futures markets; hedging with futures and interest rates; futures and forward pricing; introduction to swaps; introduction to stock options and option strategies; Binomial option pricing and Black-Scholes-Merton model; Value at Risk; credit risk and derivatives; current topics in financial derivatives, legal and regulatory issues.

IDB 644   Innovation and Financial Technology   3(3-0-6)
Financial Technology (Fintech), cryptocurrencies and blockchain; understanding blockchain and cryptocurrencies; cybersecurity and crime; digital finance and alternative finance; blockchain and its application in industry and Initial Coin Offerings (ICO); the concept of an open distributed ledger; hash function and its use in forming a blockchain; the concept of mining and decentralized cryptocurrencies; Bitcoin and other cryptocurrencies; its application in finance; fintech regulation, ethics and challenges.

Special Course

IDB 651 Business Consultancy Project 3(3-0-6)

This subject introduces students to the practical reality of becoming an effective business consultant and the key skills required to function as an effective consultant; the subject gives students an opportunity to put their new knowledge into practice in a real consulting situation; the broad aims of the subject are to develop skills in (1) effective practice of implementing business analysis and consulting tools and techniques and an appreciation of the issues which may arise (2) functioning as an effective business consultant; the subject will also be concerned with identifying successful strategies for coping with difficult contexts, such as vague initial specifications or a rapidly changing environment.

IDB 652 Special Topics in International Digital Business 3(3-0-6)

Recent advancement and other topics of interest selected by the program director in international digital business to provide and opportunity for students to gain an in-depth understanding of more advanced topics.

Thesis / Independent Study

IDB 697 Comprehensive Examinations 0(0-0-0)

Comprehensive Examination: Criteria to pass the exam is S grade.

IDB 698 Independent Study6 (0-18-9)

In-depth study of current business problems, apply research methodology to define the problem, and propose the workable solution under close supervision by the advisor.

IDB 699 Thesis 12(0-36-18)

Research proposal writing; research design; researching; research article writing; thesis writing; research presentation. food and beverage services, site management, opening and closure ceremonies, and special events.

General Education Program Structure
(International Program):

Group 1:   RSU Identity

(The student is required to take 3 credits in the "RSU Identity " group, 2 credits in Social Dharmacracy and 1 credit in Sport for Health)

IRS 111   Social Dharmacracy   2(2-0-4)

Definition of Social Dharmacracy. Fair society. Equality, freedom; good governance; decency; public mind and democracy. Awareness of rights and civic duty. Living with others. Social development in terms of economy, politics, society.

IRS 112   Sports for Health   1(0-2-1)

Importance of health and physical fitness; basic science of exercise; self control for proper weight; skills on exercising with activities. Students can choose one of several sports provided, according to their own interest. Ability of applying activities on exercising for health, physical fitness and recreation; regarded as good basic life movement; emphasized on raising good attitudes towards exercising with activities.

Group 2:   Internationalization and Communication

(The student is required to take English from 2.1 subject list total of 6 credits and 6 credits from 2.2. subject list. If student score at least B2 or student who score equivalent to C1 or better can select the following English subject list from either 2.1 or 2.2 total of 12 credits)

2.1 English Language

ILE 124   English Bridging   3(2-2-5)

Rangsit University Basic English to upgrade students English to the University standard level in preparation for getting into the English core courses. Listening to short dialogs and information in daily life, vocabulary and structure in context, language functions, reading short information and writing at a paragraph level.

ILE 125   English for Global Exploration   3(2-2-5)
            Pre-requisite : ILE124 English Bridging
            Communicative English language skills with multiple literacies, language learning
strategies, listening, speaking, reading and writing in multicultural communication.

ILE 126   English in TED - Technology, Entertainment, and Design   3(2-2-5)
            Pre-requisite : ILE125: English for Global Exploration
            Listening, speaking, reading and writing English based on articles and lectures
about innovations, entertainments, plays, music, and designs of buildings, architectures
as well as beauty and health. English expressions and vocabulary in context of articles,
information, description, narration, adverts, mass media and information from the Internet.
Converse, discuss, and give opinions in English.

2.2 International Language and International Experience

ILE 127   English at Work   3(2-2-5)
            Pre-requisite: ILE126 English in TED - Technology, Entertainment, and Design
            Elements and functions of digital camera; various kinds of digital camera, lens,
accessories; principles of taking pictures by using a digital camera, selecting picture files,
setting picture resolution, applying saving-pictures file system, setting ISO balance, measur-
ing light, and setting f-stop to balance with speed shutter; picture composition, light setting,
various types of taking pictures, and editing pictures for communicative purposes.

ILE 128   Presentations in English   3(2-2-5)
            Pre-requisite : ILE126 English in TED - Technology, Entertainment, and Design
            Language and strategies in delivering a good presentation. Features of an
effective presentation. Planning and delivering presentations. Researching for information
about the audience and the conference topics Organizing information and ideas. Strategies
in delivering a presentation using contextually appropriate verbal and non-verbal language
and technology supports. Self-assessment. Strategies for monitoring progress in delivering
presentations.

ILE 129   English for Meeting   3(2-2-5)
            Pre-requisite: ILE126 English in TED - Technology, Entertainment, and Design
            Language and strategies for participating in a meeting. Characters of good
participants. Essential skills for participating in a meeting: listening, reading and note taking.
Presenting arguments and counter arguments. Practices in participating in simulated meeting.

ITA 126   Thai Language for Communication   3(2-2-5)

Practice of the Thai language usage and development of skills in listening, speaking, reading, and writing for effective communication; focusing on standard writing skills in official and business contexts in order to serve higher levels of professional and educational purposes.

ITA 127   Thai Language for Beginners   3(2-2-5)

Thai language as a foreign language; vocabulary and syntactic structure; skills in listening and speaking used in everyday life; practice of pronunciation through phonetic symbols.

ITA 128   Listening and Speaking Skill Development   3(2-2-5)

The listening and speaking principles; listening and speaking development methods; practices in listening for main ideas; analyses and evaluation of the information obtained through listening; personality development; practice speaking in different contexts.

ITA 129   Review of Thai Wisdom   3(2-2-5)

Meaning and characteristics of Thai wisdom, its cultural contexts, and regional natural surrounding affecting its development. The application of Thai wisdom to adaption and local development to keep up with the pace of social changes.

IRS 127   Intercultural Communication   3(2-2-5)

Intercultural communication; definition of intercultural communication, types of culture, factors of intercultural communication; the culture shock, cultural dimension, non-verbal communication, gestures, eye contact, facial expressions personal distance, haptics, paralanguage, types of communication, contexts, values, and understanding international languages that reflect   the cultural values of each race.

IRS 128   Intercultural Communication   3(2-2-5)

Learning of living together with foreigners in Thai community; realization of management of difference in stereotype, ethnocentrism, attitude, perception, interpretation; understanding of culture shock, as well as international business communication.

IRS 129   Intercultural Communication in World Community   3(2-2-5)

Project-based activities through oversea trips/ MOU connections/ cooperative education in foreign organizations or countries/ Passage to ASEAN (P2A)/or other kinds of exchange trips under the faculty's consent (The experience should cover no less than 10 days.)

IJP 101   Japanese for Everyday Communication I   3(2-2-5)
        Japanese pronunciation and basic sentence structures, emphasizing on com-municative listening, speaking, reading, and writing in everyday situations: greeting, leave taking, introductions, telephone conversation, asking and answering about directions.

IJP 102   Japanese for Everyday Communication II   3(2-2-5)
        Pre-requisite : IJP101 Japanese for Everyday Communication I
        Further study of Japanese pronunciation vocabulary, and basic sentence struc-tures, emphasizing on communicative listening, speaking, reading, and writing in everyday situations: buying and selling things, job interviewing, and giving opinions.

IJP 110   Japanese Language and Culture for Communication   3(2-2-5)
        Pre-requisite : IJP101 Japanese for Everyday Communication I
        The Japanese language through various aspects of Japanese social and cultural contexts: culture and customs of Japan, history, economy, and lifestyles, with an emphasis on listening, speaking, reading and writing in different situations.

ILC 101   Chinese for Everyday Communication I   3(2-2-5)
        Fundamental Chinese language, with a focus of 200 Chinese characters; basic sentence structures and expressions; pronunciation and conversations in everyday situations: greeting and introductions.

ILC 102   Chinese for Everyday Communication II   3(2-2-5)
        Pre-requisite : ICH101 Chinese for Everyday Communication I
        A focus of additional 250 Chinese characters; basic expressions and conversa-tions in everyday situations: telephone conversations, shopping, eating in restaurants.

ILC 110   Chinese Language and Culture for Communication   3(2-2-5)
        Pre-requisite : ICH101 Chinese for Everyday Communication I
        The Chinese language through various aspects of Chinese social and cultural contexts for effective everyday conversation; with an emphasis on listening, speaking, reading and writing in different situations.

IFR 101   French for Beginners I   3(2-2-5)
        French phonology and fundamental grammar; basic vocabulary and expressions, with focus on listening, speaking, reading, and writing in various situations: speaking about oneself, family, schools, environment, food and beverage, relationships between persons, leisure and recreations, education and careers, purchase and sale, places and directions.

IFR 102   Chinese for Everyday Communication II   3(2-2-5)
          Pre-requisite: IFR101 French for Beginners I

          Further study of French grammar, vocabulary and expressions; practice in French speaking about weather, services, travels and journeys; use of French in accordance with social etiquette, interpersonal relationship; expressing one's feeling, ideas, and needs regarding various aspects of time: past, present, and future.

IFR 110   French Language and Culture for Communication   3(2-2-5)
          Pre-requisite: IFR101 French for Beginners I

          The Chinese language through various aspects of Chinese social and cultural contexts for effective everyday conversation; with an emphasis on listening, speaking, reading and writing in different situations.

ISL 111   Arabic for Everyday Communication I   3(2-2-5)
          Basic Arabic language, emphasizing on communicative listening, speaking, reading, and writing in everyday situations: greeting, leave taking, introductions, telephone conversation, asking and answering about directions.

ISL 112   Arabic for Everyday Communication II   3(2-2-5)
          Pre-requisite: ISL111 Arabic for Everyday Communication I

          Further development of the Arabic language skills and vocabulary; basic expressions and conversations in everyday situations: telephone conversations, shopping, eating in restaurants.

ISL 113   Arabic Language and Culture in Muslim Countries   3(2-2-5)
          Pre-requisite: ISL111 Arabic for Everyday Communication I

          The Arabic language through various aspects of social and cultural contexts of Muslim countries for effective everyday conversation; with an emphasis on listening, speaking, reading and writing in different situations.

IKO 101   Korean for Everyday Communication I   3(2-2-5)
          Korean pronunciation and basic sentence structures, emphasizing on communicative listening, speaking, reading, and writing in everyday situations: greeting, leave taking, introductions, telephone conversation, asking and answering about directions.

IKO 102   Korean for Everyday Communication II   3(2-2-5)
Pre-requisite : IKO101 Korean for Everyday Communication I
Entrepreneurship in various types of communication business, concepts of modern management: innovative communication management, program management and communication business, characteristics of entrepreneurship in communication, environment analysis and business opportunity, preparation for business establishment, and ethics of entrepreneurs.

IKO 110   Korean for Everyday Communication II   3(2-2-5)
Pre-requisite: IKO101 Korean for Everyday Communication I
The Japanese language through various aspects of Japanese social and cultural contexts: culture and customs of Japan, history, economy, and lifestyles, with an emphasis on listening, speaking, reading and writing in different situations.

IRU 101   Russian for Beginners   3(2-3-6)
English language for effective communication. The course places emphasis on regular practice to improve and develop skills in academic reading, listening, writing, and presentation, which are essential and critical to job prospects and a student's career advance-ment in Philosophy, Politics and Economics or International Relations and Development.

IRU 102   Russian for Daily Life   3(2-2-5)
Pre-requisite: IRU101 Russian for Beginners
Further study of Russian vocabulary and basic sentence structures in various aspects of everyday communication: greeting, introductions, telephone conversation, asking and answering about time, traveling, buying and selling things.

IRU 110   Russian Language and Culture for Communication   3(2-2-5)
Pre-requisite: IRU101 Russian for Beginners
The Russian language through various aspects of Russian social and cultural contexts: culture and customs of Russian native speaking countries, history, economy, and lifestyles, with an emphasis on listening, speaking, reading and writing in different situations.

ISP 101   Spanish for Everyday Communication I   3(2-3-6)
Spanish pronunciation and basic sentence structures, emphasizing on com-municative listening, speaking, reading, and writing in everyday situations: greeting, leave taking, introductions, telephone conversation, asking and answering about directions.

ISP 102   Spanish for Everyday Communication I   3(2-3-6)
Pre-requisite : ISP101 Spanish for Everyday Communication I
Further study of Spanish grammar, vocabulary and expressions; practice in Spanish speaking about weather, services, travels and journeys; use of Spanish in accordance with social etiquette, interpersonal relationship; expressing one's feeling, ideas, and needs regarding various aspects of time: past, present, and future.

ISP 110   Spanish for Everyday Communication I   3(2-3-6)
Pre-requisite : ISP101 Spanish for Everyday Communication I
Fundamental of Spanish vocabulary and expressions in social and cultural contexts of communication; Spanish customs, tradition, social manners, and ways of life in France: art of dining and the culture of wine drinking; education and tourist attractions in France, with an emphasis on listening and speaking in different situations.

IGE 121   German for Everyday Communication I   3(2-3-6)
German pronunciation and basic sentence structures, emphasizing on communicative listening, speaking, reading, and writing in everyday situations: greeting, leave taking, introductions, telephone conversation, asking and answering about directions.

IGE 122   German for Everyday Communication II   3(2-3-6)
Pre-requisite : IGE121 German for Everyday Communication I
Further study of Spanish grammar, vocabulary and expressions; practice in Spanish speaking about weather, services, travels and journeys; use of Spanish in accordance with social etiquette, interpersonal relationship; expressing one's feeling, ideas, and needs regarding various aspects of time: past, present, and future.

IGE 110   German Language and Culture for Communication   3(2-3-6)
Pre-requisite : IGE121 German for Everyday Communication I
Fundamental of German vocabulary and expressions in social and cultural contexts of communication; German customs, tradition, social manners, and ways of life in Germany: art of dining and the culture of beer drinking; education and tourist attractions in Germany, with an emphasis on listening and speaking in different situations.

ISW 121   Swedish for Everyday Communication I   3(2-3-6)
Swedish pronunciation and basic sentence structures, emphasizing on communicative listening, speaking, reading, and writing in everyday situations: greeting, leave taking, introductions, telephone conversation, asking and answering about directions.

ISW 122　Swedish for Everyday Communication II　　　3(2-3-6)
　　　Pre-requisite : ISW121 Swedish for Everyday Communication II
　　　Further study of Swedish grammar, vocabulary and expressions; practice in Swesish speaking about weather, services, travels and journeys; use of Swedish in accordance with social etiquette, interpersonal relationship; expressing one's feeling, ideas, and needs regarding various aspects of time: past, present, and future.

ISW 110　Swedish Language and Culture for Communication　　　3(2-3-6)
　　　Pre-requisite : ISW121 Swedish for Everyday Communication II
　　　Fundamental of Swedish vocabulary and expressions in social and cultural contexts of communication; Swedish customs, tradition, social manners, and ways of life in Sweden: art of dining; education and tourist attractions in Sweden, with an emphasis on listening and speaking in different situations.

IVT 101　Vietnamese for Everyday Communication I　　　3(2-2-5)
　　　Concepts and practices in strategic communication; contextual analysis and needs assessment for organizational communication; roles of communication in business planning; designing strategic and evaluation plans to achieve organizational goals; research skills development for communication planning.

IVT 102　Vietnamese for Everyday Communication II　　　3(2-2-5)
　　　Pre-requisite : IVT101 Vietnamese for Everyday Communication I
　　　Further study of Vietnamese vocabulary, pronunciation and basic sentence structures, emphasizing on communicative listening, speaking, reading, and writing in everyday situations: buying and selling things, job interviewing, and giving opinions.

IVT 110　Vietnamese Language and Culture for Communication　　　3(2-2-5)
　　　Pre-requisite : IVT101 Vietnamese for Everyday Communication I
　　　Fundamental of Vietnamese vocabulary and expressions in social and cultural contexts of communication; Vietnamese customs, tradition, social manners, and ways of life in Vietnam: art of dining; education and tourist attractions in Vietnam, with an emphasis on listening and speaking in different situations.

IML 101　Malay for Everyday Communication I　　　3(2-2-5)
　　　Malay pronunciation and basic sentence structures, emphasizing on communicative listening, speaking, reading, and writing in everyday situations: greeting, leave taking, introductions, telephone conversation, asking and answering about directions.

IML 102   Malay for Everyday Communication II   3(2-2-5)
          Pre-requisite : IML101 Malay for Everyday Communication I
          Further study of Malay vocabulary, pronunciation and basic sentence structures, emphasizing on communicative listening, speaking, reading, and writing in everyday situations: buying and selling things, job interviewing, and giving opinions.

IML 110   Malay Language and Culture for Communication   3(2-2-5)
          Pre-requisite: IML101 Malay for Everyday Communication I
          Fundamental of Malay vocabulary and expressions in social and cultural contexts of communication; Malay customs, tradition, social manners, and ways of life in Malaysia: art of dining; education and tourist attractions in Malaysia, with an emphasis on listening and speaking in different situations.

IBH 101   Bahasa Indonesia for Everyday Communication I   3(2-2-5)
          Meaning, roles, and importance of marketing communication; characteristics and procedure of marketing communication; roles of product and brand, target audience behavior, marketing promotion; media planning and selection; tools of effective integrated marketing communication; evaluation of marketing communication plans.

IBH 102   Bahasa Indonesia for Everyday Communication II   3(2-2-5)
          Pre-requisite : IBH101 Bahasa Indonesia for Everyday Communication I
          Further study of Bahasa vocabulary, pronunciation and basic sentence structures, emphasizing on communicative listening, speaking, reading, and writing in everyday situations: buying and selling things, job interviewing, and giving opinions.

IBH 110   Indonesia Language and Culture for Communication   3(2-2-5)
          Pre-requisite : IBH101 Bahasa Indonesia for Everyday Communication I
          Fundamental of Bahasa Indonesia vocabulary and expressions in social and cultural contexts of communication; Indonesian customs, tradition, social manners, and ways of life in Indonesia: art of dining; education and tourist attractions in Indonesia, with an emphasis on listening and speaking in different situations.

ILO 101   Lao for Everyday Communication I   3(2-2-5)
          Lao pronunciation and basic sentence structures, emphasizing on communicative listening, speaking, reading, and writing in everyday situations: greeting, leave taking, introductions, telephone conversation, asking and answering about directions.

ILO 102   Lao for Everyday Communication II   3(2-2-5)

Pre-requisite : ILO101 Lao for Everyday Communication I

Further study of Bahasa vocabulary, pronunciation and basic sentence structures, emphasizing on communicative listening, speaking, reading, and writing in everyday situations: buying and selling things, job interviewing, and giving opinions.

ILO 110   Lao Language and Culture for Communication   3(2-2-5)

Pre-requisite : ILO101 Lao for Everyday Communication I

Fundamental of Lao vocabulary and expressions in social and cultural contexts of communication; Lao customs, tradition, social manners, and ways of life in Lao: art of dining; education and tourist attractions in Lao, with an emphasis on listening and speaking in different situations.

IBR 121   Burmese for Everyday Communication I   3(2-2-5)

Burmese pronunciation and basic sentence structures, emphasizing on communicative listening, speaking, reading, and writing in everyday situations: greeting, leave taking, introductions, telephone conversation, asking and answering about directions.

IBR 122   Burmese for Everyday Communication II   3(2-2-5)

Pre-requisite : IBR121 Burmese for Everyday Communication I

Further study of Lao vocabulary, pronunciation and basic sentence structures, emphasizing on communicative listening, speaking, reading, and writing in everyday situations: buying and selling things, job interviewing, and giving opinions.

IBR 110   Burmese Language and Culture for Communication   3(2-2-5)

Fundamental of Burmese vocabulary and expressions in social and cultural contexts of communication; Burmese customs, tradition, social manners, and ways of life in Myanmar: art of dining; education and tourist attractions in Myanmar, with an emphasis on listening and speaking in different situations.

Group 3 : Leadership and Social Responsibility

(The student is required to take English from 2.1 subject list total of 6 credits and 6 credits from 2.2. subject list. If student score at least B2 or student who score equivalent to C1 or better can select the following English subject list from either 2.1 or 2.2 total of 12 credits)

IRS 130   Science of Love   3(2-2-5)

         Definition, importance and ways of Love. Love one-self, others, family, society and environment. Be aware of self-esteem, respect others and sense of responsibility. Using the power of love to create a happy life and society.

IRS 131   Leadership for Changes   3(2-2-5)

         Inspiration by the ideas and practices of social, business and political leaders, with the concept that everyone can lead change. To find guidelines of self-development Community Development And the development for sustainable society.

IRS 132   Corruption Literacy   3(2-2-5)

         History and the fundamentals of advertising, roles within a professional advertising agency; the function of the advertising designer relative to this hierarchy; accurate communication of the advertiser's message through appropriate development of concepts, words and visuals reflecting strategy, positioning and brand personality.

IRS 133   King Bhumibol Adulyadej's Philosophy   3(2-2-5)

         Sufficiency Economy Philosophy of His Majesty King Bhumibol Adulyadej. Self-reliance. Understanding life and society. Analysis of family, community, social and world relationships in social, economic and political dimensions. Coordinating learning from real life outside the classroom to apply for a happy and sustainable life.

IRS 134   Legal Awareness   3(2-2-5)

         Definition and value of the Constitution, mechanisms and enforcement of the law. Civil law on the person, property, contract law, family and inheritance that are important to life from birth to death. Criminal law It is a law that deals with offenses and punishments. The offender will be punished according to the law. Criticize, and apply laws for daily life by studying case studies such as family and social issues.

IRS 135   Happy Life and Society Design   3(3-0-6)

         Happiness definition Types of happiness Design thinking Future thinking Happy life design Happy society design Happy policy design.

Group 4 : Arts and Culture

         (The student is required to take English from 2.1 subject list total of 6 credits and 6 credits from 2.2. subject list. If student score at least B2 or student who score equivalent to C1 or better can select the following English subject list from either 2.1 or 2.2 total of 12 credits)

IRS 140 Intercultural Communication through Overseas Experiences 3(0-35-18)

Project-based activities to gain language communication experience, intercultural cultural experience, life-style and occupational experiences through overseas trips according to the agreements written in the MOU; connections in organizations in foreign countries or other kinds of long trips under the faculty's consent (The experience should cover no less than 6 weeks.)

IRS 141 Seminars in Overseas Experiences 3(3-0-6)

Analysis and investigation of interesting issues of languages and cultures in various aspects: presenting and discussion on topics encountered from overseas experiences or from working in Thailand-based foreign organizations through seminars.

IRS 142 Sciences and Arts of Living 3(3-0-6)

Creative living for true meaning and value of life, skills and factors affecting creative lifestyles, creative reasoning, positive thinking, forming a happy life and awareness toward social development.

IRS 143 Pathum Thani Study 3(3-0-6)

Interdisciplinary study of Pathumthani Province in various topics of interest: history, geography, ecology, identities, economy, politic, society, culture, and local wisdom.

IRS 144 Sciences and Arts of Living 3(3-0-6)

History, culture, philosophy, religion, lifestyles, and beliefs through the selected role models of interest; analysis of personal principles, propositions, and relationship with social contexts: application to quality life development for the benefit of an individual person and society.

IRS 145 Life Reflection through Media 3(3-0-6)

Topics in history, culture, philosophy, religion, lifestyle, wisdom and beliefs through media forms of interest: songs, movies, documentary films, literature, and various fields of art.

IRS 146 World Society Awareness 3(3-0-6)

Status and roles of Thailand in terms of economy, politics, society, and culture in global context of 21st century; Thailand's current strategies and their future trends.

IRS 147	Thainess	3(2-2-5)

Definition of "Thai"; Thai national identity and its unique characteristics; Thai conventional wisdom, beliefs, traditions, ritual practices, literature/literary works clearly reflecting Thai uniqueness; understanding of Thai culture in various aspects: social manners, dress code, foods, Thai children's games; Thai unique characteristics as perceived by the world outside.

IRS 148	Thai Dimension in Media	3(2-2-5)

Language and thoughts, various forms of language in media, reflection of thoughts through the language; meaning and types of media, characteristics of media forms, components of media, media rights and responsibilities towards society; relationship between media and thoughts, language usage, values as reflected through media forms; analysis of idea expression through media as case studies.

IRS 149	Cultural Appreciation	3(2-2-5)

Factor analysis of the culture, arts, performance art, and faith. Study of contemporary phenomenon, structure and powers of culture in community, regional, and international level to find ways to keep cultural heritage, and further develop it into a modern culture. Raise awareness of the importance and respect of coexistence in our society based on cultural diversity.

IRS 240	Arts of Working with Foreigners	3(2-2-5)

Essential information in the workplace from both Thai people working abroad and those working with foreign agencies in Thailand; understanding rules and related requirements; learning the demand trends of the labor market, types of agencies, companies hiring foreign employees; techniques needed in working with foreigners; understanding diverse cultures, lifestyle of foreigners, social etiquette, taboos, and obligations.

IRS 241	Introduction to Passage to ASEAN : P2A1	3(2-2-5)

Foundation and establishment of the Passage to ASEAN (P2A) Association or Network; introduction to the primary information before taking trip to Passage to ASEAN (P2A): culture, society, ways of life of people in each Member country; students' expectations: expenses, route and transportation, duration of the journey, accommodation, food and meals, activities, service and care received during the journey, benefits of taking the trip; P2A Website for more information and self-preparation before traveling in the journey with P2A network; guidelines for proper preparation before taking the journey.

IRS 242   Passage to ASEAN Experiences : P2A2   3(2-2-5)

        A special Program or Activity provided to students and Faculty of the P2A Member University; students have to enroll and participate in minimum 10-day journey through three ASEAN member states which are sponsored and accommodated by P2A member universities; students also participate in activities and learn about factors influencing on language, culture, value, life-style, behavior and people's belief in order to make good perception among ASEAN community; after   the journey, each individual student is requested to present and share his/her experience in order to have his/her knowledge, experience, and achievement evaluated.

IRS 243   Creativity in the Arts   3(2-2-5)

        An introduction to the major artistic discipline in the humanities: visual arts, architecture, music, and performing arts. Examination of humanistic values and how they are reflected in the development of arts and cultures from around the world. Varied art forms and media explored as integral parts of the processes of reading, attending arts events, critical writing, and creative projects.

Group 5 Innovative Entrepreneurship

       (The student is required to take English from 2.1 subject list total of 6 credits and 6 credits from 2.2. subject list. If student score at least B2 or student who score equivalent to C1 or better can select the following English subject list from either 2.1 or 2.2 total of 12 credits)

IRS 150   Creative Management   3(2-2-5)

        Approach and Theory of Creative management. Systematic, Critical, Synthesis, and Creative Thinking. Definition of Creative Management. Differentiation of Management Style. Study through case studies and practice to achieve the learning target.

IRS 151   Startup and Entrepreneurship Experiences   3(1-4-4)

        Definition of startup business. Both in Traditional startup and startup in modern times. Analysis of business opportunities. Choosing the right technology Startup, business design and self interest. Activities needed for startup business. Laws and related regulations. Seeking for Financing or Sponsorship.

IRS 152   Lateral Thinking   3(2-2-5)

        Think: an introductory analysis; new principle, new ways of thinking, new dimension of Code of Ethics in Social Sciences; creation of a new Social Innovation Team armed with

the principle of a new ethical dimension and courage in answering social issues; bringing of new workable knowledge in real life to the workplace; sharing and propagating the new knowledge to society through social media.

| IRS 153 | Lifestyle Entrepreneurship | 3(2-2-5) |

Design thinking with human centered approach. Future thinking. Entrepreneurship. Personality Psychology. Social enterprise.

| IRS 154 | Entrepreneurship Concept in Digital Economy | 3(3-0-6) |

Changes in technology, society, economy and communication, entrepreneurship, basic concept of economics, demand, supply, price mechanism, product market, factor market, market structures, factors of production, production, costs, revenues, profits, taxes, government budget, public policy, financial institutions, inflation, interest rate, time value of money, monetary policy, exchange reat, investment, fundraising, international trade, national income, and economic problems in digital economy.

Group 6 Digital Media Literacy

| IRS 160 | Digital Media Literacy | 3(2-2-5) |

Definition, digital media literacy, citizenship in digital era, learn to use digital technology, digital tools in communication. Access, exchange and the use of digital media knowingly based on legal responsibility and ethics in communication. Critical thinking on controversial case studies regarding reliability of information. Valuation of information from digital media for proper application in daily life.

| IRS 161 | Design and Production of Media | 3(2-2-5) |

Concept development for digital content; target audience analysis; production process for digital media content; effective production and publishing of the digital content.
IRS162 Investment Literacy in the Digital Age   3(3-0-6)

Cashless society, e-payment, debit card and credit card, business owner in digital age, Crypto Currency, digital investment, risk free investment, Securities investment, Pyramid Scheme, insurance.

Group 7 Essence of Science

IRS 170   Essence of Science   3(2-2-5)
        Study evolutionary overview of science from the past to the present. Encourage the formulating of hypothesis that leads to research, experiment for answers by applying scientific principles, mathematics and related information technology in order to prove the concept based on the formulated hypothesis, and propose possible future development.

IRS 171   Healthy Life-Styles   3(2-2-5)
        Well-being concepts and literacy in the changing world, care and holistic well-being enhancements of the body, mind, and spirituality, daily medicine uses, first-aids and basic life support.

IRS 172   Environmental -friendly Life   3(2-2-5)
        Changes of environment at both the community and global levels that influence people ways of living. Development and environmental friendly life. Coping with changes and self-adjustment during the environmental crisis. The use of sufficiency economics to appropriately handle national resources and environment in the living processes.

IRS 173   Nutrition and Health Promotion   3(2-2-5)
        Definition of foods, nutrients, nutrition; classification of and major role of each nutrients and clinical correlations; Recommended Dietary Allowances (RDA);   Body Mass Index (BMI); Daily Energy Expenditure; Basal Metabolic Rate (BMR); assessment of nutritional status; exercise; malnutrition; weight control, metabolic syndrome; nutritional support in several physiological conditions and nutritional therapy; food technology,   GMOs; Food sanitation, natural food toxins and food-borne diseases.

IRS 174   Physical Body Design   3(2-2-5)
        Types and variety of resistance training for muscle building and firming. Using equipment and not using equipment to applying for muscle building and firming to all body. Involve planning and designing resistance training appropriate program for all ages.

Group 8 RSU My-Style

IRS 180   RSU My-Style   3(1-4-4)

Self-development. Systematic, Critical, Synthesis, and Creative Thinking. Definition of Creative Management. Variety of Management Style. Study through case studies and practice to achieve the learning target from creative activities which are student's interest within Rangsit University.

IRS 181   Recreation   3(2-2-5)

Methods, designs and benefits of each activity which will be applied for suitable out door trips. The event can be created or design for different varieties of trips, camps activities In order to reach maximum quality that fits best in each situation.

IRS 182   Talents Development   3(2-2-5)

Talents Development to be a speaker, Moderator, News Anchor, Actor, Singer, Musician, Cameraman, Artist, Dancer. Training skills, pulling potential, talent study and practice the professional approach.

IRS 183   D.I.Y.   3(2-2-5)

Methods, designs and benefits of each activity which will be applied for suitable out door trips. The event can be created or design for different varieties of trips, camps activities in order to reach maximum quality that fits best in each situation.

IRS 184   Cross Generations in Aging Society   3(2-2-5)

Preparation for a different generation to enter the old age and the completed Aged society of Thailand and the world. Understanding the Active Aging: A Policy Framework which proposed by World Health Organization. This approach focus on physical and mental health, security of economics and family, and social participation for elderly and other generations to live happily together in Aging and aged society.

IRS 185   Information Technology Skills for Professionals   3(2-2-5)

Development of computer application skills; professional and accurate application; software application in communication, job operation, working processes development, and effective updated organizational systems.