




วิทยาลัยนานาชาติ

International College

International College



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Dean

Qualification

B.Eng.Honors (Computer Engineering), King Mongkut's Institute of Technology, Ladkrabang, Thailand

Ph.D. (Technology), Sirindhorn International Institute of Technology, Thammasat University, Thailand

International College offers the following 6 International Programs:

Bachelor's Degree

- Communication Arts
- International Business
- Information and Communication Technology
- International Hospitality Industry
- International Relations and Development

Master's Degree

- International Digital Business

Code 15 Color Light Purple

Communication Arts Program (Comm Arts)

Degree : Bachelor of Communication Arts
B.Comm Arts (International Program)

Why study Comm Arts?

- Holistic knowledge of communication
- Modern and uniquely designed program to enhance career opportunities
- World-leading academics and highly experienced lecturers
- Multidisciplinary education
- Third language proficiency
- Local and/or abroad internship program
- International experience
- Outstanding mix of friends from all over the world

Career opportunities:

There continues to be a huge demand for graduate in all areas of Comm Arts, and em-ployment prospects are excellent, which include:

- Account Executive
- Public Relations Practitioner
- Copywriter
- Columnist
- News Editor
- Event Organizer

Qualifications:

1. Academic Entry Requirement

a. Completed Upper Secondary School (M.6 Certificate) or its equivalent as recognized by the Thai Ministry of Education or;

b. Completed High School Grade 12 (US System) or;

c. Passed 5 subjects of IGCSE O-Level and 3 subjects of A/AS Subjects with Grade C or above (British System) or;

d. Completed International Baccalaureate (IB) Diploma

2. English Language Requirement*

a. English is the applicant's first language or;

b. A score of B2 level in the CEFR framework; or

c. An IELTS (Academic) overall score of 5.5 or;

d. TOEFL score of at least 500 in Paper-Based Test; 173 in Computer-Based Test; 60 in Internet-Based Test or;

e. CU-TEP Test equivalent score of 70 or other approved equivalents or;

f. Pass the Rangsit University International College (RIC) Placement Test

*An applicant who does not meet the English language requirement will take the RIC English Foundation Program before they can start the degree program.

Education System & Academic Calendar :

Employs the semester system, in which each of the two semesters is 15 weeks and a summer of 8 weeks in length. Our academic calendar is as follows:

- Summer : June - July
- Semester I : August - December
- Semester II : January - May

Application Periods

- Summer : February - June
- Semester I : June - August
- Semester II : September - January

Comm. Arts Program Structure:

- A 4-year program
- Total credit 126 credits

Pre-College (non-credit)		**30**	**credits**

The subjects for International Foundation English (IFE) are following:

IFE Level 1 :

IFE 111	Core English I	3	credits
IFE 112	Core English II	3	credits
IFE 113	Core English III	3	credits
IFE 114	BAC International Test I	1	credits

IFE Level 2 :

IFE 121	Applied English I	3	credits
IFE 122	Applied English II	3	credits
IFE 123	Applied English III	3	credits
IFE 124	BAC International Test II	1	credits

IFE Level 3 :

IFE 131	Advanced English I	3	credits
IFE 132	Advanced English II	3	credits
IFE 133	Advanced English III	3	credits
IFE 134	BAC International Test III	1	credits

General Education Courses	30	credits	
Group 1 and Group 2		**15**	**credits**
RSU Identity		3	credits
Internationalization and Communication		12	credits
- English Language		6	credits
- International Language and International Experience		6	credits
Group 3 – Group 8		**15**	**credits**

The student can select to study in group 3- group 8 by selecting subject not exceeding 3 credits in each group and the total of credit is not less than 15 credits

Group 3 - Leadership and Social Responsibility	3	credits
Group 4 - Arts and Culture	3	credits
Group 5 - Innovative Entrepreneurship	3	credits
Group 6 - Digital Media Literacy	3	credits
Group 7 - Essence of Science	3	credits
Group 8 - RSU My-Style	3	credits
Core Course	**90**	**credits**
Professional Foundation Courses	36	credits
Professional Courses	63	credits
Required Professional Courses	48	credits
Elective Professional Courses	15	credits
Free Elective Courses (not less than)	**6**	**credits**

Communication Arts Study Plan

First Year

Semester I

IICO 111	Principles and Theories of Communication	3(3-0-6)
ICA 111	Introduction to Journalism	3(2-2-5)
ICA 120	Introduction to Radio and Entertainment Media	3(3-0-6)
XXX xxx	Language I	3(_-_-_)
IRS 111	Social Drarmacracy	1(_-_-_)
IRS 112	IRS Identity	2(2-0-4)

Total 15 credits

Semester II

ICO 113	Speech and Personality Development	3(2-2-5)
ICO 116	Language in Communication Arts	3(2-2-5)
ICO 225	Creative Digital Photography for Communication	3(2-2-5)
ICA 132	Persuasive Communication	3(3-0-6)
XXX xxx	Language II	3(_-_-_)
XXX xxx	General Education	3(_-_-_)
XXX xxx	General Education	3(_-_-_)

Total 21 credits

Second Year

Semester I

ICO 230	Creative Thinking for Communication Arts	3(2-2-5)
ICO 227	Intercultural Communication in ASEAN	3(3-0-6)
ICA 217	Psychology of Communication	3(3-0-6)
ICA 131	Principles of Public Relations	3(3-0-6)
XXX xxx	General Education	3(_-_-_)
XXX xxx	Language 3	3(_-_-_)

Total 18 credits

Semester II

ICO 211	Laws of Mass Communication	3(3-0-6)
ICO 231	Creative Content for Digital Media	3(2-2-5)
ICA 151	Principles of Advertising	3(3-0-6)
XXX xxx	General Education	3(_-_-_)
XXX xxx	General Education	3(_-_-_)
XXX xxx	Language 4	3(_-_-_)

Total 18 credits

Third Year

Semester I

ICO 228	Audience Analysis in Digital Era	3(3-0-6)
ICO 317	Communication Research	3(3-0-6)
ICA 251	Target Audience Behavior	3(3-0-6)
ICA 253	Advanced Writing for Communication	3(3-0-6)
ICA 311	Strategic Communication Planning and Evaluation	3(3-0-6)
ICE xxx	Professional Concentrated Elective I	3(_-_-_)

Total 18 credits

Semester II

ICA 336	Presentation Technique in Public Relations	3(2-2-5)
ICA 354	Integrated Marketing Communication	3(3-0-6)
ICE xxx	Professional Concentrated Elective II	3(_-_-_)
ICE xxx	Professional Concentrated Elective III	3(_-_-_)
ICE xxx	Professional Concentrated Elective IV	3(_-_-_)

Total 15 credits

Fourth Year

Semester I

ICO 349	Communication Entrepreneurs	3(3-0-6)
ICA491	Communication Arts Professional Seminar	3(2-2-5)
XXX xxx	Free Elective I	3(_-_-_)
XXX xxx	Free Elective II	3(_-_-_)
ICE xxx	Professional Concentrated Elective V	3(_-_-_)

Total 15 credits

Semester II

ICA 492	Senior Project	5(0-10-5)
ICA 493	Internship in Communication Arts	1(0-35-18)
Or		
ICA 494	Co-operative Education	6(0-35-18)

Total 6 credits

International Business Program (IB)

Degree: Bachelor of Business Administration (International Business)
B.B.A. (International Business)

Why study IB?

- Extensive knowledge of international business analysis and international trade
- Modern and uniquely designed program to enhance career opportunities
- World-leading academics and highly experienced lecturers
- Multidisciplinary education
- Third language proficiency
- Local and/or abroad internship program
- International experience

Career Opportunities:

There continues to be a huge demand for graduate in all areas of IB, and employment prospects are excellent, which include:

- Business Entrepreneur
- Import and Export Products and Services Operator
- International Business Management Officer
- Import–Export Operations Officer
- International Coordinator
- International Marketing Officer
- Business Analyst

Qualifications:

1. Academic Entry Requirement

a. Completed Upper Secondary School (M.6 Certificate) or its equivalent as recognized by the Thai Ministry of Education or;

b. Completed High School Grade 12 (US System) or;

c. Passed 5 subjects of IGCSE O-Level and 3 subjects of A/AS Subjects with Grade C or above (British System) or;

d. Completed International Baccalaureate (IB) Diploma

2. **English Language Requirement***

a. English is the applicant's first language or;

b. A score of B2 level in the CEFR framework or;

c. An IELTS (Academic) overall score of 5.5 or;

d. TOEFL score of at least 500 in Paper-Based Test; 173 in Computer-Based Test; 60 in Internet-Based Test or;

e. CU-TEP Test equivalent score of 70 or other approved equivalents or;

f. Pass the Rangsit University International College (RIC) Placement Test

*An applicant who does not meet the English language requirement will take the RIC English Foundation Programme before they can start the degree program.

Education System & Academic Calendar:

RIC employs the semester system, in which each of the two semesters is 15 weeks and a summer of 8 weeks in length. Our academic calendar is as follows:

- Summer : June – July
- Semester I : August – December
- Semester II : January - May

Application Periods:

- Summer : February – June
- Semester I : June – August
- Semester II : September – January

IB Program

- A four year program
- Total credit 126 credit

Pre-College (non-credit) **30 credits**

The subjects for International Foundation English (IFE) are following:

IFE Level 1 :

IFE 111	Core English I	3	credits
IFE 112	Core English II	3	credits
IFE 113	Core English III	3	credits
IFE 114	BAC International Test I	1	credits

IFE Level 2 :

IFE 121	Applied English I	3	credits
IFE 122	Applied English II	3	credits
IFE 123	Applied English III	3	credits
IFE 124	BAC International Test II	1	credits

IFE Level 3 :

IFE 131	Advanced English I	3	credits
IFE 132	Advanced English II	3	credits
IFE 133	Advanced English III	3	credits
IFE 134	BAC International Test III	1	credits

General Education Program (International Program):	**30**	**credits**
Group 1 and Group 2	**15**	**credits**
RSU Identity	3	credits
Internationalization and Communication	12	credits
- English Language	6	credits
- International Language and International Experience	6	credits
Group 3 Interdisciplinary	**15**	**credits**

(Students may choose to take courses from the course code groups IRS13x, IRS14x, IRS24x, IRS15x, IRS16x, IRS17x, and IRS18x, with no repetition of course code groups, for a maximum of 3 credits. The total accumulated credits must be no less than 15.)

Core Courses	**90**	**credits**
I. Professional Foundation Courses	36	credits
II. Major Courses	54	credits
• Required Major Courses	36	credits
• Elective Major Courses	18	credits
III. Free Elective	6	credits

International Business

First Year

Semester I

IEC 211	Principles of Microeconomics	3(3-0-6)
IMG 201	Modern Management and Organization Behaviour	3(3-0-6)
ITA 126/ ITA 127	Thai Language / Thai Language for Beginner	3(2-2-5)
ILE xxx	Language II	3(2-2-5)
ILE xxx	Language III	3(2-2-5)
IRS xxx	General Education I	3(3-0-6)
IRS 111	Social Dharmacracy	2(2-0-4)
IRS 112	Sports for Health	1(0-2-1)

Total 21 Credits

Semester II

IEC 212	Principles of Macroeconomics	3(3-0-6)
IHR 201	Human Resource Management and Entrepreneurships	3(3-0-6)
IRS xxx	General Education II	
IRS xxx	General Education III	
IRS xxx	General Education IV	
IRS xxx	General Education v	
ILE xxx	Language IV	

Total 21 Credits

Second Year

Semester I

ILA 112	Business Law	3(3-0-6)
IPO 201	Operations Management	3(3-0-6)
IAC 100	Principles of Financial Accounting	3(3-0-6)
IPO 200	Quantitative and Qualitative Analysis and Business Statistics	3(3-0-6)
IMK 201	Principles of Marketing	3(3-0-6)
ICS 211	Computer-Based Problem Solving for Business	3(2-2-5)

Total 18 Credits

Semester II

IAC 103	Principles of Managerial Accounting	3(3-0-6)
IFN 201	Business Finance	3(3-0-6)
IBM 301	Global Business Management	3(3-0-6)
IBM 334	Global Logistics and Supply Chain Management	3(3-0-6)
IBM 445	Cross Cultural Management	3(3-0-6)
XXX xxx	Major Elective I	3(_-_-_)

Total 18 Credits

Third Year

Semester I

IBM 460	Global Competitive Strategy	3(3-0-6)
IBM 335	Entrepreneurial Negotiation and Sales for International Business	3(3-0-6)
IMG 336	Leadership, Negotiation and Conflict Management	3(3-0-6)
IMK311	Global Marketing	3(3-0-6)
XXX xxx	Major Elective II	3(_-_-_)
XXX xxx	Free Elective I	3(_-_-_)

Total 18 Credits

Semester II

ILA 431	International Trade Law	3(3-0-6)
IBM 492	Leadership, Negotiation and Conflict Management	3(3-0-6)
IFN331	Global Marketing	3(3-0-6)
XXX xxx	Major Elective III	3(_-_-_)
XXX xxx	Major Elective IV	3(_-_-_)
XXX xxx	Major Elective IV	3(_-_-_)

Total 18 Credits

Fourth Year

For Regular Study Plan

Plan A

Semester I

IPO 302	Export-Import Management	3(3-0-6)
XXX xxx	Major Elective V	3(_-_-_)
XXX xxx	Major Elective VI	3(_-_-_)

Total 9 Credits

Semester II

IBM 498	Internship	3(0-35-18)

Total 3 Credits

OR Plan B

For Co-operative Study Plan

Semester I

IPO 302	Export-Import Management	3(3-0-6)
XXX xxx	Major Elective V	3(_-_-_)
XXX xxx	Major Elective VI	3(_-_-_)

Total 9 Credits

Semester II

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

Total 6 Credits

Information and Communication Technology Program (ICT)

Degree: Bachelor of Science (Information and Communication Technology)
B.Sc. (Information and Communication Technology)

Why study ICT?

- International Program with international experience
- Double degree with partner universities
- Local and/or abroad cooperative education programs with well-known companies
- Modern and uniquely designed program to enhance career opportunities
- World-leading academics and highly experienced lecturers
- Technology-driven and multidisciplinary education
- Third language proficiency
- Outstanding mingle of classmates from all over the world

Career opportunities:

There continues to be a huge demand for graduates in all areas of ICT, and employment prospects are excellent, which include:

1. System Analyst
2. Information Technologist
3. Programmer
4. Software Developer
5. Software Taster/Quality Assurance
6. Database Administrator
7. Network Administrator/IT support
8. Data Analyst

Qualifications:

1. Academic Entry Requirement
   a. Completed Upper Secondary School (M.6 Certificate) or its equivalent as recognized by the Thai Ministry of Education or;
   b. Completed High School Grade 12 (US System) or;
   c. Passed 5 subjects of IGCSE O-Level and 3 subjects of A/AS Subjects with Grade C or above (British System) or;
   d. Completed International Baccalaureate (IB) Diploma

2. English Language Requirement*

a. English is the applicant's first language or;

b. A score of B2 level in the CEFR framework or;

c. An IELTS (Academic) overall score of 5.5 or;

d. TOEFL score of at least 500 in Paper-Based Test; 173 in Computer-Based Test; 60 in Internet-Based Test or;

e. CU-TEP Test equivalent score of 70 or other approved equivalents or;

f. Pass the Rangsit University International College (RIC) Placement Test

*An applicant who does not meet the English language requirement will take the RIC English Foundation Programme before they can start the degree program.

Education System & Academic Calendar

ICT employs the semester system, in which each of the two semester in 15 weeks and a summer of 8 weeks in length. Our academic calendar is as follows:

- Summer : June - July
- Semester I : August - December
- Semester II : January - May

Application Period:

- Summer : February - June
- Semester I : June - August
- Semester II : September - January

ICT Program Structure:

- A 4-year program
- A total of 120 credits

Pre-College (non-credit)		**30**	**credits**
The subjects for International Foundation English (IFE) are following:			
IFE Level 1 :			
IFE 111	Core English I	3	credits
IFE 112	Core English II	3	credits
IFE 113	Core English III	3	credits
IFE 114	BAC International Test I	1	credits
IFE Level 2 :			
IFE 121	Applied English I	3	credits
IFE 122	Applied English II	3	credits
IFE 123	Applied English III	3	credits
IFE 124	BAC International Test II	1	credits

IFE Level 3 :

IFE 131	Advanced English I	3	credits
IFE 132	Advanced English II	3	credits
IFE 133	Advanced English III	3	credits
IFE 134	BAC International Test III	1	credits

General Education Program (International Program): **30 credits**

Group 1 and Group 2 **15 credits**

RSU Identity 3 credits

Internationalization and Communication 12 credits

- English Language 6 credits
- International Language and International Experience 6 credits

Group 3 – Group 8 **15 credits**

(The student can select to study in group 3- group 8 by selecting subject not exceeding 3 credits in each group and the total of credit is not less than 15 credits)

Group 3 - Leadership and Social Responsibility	3	credits
Group 4 - Arts and Culture	3	credits
Group 5 - Innovative Entrepreneurship	3	credits
Group 6 - Digital Media Literacy	3	credits
Group 7 - Essence of Science	3	credits
Group 8 - RSU My-Style	3	credits

Special Core Course **84 credits**

I. Foundation Core Course		9	credits
II. Major Core Courses		75	credits
A. Major Compulsory Courses		60	credits
B. Major Elective Courses	15	credits	
III. Free Elective Courses		6	credits

ICT Study Plan A

First Year

Semester I

ICT 105	Fundamental Technological Entrepreneurship	3(3-0-6)
ICT 113	Artificial Intelligent Systems	3(3-0-6)
ITA 126/127	Thai Language for Communication/Thai Language for Business	3(2-2-5)
ILE xxx	Languages I	3(_-_-_)
ILE xxx	Languages II	3(_-_-_)
XXX xxx	General Education	3(_-_-_)
IRS 112	Sport for Health	1(0-2-1)
IRS 11x	Social Dhamacracy	2(2-0-4)

***Total 21 credits/ 21 credits**

Semester II

MAT 153	Mathematics for Information Technology	3(3-0-6)
ICT 101	Object-Oriented Technology	3(3-0-6)
ICT 102	Computer Programming I	3(2-2-5)
ICT 103	Database System Concept	3(3-0-6)
ICT 110	Web System and Technologies	3(2-2-5)
XXX xxx	General Education	3(_-_-_)
XXX xxx	General Education	3(_-_-_)

***Total 21 credits/21 credits**

Second Year

Semester I

ICT 112	Fundamental Information Systems	3(3-0-6)
ICT 202	Computer Programming II	3(2-2-5)
ICT 209	Data Communication and Networking	3(3-0-6)
ICT 210	Information Technology Laws	3(3-0-6)
ICT 211	Database Management Systems for Organization	3(3-0-6)
ILE xxx	Languages III	3(_-_-_)

***Total 18 credits/18 credits**

Semester II

ICT 212	Data Structure and Algorithm	3(3-0-6)
ICT 213	System Analysis and Design	3(3-0-6)
ICT 215	Human-Computer Interaction	3(3-0-6)
XXX xxx	General Education	3(x-x-x)
XXX xxx	General Education	3(x-x-x)
XXX xxx	Major Elective I	3(x-x-x)

***Total 18 credits/18 credits**

ICT Study Plan

Third Year

Semester I

ICT 301	Implementation of Information Technology	3(3-0-6)
ICT 358	Data Science	3(3-0-6)
XXX xxx	Major Elective II	3(_-_-_)
XXX xxx	Major Elective III	3(_-_-_)
XXX xxx	Major Elective IV	3(_-_-_)

***Total 15 credits/15 credits**

Semester II

ICT 304	Information Assurance and Security	3(3-0-6)
ICT 305	Information Systems Project Management	3(3-0-6)
XXX xxx	Major Elective V	3(x-x-x)
XXX xxx	Free Elective I	3(x-x-x)
XXX xxx	Free Elective II	3(x-x-x)

***Total 15 credits/15 credits**

Fourth Year

Semester I

ICT 401	Seminar in Information and Communication Technology	3(3-0-6)
ICT 402	Bachelor of Science Research Skills	3(3-0-6)
[ICT 494]	Introduction to Senior Project Networking	3(0-9-5)

***Total 9 credits/6 credits**

Semester II

[ICT 495]	Senior Project	3(0-9-5)

***Total 3 credits/6 credits**

ICT Study Plan B

First Year

Semester I

ICT 105	Fundamental Technological Entrepreneurship	3(3-0-6)
ICT 113	Artificial Intelligent Systems	3(3-0-6)
ITA 126/127	Thai Language for Communication/Thai Language for Business	3(2-2-5)
ILE xxx	Languages I	3(_-_-_)
ILE xxx	Languages II	3(_-_-_)
XXX xxx	General Education	3(_-_-_)
IRS 112	Sport for Health	1(0-2-1)
IRS 11x	Social Dhamacracy	2(2-0-4)

***Total 21 credits/ 21 credits**

Semester II

MAT 153	Mathematics for Information Technology	3(3-0-6)
ICT 101	Object-Oriented Technology	3(3-0-6)
ICT 102	Computer Programming I	3(2-2-5)
ICT 103	Database System Concept	3(3-0-6)
ICT 110	Web System and Technologies	3(2-2-5)
XXX xxx	General Education	3(_-_-_)
XXX xxx	General Education	3(_-_-_)

***Total 21 credits/21 credits**

Second Year

Semester I

ICT 112	Fundamental Information Systems	3(3-0-6)
ICT 202	Computer Programming II	3(2-2-5)
ICT 209	Data Communication and Networking	3(3-0-6)
ICT 210	Information Technology Laws	3(3-0-6)
ICT 211	Database Management Systems for Organization	3(3-0-6)
ILE xxx	Languages III	3(_-_-_)

***Total 18 credits/18 credits**

Semester II

ICT 212	Data Structure and Algorithm	3(3-0-6)
ICT 213	System Analysis and Design	3(3-0-6)
ICT 215	Human-Computer Interaction	3(3-0-6)
XXX xxx	General Education	3(x-x-x)
XXX xxx	General Education	3(x-x-x)
XXX xxx	Major Elective I	3(x-x-x)

***Total 18 credits/18 credits**

ICT Study Plan B

Third Year

Semester I

ICT 301	Implementation of Information Technology	3(3-0-6)
ICT 358	Data Science	3(3-0-6)
XXX xxx	Major Elective II	3(_-_-_)
XXX xxx	Major Elective III	3(_-_-_)
XXX xxx	Major Elective IV	3(_-_-_)

***Total 15 credits/15 credits**

Semester II

ICT 304	Information Assurance and Security	3(3-0-6)
ICT 305	Information Systems Project Management	3(3-0-6)
XXX xxx	Major Elective V	3(x-x-x)
XXX xxx	Free Elective I	3(x-x-x)
XXX xxx	Free Elective II	3(x-x-x)

***Total 15 credits/15 credits**

Fourth Year

Semester I

ICT 401	Seminar in Information and Communication Technology	3(3-0-6)
ICT 402	Bachelor of Science Research Skills	3(3-0-6)

**Total 9 credits/6 credits*

Semester II

[ICT 498]	Cooperative	6(0-35-18)

*Total 3 credits/6 credits

International Relations and Development (IRD)

Degree : Bachelor of Arts (International Relations and Development)
B.A. (International Relations and Development)

Why study IRD?

- Integrated and comprehensive knowledge of existing international and global development issues
- Modern and uniquely designed program to enhance career opportunities
- Leading academics and highly experienced lecturers
- Multidisciplinary program
- Opportunities for internships in domestic and foreign government agencies
- International Experience and outstanding mix of international students
- International field trips

Career opportunities:

There is significant demand for graduates knowledgeable in international relations and development studies which include:

- Government Ministries
- International Organizations
- Non-governmental Organizations
- Diplomacy
- International Business
- Financial Institutions

Qualifications:

1. Academic Entry Requirement
    a. Completed Upper Secondary School (M.6 Certificate) or its equivalent as recognized by the Thai Ministry of Education or;
    b. Completed High School Grade 12 (US System) or;
    c. Passed 5 subjects of IGCSE O-Level and 3 subjects of A/AS Subjects with Grade C or above (British System) or;
    d. Completed International Baccalaureate (IB) Diploma
2. English Language Requirement*
    a. English is the applicant's first language or;
    b. A score of B2 level in the CEFR framework; or
    c. An IELTS (Academic) overall score of 5.5 or;
    d. TOEFL score of at least 500 in Paper-Based Test; 173 in Computer-Based Test; 60 in Internet-Based Test or;
    e. CU-TEP Test equivalent score of 70 or other approved equivalents or;
    f. Pass the Rangsit University International College (RIC) Placement Test
    g. *An applicant who does not meet the English language requirement will take the RIC

English Foundation Programme before they can start the degree program.

Education System & Academic Calendar:

RIC employs the semester system, in which each of the two semesters is 15 weeks and a summer of 8 weeks in length. Our academic calendar is as follows:

- Summer : June – July
- Semester I : August – December
- Semester II : January – May

Pre-College Courses (non-credit) **20 Credits**

The subjects for International Foundation English (IFE) are the following:

IFE Level I

IFE 101	Active Integrated English I
IFE 102	English Listening and Speaking I
IFE 103	English Academic Reading and Writing I
IFE 010	Bac International Test I

IFE Level II

IFE 104	Active Integrated English II
IFE 105	English Listening and Speaking II
IFE 106	English Academic Reading and Writing II
IFE 011	Bac International Test II

General Education Program (International Program)		**30**	**credits**
I.	Group 1 RSU Identity	3	credit
II.	Group 2 Internationalization and Communication	12	credit
	- English Language	6	credit
	- International Language and International Experience	6	credit
III.	Group 3 to Group 8	15	credit

(The student can select to study in group 3 to 8 by selecting subject not exceeding 3 credits in each group and the total of credit is not less than 15 credit)

- Group 3 Leadership and Social Responsibility	3	credit
- Group 4 Arts and Culture	3	credit
- Group 5 Innovative Entrepreneurship	3	credit
- Group 6 Digital Media Literacy	3	credi
- Group 7 Essence of Science	3	credit
- Group 8 RSU My-Style	3	credit
Core Course Requirements	93	credit
I. Professional Foundation Courses	9	credit
II. Core Courses Requirements (Integration)	39	credit
III. Major Courses Elective	9	credit
IV. Free Elective	6	credit

International Relations and Development (IRD) Study Plan

First Year

Summer

IRS 111	Social Dharmacracy	2(2-0-4)
IRS 112	Sport for Health	1(0-2-1)
XXX xxx	Gen.Ed.Group 3 to	8 3(_-_-_)
XXX xxx	Gen.Ed.Group 3 to	8 3(_-_-_)

Total 9 credits

Semester I

IRD 100	Academic Writing and Reading Skills	3(3-0-6)
IRD 102	The Use of Computer in International Relations and Development	3(3-0-6)
IRD 111	Introduction to International Relations and Global Issues	3(3-0-6)
IRD 112	Introduction to Comparative Politics and Government	3(3-0-6)
IRD 171	Introduction to Southeast Asian Political Economy and Culture Gen.Ed.Language I	3(3-0-6)
XXX xxx	Gen.Ed.Language I	3(2-2-5)

Total 18 credits

Semester II

IRD 113	Introduction to Economics	3(3-0-6)
IRD 114	International Development and Human Rights	3(3-0-6)
IRD 115	International Organizations and International Law	3(3-0-6)
IRD 116	Evolution of World Politics	3(3-0-6)
IRD xxx	Major Courses Elective I	3(3-0-6)
XXX xxx	Gen.Ed.Language II	3(2-2-5)

Total 18 credits

Second Year

Summer

XXX xxx	Gen.Ed.Language III	3(2-2-5)
XXX xxx	Gen.Ed.Group 3 to 8	3(_-_-_)
XXX xxx	Gen.Ed.Group 3 to 8	3(_-_-_)

Total 9 credits

Semester I

IRD 213	Public Policy Analysis	3(3-0-6)
IRD 271	Political Economy of Asia	3(3-0-6)
IRD 211	Global Governance and Development	3(3-0-6)
XXX xxx	Free Elective I	3(3-0-6)
XXX xxx	Gen.Ed.Language IV	3(2-2-5)
XXX	Gen.Ed.Group 3 to 8	3(_-_-_)

Total 18 credits

Semester II

IRD 200	Analyzing Data in International Relations and Development	3(3-0-6)
IRD 212		3(3-0-6)
IRD 272	Diplomacy and Negotiations Powers in Indo-Pacific	3(3-0-6)
IRD 214	Contemporary US Politics and Foreign Policy	3(3-0-6)
IRD 215	Seminar on Contemporary Politics, Economics, and Global Issues	3(3-0-6)
IRD xxx	Major Courses Elective II	3(3-0-6)

Total 18 credits

International Relations and Development (IRD) Study Plan

Third Year

Summer

IRD 497	Internship	3(0-35-18)

Total 3 credits

Semester I

IRD 371	Migration and Global Inequality	3(3-0-6)
IRD 313	Foreign Policy Analysis	3(3-0-6)
IRD 314	Security Studies	3(3-0-6)
IRD xxx	Major Courses Elective III	3(3-0-6)
XXX xxx	Free Elective II	3(3-0-6)

Total 15 credits

Semester II

IRD 300	Research Methodology	3(3-0-6)
IRD 311	Political Philosophy	3(3-0-6)
IRD 312	International Political Economy	3(3-0-6)

Total 9 credits

Fourth Year

Semester I

IRD 498	Independent Study	3(3-0-6)

Total 3 credits

Tourism, Hospitality and Sports Program (ITS)

Degree : Bachelor of Arts (Tourism, Hospitality and Sports)
B.A. (Tourism, Hospitality and Sports)

Why study ITS?

- Extensive knowledge of hospitality industry
- Modern and uniquely design program to enhance career opportunities
- World-leading academic and highly experience lectures
- Multidisciplinary education
- Third Language Proficiency
- Opportunities for practical work experience and internship
- International Experience
- The outstanding mix of friends from all over the world

Career Opportunities

There continues to be a huge demand for graduate in all areas of ITS, and employment prospect are excellent, which industry as follow:

- Hospitality Industry
- Hotel
- Tourism organization
- Restaurant
- Airline business
- Cruise
- Sports Organization
- Ministry of Tourism
- Academics
- Etc.

Qualification

1. Academic Entry Requirement

a. Completed Upper Secondary School (M.6 Certificate) or its equivalent as recognized by the Thai Ministry of Education or;

b. Completed High School Grade 12 (US System) or;

c. Passed 5 subjects of IGCSE O-Level and 3 subjects of A/AS Subjects with Grade C or above (British System) or;

d. Completed International Baccalaureate (IB) Diploma

2. English Language Requirement*

a. English is the applicant's first language or;

b. A score of B2 level in the CEFR framework or;

c. An IELTS (Academic) overall score of 5.5 or;

d. TOEFL score of at least 500 in Paper-Based Test; 173 in Computer-Based Test; 60 in Internet-Based Test or;

e. CU-TEP Test equivalent score of 70 or other approved equivalents or;

f. Pass the Rangsit University International College (RIC) Placement Test

*An applicant who does not meet the English language requirement will take the RIC English Foundation Programme before they can start the degree program.

Education System and Academic Calendar

Rangsit University Employed the semester system, in which each of the two semesters is 15 weeks and summer of 8 weeks in length. Our academic calendar is as follow:

- Summer : June - July
- Semester I : August - December
- Semester II : January - May

Application Periods:

- Summer : February - June
- Semester I : June - August
- Semester II : September - January

ITS Program

- Four years' program
- Total 120 credits

Pre-College (non-credit)	**30**	**credits**

The subjects for International Foundation English (IFE) are following:

IFE Level 1 :		
IFE 111 Core English I	3	credits
IFE 112 Core English II	3	credits
IFE 113 Core English III	3	credits
IFE 114 BAC International Test I	1	credits
IFE Level 2 :		
IFE 121 Applied English I	3	credits
IFE 122 Applied English II	3	credits
IFE 123 Applied English III	3	credits
IFE 124 BAC International Test II	1	credits
IFE Level 3 :		
IFE 131 Advanced English I	3	credits
IFE 132 Advanced English II	3	credits
IFE 133 Advanced English III	3	credits
IFE 134 BAC International Test III	1	credits

General Education	**30**	**Credits**
General Education Program (International Program):	**30**	**credits**
Group 1 and Group 2	**15**	**credits**
RSU Identity	3	credits
Internationalization and Communication	12	credits
- English Language	6	credits
- International Language and International Experience	6	credits
Group 3 – Group 8	**15**	**credits**

(The student can select to study in group 3- group 8 by selecting subject not exceeding 3 credits in each group and the total of credit is not less than 15 credits)

Group 3 - Leadership and Social Responsibility	3	credits
Group 4 - Arts and Culture	3	credits
Group 5 - Innovative Entrepreneurship	3	credits
Group 6 - Digital Media Literacy	3	credits
Group 7 - Essence of Science	3	credits
Group 8 - RSU My-Style	3	credits

Area Core Courses	**94**	**credits**
I. Core Course Requirement	24	credits
II. Major Course Requirement	36	credits
III. Major Elective Requirement	24	credits
III. Free Elective	6	credits

ITS Study Plan

First Year

Semester I

IRS 111	Social Dharmacracy	2(2-0-4)
IRS 112	Sports for Health	1(0-2-1)
XXX xxx	English Language I	3(2-2-5)
XXX xxx	International Language and International Experience I	3(2-2-5)
ITS 111	Introduction to Tourism, Hospitality and Sports	3(3-0-6)
ITS 113	Hospitality Arts and Personality Development	3(3-0-6)
ITS 121	Sustainable Tourism, Hospitality and Sports Management)	3(1-4-4)

Total 18 credits

Semester II

XXX xxx	English Language 2	3(2-2-5)
XXX xxx	International Language and International Experience II	3(2-2-5)
XXX xxx	General Education Group 3-8, I	3(x-x-x)
XXX xxx	General Education Group 3-8, II	3(x-x-x)
ITS 112	Psychology for Hospitality and Cross Cultural Communication	3(3-0-6)
ITS 114	Consumer Behavior in Tourism, Hospitality and Sports	3(3-0-6)

Total 18 credits

Second Year

Semester I

XXX xxx	General Education Group 3-8, III	3(x-x-x)
XXX xxx	General Education Group 3-8, IV	3(x-x-x)
ITS 221	Hotel Business Management	3(3-0-6)
ITS 223	Tourism Management	3(3-0-6)
XXX xxx	Elective I	3(x-x-x)
XXX xxx	Elective II	3(x-x-x)

Total 18 credits

Semester II

XXX xxx	General Education Group 3-8, v	3(x-x-x)
ITS 222	Tourism, Hospitality and Sports Innovation	3(3-0-6)
ITS 224	Tour Operator and Travel Agent Planning and Management	3(2-2-5)
XXX xxx	Elective III	3(x-x-x)
XXX xxx	Elective IV	3(x-x-x)
XXX xxx	Free Elective I	3(x-x-x)

Total 18 credits

ITS Study Plan

Third Year

Semester I

ITS 311	Human Resource Management in Tourism, Hospitality and Sports	3(3-0-6)
ITS 313	Marketing Strategy for Tourism, Hospitality and Sports	3(3-0-6)
ITS 321	Airline Business Management	3(3-0-6)
ITS 323	logistics for Tourism, Hospitality and Sports	3(3-0-6)
XXX xxx	Elective V	3(x-x-x)
XXX xxx	Elective VI	3(x-x-x)

Total 18 credits

Semester II

ITS 312	Tourism, Hospitality and Sports Information System	3(2-2-5)
ITS 322	Sport Tourism Management	3(2-2-5)
ITS 324	Digital Marketing for Tourism, Hospitality and Sports	3(3-0-6)
XXX xxx	Elective VII	3(x-x-x)
XXX xxx	Elective VIII	3(x-x-x)

Total 15 credits

Fourth Year

Summer

ITS 411	Ethics and Laws Related to Tourism, Hospitality and Sports	3(3-0-6)
ITS 491	Preparation for internship	3(2-2-5)
ITS 493	Seminar in Tourism, Hospitality and Sports	3(2-2-5)
XXX xxx	Free Elective II	3(x-x-x)

Total 12 credits

Semester II

ITS 494	Internship	3(0-35-18)

Total 3 credits

Master of Science Program in International Digital Business (International Programme)

Degree : Master of Science (International Digital Business)
M.Sc. (International Digital Business)

Why study International Digital Business?

- 100 % English Programme
- Multi-cultural environment
- Advantage in working with leading companies
- Research publication benefits for future study
- Practical Knowledge from industry's experts
- Inclusive
- Company visits in every semester

Career opportunities:

- Entrepreneur and Start-up
- Digital Marketer
- Innovation Developer
- Trade Organizations
- Financial Planer
- Multinational Corporations in Sales
- Marketing or Import Export
- Government:
  - BOI
  - Export Promotion
  - International Trade
  - Business Organization
  - Business Researcher
  - Business Consultant, etc.

Qualifications :

1. Complete University of its equivalent as recognized by the Thai Ministry of Education: or Obtain a Bachelor Degree
2. Pass the RIC English Placement Test or IELTs score of 5.5

General Education Program Structure (International Program):

- Total credit 24 credits

General Education Program (International Program):	**24**	**credits**
Group 1 and Group 2	**15**	**credits**
RSU Identity	2	credits
Internationalization and Communication	12	credits
- English Language	9	credits
- International Language and International Experience	3	credits
Group 3 Interdisciplinary	**10**	**credits**

The student can select to study in group3, with a total not less than 10 credits.

Master of Science Program in International Digital Business (International Programme)

First Year

(PLAN KOR, Thesis Plan)

Semester I

IDB 601	International Business Management in Digital Era	3(3-0-6)
IDB 602	Digital Technology for Business	3(3-0-6)
IDB 603	Advanced Digital Marketing	3(3-0-6)
IDB 604	Digital Entrepreneurial Finance	3(3-0-6)
IDB 606	Research Methodology for Digital Business	3(3-0-6)

Total 15 credits

Semester II

IDB 605	Design Thinking and Business Laws in Digital Context	3(3-0-6)
IDB607	Quantitative Analysis and Digital Business Statistics	3(3-0-6)
IDB xxx	Elective	3(3-0-6)
IDB 699	Thesis	6(0-18-9)

Total 15 credits

Semester III

IDB Thesis 6(0-18-9)

Total 6 credits

First Year

(PLAN KHOR, Independent Study Plan)

Semester I

IDB 601	International Business Management in Digital Era	3(3-0-6)
IDB 602	Digital Technology for Business	3(3-0-6)
IDB 603	Advanced Digital Marketing	3(3-0-6)
IDB 604	Digital Entrepreneurial Finance	3(3-0-6)
IDB 606	Research Methodology for Digital Business	3(3-0-6)

Total 15 credits

Semester II

IDB 605	Design Thinking and Business Laws in Digital Context	3(3-0-6)
IDB607	Quantitative Analysis and Digital Business Statistics	3(3-0-6)
IDB xxx	Elective I	3(3-0-6)
IDB xxx	Elective II	3(3-0-6)
IDB xxx	Elective III	3(3-0-6)

Total 15 credits

Semester III

IDB Thesis 6(0-18-9)

Total 6 credits

คำอธิบายรายวิชา





International College

Communication Arts (Comm. Arts.)

Professional Foundation Courses

ICO111 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.

ICO113 Speech and Personality Development 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.

ICO116 Language in Communication Arts 3(2-2-5)

Concepts of verbal and Non-verbal communication, Interpretation of language in communication Studies. Reading skills, interpreting skills, writing skills and use of language in mass communication arts work for communication in different contexts.

ICO 211 Communication Ethics and Law 3(3-0-6)

Ethical principles related to the mass media works, professional ethics in communication, rights and freedoms in expressing human opinions, laws regarding defamation, insult, reputation infringement, copyright laws, laws specifically related to mass media operations, Child Protection Act, Alcohol Control Act, and laws pertaining to computer-related offenses.

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

Concepts and theories of psychology in human communication; motivation; perception, learning; influential behaviors and personalities in relation to communication; and application of psychology to understanding and creation of communication in various situations.

ICO 223 Creative Digital Photography for Communication 3(2-2-5)

Principles of creative digital photography; camera control mechanisms; lens selection; lighting; color; and graphic components and editing for communication in communication arts.

ICO 227 Intercultural Communication 3(3-0-6)

Meaning, significance, and roles of intercultural communication; factors influencing intercultural communication; lifestyles of global communities; learning process; integration and adjustment to new culture

ICO228 Audience Analysis in Digital Era 3(3-0-6)

Concepts and principles of audience behavior; factors influencing audience behavior; analysis of audience behavior trends; application of technology to analysis of online audience behavior; and application audience analysis results for communication arts purposes.

ICO230 Creative Thinking for Communication Arts 3(2-2-5)

Concepts and principles of creative thinking; creative thinking process; design thinking, creative briefs for communication arts purposes, creative concept presentation, including creativity-based case studies in communication arts.

ICO 231 Creative Contents for Digital Media 3(2-2-5)

Communication behavior in the digital era; searching, collection, analysis, and synthesis of content; content design and production; presentation techniques; and dissemination and propagation of content suitable for target audiences through platforms.

ICO 317 Introduction to Research for Communication Arts 3(3-0-6)

Basic principles of systematical knowledge and information seeking through reliable research methodologies; presentation of research findings; reading and summarization of issues in research reports; research ethics; and application of research results for communication arts purposes.

ICO349 Communication Entrepreneurs 3(3-0-6)

Principles, concepts, and characteristics of entrepreneurship in creative industry; analysis of business environment and opportunities; business analysis models; preparation for establishing a communication business; ethics of entrepreneurs; and communication business plans.

Required Major Course: Communication Arts

ICA111 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; Technique and digital media in journalism, organizational management, and ethics of journalists.

ICA120 Introduction to Radio and Television and Entertainment Media 3(3-0-6)

History of broadcasting both domestically and internationally, evolution systems and the convergence of audio distribution technology and digital media in various forms, such as YouTube streaming, LIVE sound, and Podcasts, roles and responsibilities, and influence on society ethics of broadcasters.

ICA131 Principles of Public Relations 3(3-0-6)

Foundational principles and theories of public relations, delving into the intricacies of effective communication strategies that shape public perception and foster positive relationships between organizations and their stakeholders, the informative facts leading to mass communication and advocacy, dynamics of public opinion and its influence on organizational reputation, interplaying between internal and external communication within organizations, emphasizing the significance of maintaining coherence and consistency in messaging across various channels, role of public configuration and its impact on shaping organizational identity and perception in the public sphere.

ICA132 Persuasive Communication 3(3-0-6)

Pre-requisite: ICO113 Speech and Personality Development

Characteristics and Technique of effective persuasion using various mass media and interpersonal; important psychological, social and environmental elements affecting pervasive communication, including use of pervasive communication in influencer roles and management of crisis situations.

ICA 151 Principles of Advertising 3(3-0-6)

Principles and concepts of advertising, offering a comprehensive understanding of dynamics within the advertising industry, nuances of human perception across various stages of life, recognizing its significance in crafting impactful advertising campaigns of both physical and

social contexts that influence consumer behavior, tools to analyze and interpret market trends effectively, utilization of global platforms, the complexities of advertising in an interconnected world, strategies employed in leveraging global platforms to reach diverse audiences and engage with consumers across different cultural landscapes.

ICA251 Target Audience Behavior 3(3-0-6)

Pre-requisite: ICO111 Principles and Theories in Communication

Target audience behavior's lifestyles, perceptive behavior, attitude changes, and decision-making procedures, including prediction for target audience behavior from global and country big data for to be information in media planning, marketing strategy planning, and measuring responses from viewers.

ICA253 Advanced Writing for Communication 3(3-0-6)

Pre-requisite: ICO116 Language in Communication Arts

Analytical and critical thinking skills, information seeking for writing, content creation in both traditional and digital media; academic writing including citation and references; creative writing skills including young adult fictions, blog and technique in creating a good blog; plagiarism and copyrights.

ICA311 Strategic Communication Planning and Evaluation 3(3-0-6)

Concepts, process, 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.

ICA336 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.

ICA354 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.

ICA491 Communication Arts Professional Seminar 3(2-2-5)

Developing thinking ability, analyzing and synthesizing new knowledge for proposing guidelines practice by exchanging thoughts, opinions, and experiences each other concerning to public relations works both internal and external and both government and private sector, including internship seminar public relations.

ICA492 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.

ICA493 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.

ICA494 Co-operative Education 6(0-35-18)

Training in the institution's 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

ICE 111 Integrated Advertising Strategies 3(3-0-6)

Pre-requisite ICA 151 Principles of Advertising

Comprehensive understanding of advertising strategies, integrating elements from various disciplines, analyzing consumer behavior, developing media plans, and executing advertising campaigns across multiple channels through case studies and practical projects.

ICE 112 Digital Marketing Innovation 3(3-0-6)

Pre-requisite ICA 354 Integrated Marketing Communication

Latest trends and innovations in digital marketing through hands-on practices and real-world examples, leveraging digital platforms for marketing purposes, including content creation, social media engagement, campaign management, and data-driven decision-making, and innovative digital marketing strategies.

ICE 113 Brand Communication and Content Marketing 3(3-0-6)

Pre-requisite ICA 354 Integrated Marketing Communication

Role of brand communication and content marketing in building strong brands, developing creative brand communication strategies, craft compelling content across various channels through case studies and practice, exploring the power of storytelling and content creation in capturing audience attention and fostering brand loyalty.

ICE 114 Strategic Digital Communication Management 3(3-0-6)

Strategic management of digital communication channels in the modern advertising landscape, integration of digital platforms into communication strategies, covering topics such as social media management, online advertising, content marketing, and data analytics through case studies and practical exercises, developing comprehensive digital communication strategies for organizational goals and effectively engage target audiences in the digital sphere.

ICE 115 Integrated Marketing and Public Relations 3(3-0-6)

Pre-requisite ICA 354 Integrated Marketing Communication

Principles of marketing and public relations to create integrated communication strategies, harmonizing marketing initiatives with public relations efforts, covering areas such as branding, advertising, media relations, and stakeholder engagement through interdisciplinary projects and simulations, developing skills in crafting cohesive communication plans that enhance brand visibility, reputation, and engagement across multiple channels.

ICE 116 Crisis Communication and Reputation Management 3(3-0-6)

Pre-requisite ICA 131 Principles of Public Relations

Managing communication crises effectively and safeguard organizational reputation, principles of crisis communication, including risk assessment, crisis response strategies, stakeholder communication, and reputation repair through case analyses and crisis simulations, developing skills to navigate high-pressure situations, protect brand reputation, and maintain trust with stakeholders during challenging times.

ICE 117 Multimedia Journalism Production 3(3-0-6)

Pre-requisite ICA 111 Introduction to Journalism World of multimedia journalism, focusing on the production of compelling and engaging news content across various platforms through hands-on projects and practice, learning to research, report, write, and produce multimedia

stories incorporating text, images, audio, and video elements on storytelling techniques, ethical considerations, and adapting content for different audiences and distribution channels in the digital age.

ICE 118 Editing and Digital Media Management 3(3-0-6)

Pre-requisite ICA 111 Introduction to Journalism

Skills in editing and managing digital media content for diverse platforms through theoretical discussions and practical workshops, editing techniques, digital content management systems, and best practices for organizing and optimizing digital media assets, including copye-diting, photo and video editing, metadata tagging, and content distribution strategies to maximize audience engagement and user experience.

ICE 119 Advanced Writing and Editorial Practices 3(3-0-6)

Writing skills and editorial practices to meet the demands of professional journalism and publishing through in-depth analysis of writing styles, genres, and editorial standards, advanced techniques for crafting clear, concise, and engaging written content, including narrative journalism, feature writing, opinion writing, and long-form storytelling, with a focus on developing a distinctive voice and adhering to ethical guidelines in journalistic practice.

ICE 120 Creative Storytelling and Multimedia Production 3(2-2-5)

Art of creative storytelling through multimedia production techniques, crafting compelling narratives using a variety of multimedia elements, including text, images, audio, and video through hands-on projects and workshops, skills in scriptwriting, visual storytelling, sound design, and multimedia editing on the integration of storytelling techniques across different platforms and formats to engage diverse audiences effectively.

ICE 121 Advanced Production Techniques in Film and Media 3(2-2-5)

Advanced techniques and technologies used in film and media production, applying industry-standard tools and workflows to create high-quality audiovisual content across various genres and formats, cinematography, lighting design, sound recording, post-production editing, and visual effects through practical exercises and creative projects, technical skills and artistic vision to produce professional-level film and media projects.

ICE 122 Media Criticism and Cultural Analysis 3(3-0-6)

Media texts and cultural artifacts through critical and analytical lenses from theories of media studies, cultural studies, and critical theory, analyzing social, political, and cultural dimensions of media content and its impact on society, including representation, ideology, power dynamics, audience reception, and media globalization through discussions, readings, case studies, critical thinking skills and deepen understanding of media as a cultural force.

Minors Course

For non – Comm. Arts students

ICO111 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.

ICO113 Speech and Personality Development 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.

ICO349 Communication Entrepreneurs 3(3-0-6)

Principles, concepts, and characteristics of entrepreneurship in creative industry; analysis of business environment and opportunities; business analysis models; preparation for establishing a communication business; ethics of entrepreneurs; and communication business plans.

ICE 111 Integrated Advertising Strategies 3(3-0-6)

Pre-requisite ICA 151 Principles of Advertising

Comprehensive understanding of advertising strategies, integrating elements from various disciplines, analyzing consumer behavior, developing media plans, and executing advertising campaigns across multiple channels through case studies and practical projects.

ICE 114 Strategic Digital Communication Management 3(3-0-6)

Strategic management of digital communication channels in the modern advertising landscape, integration of digital platforms into communication strategies, covering topics such as social media management, online advertising, content marketing, and data analytics through case studies and practical exercises, developing comprehensive digital communication strategies for organizational goals and effectively engage target audiences in the digital sphere.

ICE 117 Multimedia Journalism Production 3(3-0-6)

Pre-requisite ICA 111 Introduction to Journalism World of multimedia journalism, focusing on the production of compelling and engaging news content across various platforms through hands-on projects and practice, learning to research, report, write, and produce multimedia stories incorporating text, images, audio, and video elements on storytelling techniques, ethical considerations, and adapting content for different audiences and distribution channels in the digital age.

ICE 120 Creative Storytelling and Multimedia Production 3(2-2-5)

Art of creative storytelling through multimedia production techniques, crafting compelling narratives using a variety of multimedia elements, including text, images, audio, and video through hands-on projects and workshops, skills in scriptwriting, visual storytelling, sound design, and multimedia editing on the integration of storytelling techniques across different platforms and formats to engage diverse audiences effectively.

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.

ICS 211 Computer-Based 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.

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 Entrepreneurships 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, entrepreneurship, definition and meaning, importance, capacity, concepts, types, strategies, resources, environment and characteristics of international entrepreneurship, concepts of venture, recognition, the important of human resource management in entrepreneurship.

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)

Concepts, basic principles of operations management, planning, design, and effective control of production and service processes, supply chain management, quality management, workload analysis, inventory management, maintenance management, techniques and tools used to increase efficiency and productivity, application of information technology in operations management.

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.

Required Major Courses

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

Concepts, strategies, practices essential for managing businesses in the global context, international trade, cross-cultural management, global supply chain management, international marketing, global financial management, the challenges and opportunities of operating in diverse markets, the impact of globalization on business operations, ethical considerations, legal frameworks, political, social systems, economic order, the development of strategic thinking, decision-making skills for successful global business management.

IBM 334 Global Logistics and Supply Chain Management 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.

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, cultural intelligence, 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, assessment, and a business plan.

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

Current situations, trends in international business, covering various business types such as selling goods and services online, travel, health tourism, sports, international conferences, infrastructure, recruiting, academic services, analyze the business at the international level, challenges and opportunities emerging in international markets, risk management, compliance with laws and trade measures, developing strategies to increase competitiveness in the global market, emphasis as the world's activities change as the situation dictates, Business pitching competition.

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, foreign exchange markets, international capital markets, currency risk management, financial strategies of multinational corporations, financial risks, opportunities in a globalized economy.

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.

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 global competitiveness in international environment, to 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 global 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 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.

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 560 hours, under the guidance of a International Business faculty member.

IBM 335 Entrepreneurial Negotiation and Sales for International Business 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, B2B sale competitions.

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 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, culture, symbolism, belief, kinship, gender and class; case studies to be drawn from different countries in Asia.

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

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

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, audit and taxation to export and import.

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

How business is run in ASEAN, BRICS (Brazil Russia India China and South Africa); 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, PDPA, taxation.

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(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.

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, Assurance management.

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, financial literacy, fintech, 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, using generative artificial intelligence (Gen AI) 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, Gen AI, 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 social media and 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 Management 3(3-0-6)

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, Artificial intelligence (AI), Augmented reality (AR), Digital marketing.

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

Concepts 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 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, Lean marketing, Sustainable Development Goals (SDG).

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

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

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)

Trigonometric, exponential, logarithmic functions, differentiation and its uses, basic integration, graphical concepts, first order ODE, Taylor's polynomial, and Introduction to single variable calculus

ICT 105 Fundamental Technology Entrepreneurship 3(3-0-6)

Introduction to technopreneurship; identification of IT business opportunities; IT business models; development of IT products; legal and ethical consideration in IT technopreneurship; funding for IT startups; financial management for IT startups; IT marketing strategies; sales techniques for IT solutions; scaling and growth in IT; entrepreneurial mindset; and software skills.

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.

Major Core Courses

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; polymorphism; arrays; reuse of objects; basic concepts of object-oriented analysis and design using UML; application of object oriented technology; and introduction to object-oriented programming languages.

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

Introduction to basic programming, variables processing, mathematical processes, conditional programming including if-else and for-loop statements, functions, and input/output; and introduction to data structures and algorithms, object orientation programming, designing of process, and development of application software.

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

Database systems concepts: data retrieval, database hierarchical system, relational database management systems, applications of data structures and file systems and 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)

Concepts of Internet architecture; services and technologies related to the Internet; multimedia design and creation; web page design; web development with markup languages including HTML, XHTML, XML, etc; web maintenance in all stages; web testing; and website deployment.

ICT 113 Artificial Intelligent Systems 3(3-0-6)

Introduction to Artificial intelligent (AI); explain the different between the various AI; Intelligence system theory; machine learning theory; analyze appropriate application of AI in specific business; articulate the steps to apply AI in the business context; identify and evaluate risks surrounding the use of AI in business; desing a people-centered process for the application of AI in an business; ethic of the use of AI;

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

Analysis and design of complex programs; object-oriented programming concepts; class and objects; recursive and iterative program controls; introduction to basic data structures; types of file organizations; file processing techniques; graphic user interface design; and programming for practical applications in research, entertainment, businesses, and industries.

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

Fundamentals of networking; types of computer networks; hierarchical data communication models; communication reference models; network protocols and standards; application layer; transport layer; network layer; IP addressing and subnetting; network access layer; hardware and software in communication; Ethernet; routing and switching; small local area network (LAN) design and implementation; and introduction to communication security.

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

The importance of laws related to digital technology: trading and commerce issues, computer abuse, cybercrime, social justice, free speech, privacy, risk assessment in computer systems, intellectual properties, the Personal Data Protection Act, the Cybersecurity Act, the Computer Crime Act, and ethics in digital technology professions.

ICT 211 Database Management Systems 3(3-0-6)

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; introduction to NoSQL database technology; types and examples of NoSQL databases; Structured Query Language (SQL); procedural language and Structured Query Language (SQL); fundamentals of PL/SQL control structures, collections and records; PL/SQL cursor; and database security.

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

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

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; documentation and presentation.

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

Applications of interactive systems; universal usability; guidelines, principles, and theories of design; evaluation and user experience; design case studies; direct manipulation and immersive environments; fluid navigation, expressive human and devices; communication and collaboration; enhancement of user experience; time and user experience; documentation and user support; information seeking; and data visualization.

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

Information system implementation; implementation process; architecture; acquisition 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 network security; cyber-attack; security awareness; design of network security with Firewall; Industrial Control System Security e.g. SCADA; Critical infrastructure security e.g. power plant; Cyber warfare.

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

Introduction to project management; project management and information technology contexts; project management process; project integration management; project scope management; project time management; project cost management; project quality management; project human resource management; project communication management; project risk management; project procurement management; and project stakeholder management.

ICT 358 Data Science 3(3-0-6)

Introduction to data science; data manipulation techniques; data structure for data analysis; data analysis; predictive modeling; supervised segmentation; discriminant functions; model performance analytics; decision analytic thinking; model performance visualization; prediction via evidence combination; text representation and mining; similarity and nearest neighbors; unsupervised data mining and clustering; data science tasks and techniques; and data science and business strategies.

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

Seminars on current information technology; team working; meeting; discussion; argumentation; minute writing; project writing; project presentation; organization of seminars; and seminar evaluation.

ICT 402 Research Methodology in Information and Communication Technology 3(3-0-6)

Definitions and significance of research; research process; research practices, literature seeking and literature review; reference and citation; plagiarism and research ethics; information and communication technology article writing; development of research proposals; research report writing, data analysis; and statistics for information technology research.

ICT 494 Introduction to Senior Project 3(0-9-5)

(Students are required to complete at least 108 credits of the total credit number as required by the program or receive consent from the Head of the Program.)

Determination of senior project topics; outlining and drafting of senior projects; citations and reference formats; writing an introduction for senior projects; studies of existing theories and/or related research; research methodologies; development and presentation of models and/or tools used in senior projects; and senior project proposal examination.

ICT 495 Senior Project 3(0-9-5)

(Students must earned ICT 494 Introduction to Senior Project and/or must earned at least 50 credits of required major courses or acquire consent of Head of Program)

Completion of senior projects; senior project publication standards; preparation for final examination of senior projects; and final examination of senior projects.

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

(Students must earned at least 114 credits of the program circumlum or acquire consent from Head of 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 academic 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.

Major Elective Courses

MAT 154 Mathematics for Artificial Intelligent System 3(3-0-6)

Introduction to linear algebra and its applications; systems of equations; vectors; matrices; eigenvalue problems and their applications; fuzzy set; decision making methods; and application of graph theory.

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

Professional communication; teamwork concepts and issues; service management; social contexts of computing; intellectual property; legal issues in computing; organizational contexts; professional and ethics issues; responsibilities; history of computing; and privacy and civil liberty.

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

Storyboarding; scene composition; lighting; music and sound effect; animation; multimedia technology as animate 3D characters, their parts, objects and environment regarding physical laws including gravity, mass, force, and inertia; user interaction; and the creation of animation and visualizations on Web Technology.

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

Introduction to data warehouse; characteristics of data warehouse; dimensional modelling, e.g., star schema and snowflake schema; data extraction; transformation and loading (ETL); metadata; data warehouse maintenance; online analytical processing (OLAP); dashboard; data mining process; database segmentation; classification; association rule discovery; data warehousing and data mining tools.

ICT 325 Enterprise Application Development 3(3-0-6)

Overview of the Internet programming and its environment; introduction to the HTTP; building visual web application server; concepts of the model-view-controller framework; middleware as a service, POST and GET for data communication over network; error handling on asynchronous programming; and database programming.

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 Technology 3(3-0-6)

Basic concept of big data technology; explain the distributed file system (DFS) concept; using tools for handling large volumn and high-velocity data; understanding and implementing NoSQL databases; MapReduce based computing framework; selecting the programming languages and tools for practical big data technology; using cloud services to support big data technology.

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

Introduction to cloud computing, cloud deployment model, Infrastructure as a service, platform as a service, and software as a service, distributed model, data security, personal authentication and use, understand the service model and mutual service level agreement, understand design configuration and deployment for cloud system, development the application on cloud system.

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

Foundation of enterprise architectures; determination of operating models; implementation of operating models; enterprise architecture maturity; project creation; guiding external organizations through enterprise architectures.

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

Fundamental concepts of object-oriented analysis and design; object-oriented requirement elicitation; classes and objects; static object modeling; dynamic object modeling; object oriented database; object-oriented database modeling; object-oriented database development; object query language; object-relational database management system; and design, implementation, and operation of object-oriented database management system.

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

Machine Learning (ML) concept; explain the different between the supervised and unsupervised learning model; explain the explanatory data analysis (EDA), algorithms use in supervised learning and unsupervised learning model; the training and evaluating ML model; adopt and adapt the ML model in various business;

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

Introduction to computer forensics; tracking offenders; encryption and forensics; data hiding; hostile code; digital forensics toolkits; computer forensics investigation and host-based forensics; developing practical skills in forensic imaging, analysis; interpretation of digital evidence; learning how to document findings and write comprehensive forensic reports; fundamentals of criminal justice system; and information technology laws.

ICT 352 Digital Era Transformation 3(3-0-6)

Business eco-systems change caused by digital technologies; new business models through digital transformation; change in cost structure and revenue caused by valuing intangible assets; leveraging the benefits of open innovation; significance of digital tactics and strategies; digital transformation in industry; and development of effective digital strategies.

ICT 354 Distributed Network System on Internet-of-Things 3(3-0-6)

Introduction to the distributed network system; applications of Internet-of-Things on distributed network system; IoT technologies; IoT device programming; sensing and actuating technologies; IoT protocol stacks; networking backhaul design and security; data science for IoT; and cloud-based IoT platforms.

ICT 356 Cryptography and Blockchain Technology 3(3-0-6)

Introduction to cryptography; block cipher; stream cipher; symmetric and asymmetric cryptography; hash functions; message authentication code; authentication; access control; digital signature; session key generation and distribution; applications of cryptography; blockchain technology and its applications; blockchain generation.

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(W-LAN) technologies, IEEE802.11 standard, wireless LAN topologies, major WLAN equipment: wireless NIC, access points, vehicle-to-everything (V2X) wireless, long range wireless power, wireless, sensing, wireless location tracking, 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)

Evolution of computer game; types of computer game; computer game equipments, concept of game design; game design documentation; game programming; game development; scene composition; character control; user interface; testing computer game.

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

Overview of cross mobile development platforms; mobile programming languages; object-oriented concepts; mobile UI design; layouts; applications of plugins and packages; REST API accessibility; and database programming.

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

Models and methods for storage and retrieval of information including information retrieval techniques, text analysis and automatic indexing, document clustering, concept of search engine optimize (SEO); search techniques, search engine architecture, techniques for ranking search engine results, and retrieval performance measurement; current research on search engines; and image and multimedia retrieval.

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

Computer vision technology; fundamentals of image formation; camera imaging geometry; feature detection and matching; stereo; motion estimation and tracking; image classification; scene understanding; deep learning with neural networks; augmented reality technology; development process; and applications of software, hardware, and peripherals needed for the development of augmented reality applications.

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

Design the organizational process on information technology service; ISO20000 standard; selection analysis synthesis and evaluation to the information resources supporting organization; controlling and analyzing information environment; information strategy in organization; design manage and evaluate the product and service in information

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

Selected interesting topics of innovation and new development in information technology.

International Relations and Development (IRD)

IRD 100 Writing and Reading Skills 3 (3-0-6)

Avoiding plagiarism, paraphrases, quotations, referencing systems, essay writing skills, reading skills, note-taking, reading and summarising journal articles and monographs, literature searches, listening skills, presentation skills, resumes, cover letters

IRD 102 Computer Skills for Studying International Relations and Development 3 (3-0-6)

Knowledge and skills in the use of computer programs both offline and online necessary for studying and completing research on the International Relations and Development degree program; artificial intelligence (AI) technology; Microsoft Word, ChatGPT, Turnitin

IRD 200 Data Analysis in International Relations and Development 3 (3-0-6)

Basic statistical analysis and bodies of knowledge in social science; basic principles in collecting, aggregating, interpreting, and analyzing quantitative and qualitative data in international relations and development; basic research and writing skills to analyze information and present it in the style of a policy brief and report

IRD 300 Research Methodology 3 (2-2-5)

Definition and characteristic of research in social science, international relations and development, and related fields; basic research methodology; quantitative and qualitative design; research questions, the use of statistics in social science research; the use of digital technology for social science research; composition and presentation of various forms of research; practice in mini-research relating to international relations and development

Note: Students must take and pass IRD100, IRD102, and IRD200 before taking IRD 300.

IRD 497 Internship 3 (0-35-18)

Part-time or full-time internship related to international relations and development and to the curriculum content of politics, economics, diplomacy and international studies, and globalization, for at least 2 months with submission of an internship report supervised and evaluated by a college committee and the workplace.

IRD 498 Independent Study 3 (3-0-6)

Methodology, steps in conducting research, research planning, problem setting, setting and testing hypotheses, data collection, data analysis, and presentation of work under the supervision of an adviser. Students are required to present the outcome of their study in the form of a thesis.

Note: Students must first pass internship (IRD 497) before taking IRD 498.

IRD 499 Co-operative Education 6 (0-35-18)

Study and work at an agency in the public, private, or civil society sector related to political science, public administration, diplomacy and international relations, economics, development, social justice, and other related fields, aimed at learning and obtaining professional experience; at least 6 months emphasizing understanding of concepts, structures, systems and work processes of the agency under internship, its major characteristics, problems and obstacles in the context of societies at the national and global levels. Students must submit a work report and make an oral presentation, supervised and evaluated by a college committee and the workplace.

IRD 111 Introduction to International Relations and Global Issues 3 (3-0-6)

Approaches and theories in international relations and global issues, with specific reference to other major topics such as national and international security, global political economy, international norms, civil societies, globalization and global governance, relating to contemporary dimensions in terms of politics, economics, technology, culture, the environment, and information and communication.

IRD 112 Introduction to Comparative Politics and Government 3 (3-0-6)

Concepts, theories, and methods in comparative analysis and explanation of objective political phenomena and regimes of countries, with an emphasis on political developments according to major characteristics and dynamics such as state structures, legal systems, policies, civil societies, interest groups, political parties, elections, political cultures, communications, economics, information societies, geographical conditions, external influences, and in connection with Thai politics and government as well as the context of the contemporary world

IRD 113 Introduction to Economics 3 (3-0-6)

Approaches and concepts of economic analysis for understanding domestic and international situations and for making decisions on various issues related to individuals, businesses, and government through microeconomic and macroeconomic perspectives; scarcity; demand and supply theory; equilibrium and elasticity; consumer theory; producer theory; opportunity costs; market mechanism; market structure; personal finance; national income; finance and banking system; monetary and finance policies; international trade and international finance; economic problems

and the role of the government in economics; case studies and applications of economic theory in the digital economy

IRD 115 International Organizations and International Law 3 (3-0-6)

Overview of international governmental organizations (IGOs) and the forces of producing increased international interdependence and cooperation; the role of international organizations (IO), for example the United Nations (UN), International Monetary Fund (IMF), World Bank, World Trade Organization (WTO), International Court of Justice, and International Criminal Court in the areas of war and peace, human security, human rights, and development; major concepts explaining the origins and dynamics of international organizations; the management and administration of organizations, and their structure and power; history and sources of international law; treaties and treaty-making processes; principal international laws such as the Vienna Convention on the Law of Treaties, the Vienna Convention on Diplomatic Relations and the Vienna Convention on Consular Relations

IRD 116 Evolution of World Politics 3 (3-0-6)

The evolution of global politics, economics, and society through the pre-modern, modern and globalization periods; world history of political, economic, social and cultural relations; global changes during the industrial revolutions; interstate rivalry and cooperation, especially during colonialism, WWI, WWII, the Cold War, and global politic in current go politic

IRD 215 Seminar on Contemporary Politics, Economy, and Global Issues 3 (1-4-4)

Seminar on important contemporary issues having future impacts, including on politics, the economy, society, etc; Seminar by learning, discussing, presenting, and so on; at least 100 enrolled credits before taking this course

IRD 311 Political Philosophy 3 (3-0-6)

Theories of political authority and obligation, social contract theory, arguments for and against democracy, negative liberty, positive liberty, utilitarianism, the harm principle, theories of rights, theories of social justice, property, self-ownership, theories of equality, other issues in political philosophy and political theory

IRD 312 International Political Economy 3 (3-0-6)

Theories of international political economy, dynamics of modern international political economy, international organizations and frameworks for regulating international trade and international finance, international investment, domestic and international issues that impact the global political economy

IRD 171 Introduction to Southeast Asian Political Economy and Culture 3 (3-0-6)

Basic knowledge of ASEAN countries (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, Socialist Republic of Vietnam) in the areas of security, politics, economics, and culture; focus on their geography, history, political systems, economic systems, ways of life, beliefs and religions, as well as their development and involvement in the global political economy; firsthand experience in a Southeast Asian country or countries through field trips; involvement in activities such as lectures at government agencies and meetings with university students of the visited countries

IRD 114 International Development and Human Rights 3 (3-0-6)

Contemporary concepts and meanings of human rights and international development, especially in regards to the implementation of rights-based approaches to development in policy to support international development; analysis of issues in international development including the SDGs, poverty reduction, inequality, food security, climate change, international aid, gender, migration, and globalization; introduction to international human rights law, including special laws for the protection of children, women, racial minorities, forced labor and other groups; development of effective strategies for combating human rights abuses

IRD 211 Global Governance and Development 3 (3-0-6)

Key concepts of global governance and development issues at national and international levels; application of principles of governance; democracy and development; leadership and power in development policies and particular issues related to development such as human rights, the empowerment of women, and social justice

IRD 212 Diplomacy and Negotiations 3 (3-0-6)

Meaning, theoretical framework and the importance of diplomacy; developments and dynamism of diplomacy; diplomat; diplomatic techniques; diplomacy in different contexts and forums, including bilateral diplomacy and multilateral diplomacy; public diplomacy and its implications; cultural diplomacy and its significance; modern diplomacy; tactics and techniques of diplomatic negotiation, case study's in diplomacy

IRD 213 Public Policy Analysis 3 (3-0-6)

Concepts, theories, and techniques related to the study and analysis of public policy; analysis of current situations and barriers affecting public policy; models of public policy analysis; the public policy making process; policy implementation and evaluation of its impact on both public and private organizations

IRD 214 Contemporary US Politics and Foreign Policy 3 (3-0-6)

The Constitution and its relevance to contemporary debates (e.g., gun control, abortion, racial profiling, the death penalty, states' rights), separation of powers, Congress, the presidency, the Supreme Court and the politicization of judicial appointments, the Electoral College and recent elections, pressure groups and political inequality, race relations from the civil rights movement to Black Lives Matter, foreign policy since the end of the Cold War (including US-led interventions in the '90s, NATO enlargement, the "War on Terror," and US-China rivalry)

IRD 313 Foreign Policy Analysis 3 (3-0-6)

Concepts and models of foreign policies and the evolution of foreign policy analysis as an academic discipline; the importance of decision-making and the decision-making process; foreign policy behaviors that have an influence on shaping the world system/order; the importance of external factors as well as internal factors, e.g., political system, economic system, and social/cultural factors; different levels of analysis, in particular individual and collective leaders, with a view to enhancing students' understanding and ability to analyze decision-making processes in both governmental and private sectors

IRD 314 Security Studies 3 (3-0-6)

International relations theory and security studies, UN Security Council, war, humanitarian intervention, weapons of mass destruction, terrorism, alliances (including new and emerging sub-regional and trans-regional groups), ethnic conflict, human security, energy security, environmental security, health and security, cyber-security

IRD 271 Political Economy of Asia 3 (3-0-6)

Political economic concepts and theories; application of political economic theories in the assessment of important economic and political events in Asia; the impacts of domestic and international politics on Asia's economy and vice versa; the role of international coooperation in Asia's politics and economy since WW2

IRD 272 Powers in Indo-Pacific 3 (3-0-6)

Overview of international relations in the Indo-Pacific region, which is significant in terms of geopolitics and geo-economics; the US' rebalancing strategy and the rise of China and India; the roles of middle powers such as Australia, Japan, South Korea and some ASEAN states; territorial disputes in the East China Sea and the South China Sea; the nuclear issue in the Korean Peninsula; the roles of certain regional groupings such as ASEAN and APEC; regional balance of power in different contexts; the influences and impacts of the OBOR Initiative; the attempt of the US, Japan, India and Australia to build an Indo-Pacific framework

IRD 371 China in the 21st Century 3 (3-0-6)

China's economic reform since 1978, the poverty reduction policy of China, China's socialist economic system, China's political system, successes and challenges of economic development, the international political and economic policies of China, the rise of China and its implications for the global and regional balance of power

IRD 117 Globalization and International Economy 3 (3-0-6)

An introductory overview of globalization and international economy; approaches to and controversies regarding globalization and its impacts in political, economic, social and cultural dimensions; basic understandings of actors, organizations, norms, structures and processes in international political economy; roles of states and governments, international institutions, and transnational corporations; evolution, changes, crises, and reforms in international economic systems; contemporary concerns and debates on major issues resulting from globalization and new technologies such as free trade, fair trade, inequalities, and international development

IRD 216 Non-State Actors and Global Affairs 3 (3-0-6)

The roles of non-state actors in international relations, power, and the contemporary world order; multinational corporations (MNCs); international businesses and global politics; transnational capital and investment; international non-governmental organizations (INGOs); civil society, bureaucracy, and interest groups in global affairs; businesses and global sustainability and international developments

IRD 217 Crime, Violence and Conflict in Development 3 (3-0-6)

The core concepts of transnational crime, violence, conflict and development; the causes and consequences of transnational crime and violent conflict that affect development at both national and international levels; obstacles to the promotion of sustainable development in the 21st century, with a focus on policy debates concerning gender inequality, gender violence, youth justice, hate crime, ethnic conflict, and environmental scarcity; international cooperation to combat and prevent transnational crimes, violence and conflict

IRD 218 Cyber Security 3 (3-0-6)

Basic knowledge about cyber security; understanding of definitions, scope, importance; types and actitivities of cyber security threats and their impacts on politics, economics, society, and international relations; cyber security important cases.

IRD 315 International Ethics and Global Justice 3 (3-0-6)

Consequentialist, deontological and virtue theories of normative ethics; egalitarian and minimalist theories of global justice; applied theory regarding global issues, including the ethics of war, global poverty, global inequality, international migration, the justification and content of human rights, the distribution of natural resources, international trade, climate change, and global governance

IRD 316 Public Diplomacy 3 (3-0-6)

Concepts and approaches of public diplomacy, encouraging and implementing national wealth and security through public diplomacy and soft-power in the contemporary global order, strategy in public diplomacy, international negotiations in public diplomacy, multiculturalism, soft power in international relations and global politics

IRD 317 Migration and Global Inequality 3 (3-0-6)

Migration and development; international institutional responses to global migration; development and humanitarian policy interventions; the migration-development debate, including remittances, “brain drain,” gender, and transnationalism

IRD 319 Current Issues in International Relations and Development 3 (3-0-6)

The study of major current international and developmental issues including foreign policies on the Israel-Palestine conflict; problems in the Middle East; problems in Southeast Asia; the Korean Peninsula problem; and significant national and regional development projects, i.e., economic development in East Asia and Southeast Asia, the One Belt One Road Initiative, the Indo-Pacific Initiative, and future development trends.

IRD 320 Comparative Public Policy 3 (3-0-6)

Methods, theories, and platforms for comparative public policy; comparison of public policy in Thailand with other developing and developed countries; analysis of problems impacting the administrative systems of other countries that result from their politics, legal system, culture, and/or economy

IRD 172 International Experience in International Relations and Development 3 (3-0-6)

Study trips abroad organized by the Institute of Diplomacy and International Studies; international experience to broaden their perspectives of the world by taking a foreign trip; not less than 45 hours of study period.

IRD 273 Thai Government and Politics 3 (3-0-6)

Modern Thai politics and government from 1932 to present; the Thai democratic regime: constitution, people, the King, the National Assembly, the cabinet, the courts, local government, and civil society; political conflict among Thai, the future of Thai politics

IRD 274 ASEAN Studies 3 (3-0-6)

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; 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

IRD 372 Regionalism 3 (3-0-6)

Concepts and theories of regionalism; post-Cold War development of regionalism in Asia; the Asian financial crisis; economic cooperation in Asia such as ASEAN+3, East Asia Free Trade Agreement (EAFTA), East Asia Summit; Asia Pacific Economic Cooperation (APEC), and the Gulf Cooperation Council (GCC); the Arab League and trans-regionalism; BRICH, China's approaches to institutional regional arrangement; regional security; economic and security institutes in the region

Master of Science Program in International Digital Business
(International Programme)

Foundation Course

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 Study 6(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.

General Education (International Program)

General Education Program Structure (International Program):

- Total credit 30 credits

General Education Program (International Program):	**30 credits**
Group 1 and Group 2	**15 credits**
RSU Identity	3 credits
Internationalization and Communication	12 credits
- English Language	6 credits
- International Language and International Experience	6 credits
Group 3 Interdisciplinary	**15 credits**

The student can select to study in group3, with a total not less than 15 credits.

General Education 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 2 course group: International Relations and Communication (12 credits) and take English language 9 credits from Group 2.1 English Language 6 credits (compulsory) including: ILE125 , ILE126, and Group 2.2, 6 credits of International Language and

International Experiences : ILE128 (compulsory) 3 credits and 3 credit of elective from International Languages and International Experience.)

2.1 English Language

ILE124 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

Knowledge of job-related words, expressions and language needed needed to function in multinational workplaces. Skills in listening, speaking, speaking, reading and writing to communicate in and outside organizations. Practices in communication in diverse contexts using technology and personal contacts, Roleplaying and simulations in making arrangement, making appointments and arrangements for meetings. Discussions on issues related to their work. Listening to briefings, taking notes and report in writing and orally.

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.

ILE 130 Business English 3(2-2-5)

Business communications vocabulary and language skills, formal and informal communication, written communication, roll play in making polite requests and supporting arguments, cross cultural communication, business pitches, business negotiations, business case study review.

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.

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, nonverbal 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 in Thai Community 3(2-2-5)

Learning of living together with foreigners in Thai community; realization of management of difference in stereotype, ethnocentrism, attitude, 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 communicative 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 structures, 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 conversations 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.

IKO110 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 advancement 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 communicative 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: Interdisciplinary

The student can choose to study from the course group IRS13x, IRS14x, IRS24x, IRs15x, IRS16x, IRS17x, and IRS18x, unexceeding 3 credits, with a total of not less than 15 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)

Definitions, types and patterns of corruption; corruption cases; namely, policy fraud, conflict of interest, abuse of power; studies of complexity and links between political and social dimensions in corruption cases both in Thailand and in other countries; development of students' sense of responsibility in combating corruption.

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(2-2-5)

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

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 Role Model Studies 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 Global 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.

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 digital economy: technology, communication, economy, society, international trade, and entrepreneurship; basic concepts in economics for life, demand and supply, marketing mechanism and marketing structures, costs, production, sale, revenues, profits, finance, investment, inflation, interest rates, exchange rates, taxes, government policy, economic growth, and challenges

IRS 155 Global Online Job 3(2-2-5)

The online job market, becoming a paid freelancer, business tools, analyzing job advertisings, writing your own cover letter and creating your self-introduction video, freelancer platforms, successful business mindset, promoting own profile, designing presentations for clients, brand reputation management, negative response management.

IRS 156 Crypto Study 3(3-0-6)

Fundamental economics: concepts in economics and finance; technology and innovations in money, digital money, digital assets, blockchain technology; cryptocurrency: cryptocurrency history and development, crypto coin production, crypto wallet, trade and exchange, risk management, technical analysis, cryptocurrency impacts on economy and society, future trends of cryptocurrency

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.

IRS 162 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.

IRS 163 Toward Digital Media Transformation 3(2-2-5)

Advancement of information technology and roles of digital citizens in the future, awareness of digital literacy, selecting and using of appropriate data communication tools, new technology to help human such as Artificial Intelligence; Internet of Things, FinTech, Robotics, Virtual Reality technology, etc., leveraging open innovation as a benefit in various industry sectors, and creating effective digital strategies for business eco-systems to be digitally transformed.

IRS 164 Digital skills in everyday life 3(2-2-5)

Digital competency in everyday life to accessing, searching, filtering, analyzing, synthesizing, evaluating, managing, applying, communicating, creating, sharing, and monitoring information and data appropriately, securely, responsibly, ethically, and respecting rights, using appropriate and diverse tools and technologies, Collaborative use of digital technology, digital law, and apply artificial intelligence in everyday life.

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.

IRS 175 Disaster and prevention 3(3-0-6)

Definition, types of disasters; disastrous situations on the global, national, and local scales; impacts of disasters; disaster science and case studies; survival guidelines and disaster management concepts.

IRS 176 Global Warming 3(3-0-6)

Cause of global warming, current situations, and impacts of global warming, production and human consumption contributing to global warming, product life cycle concept, carbon footprint concept, ways of life based on the circular economy concept to prevent, resolve and reduce the effects of global warming.

IRS 177 Man and Sea 3(2-2-5)

General information regarding the sea and ocean, value of the sea, sustainable and ocean economy, maritime zones; benefits and value of Thai seas, marine and coastal resources, impacts of change affecting human beings; community and integrated resources, coastal management.

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)

Basic concepts of recreational activities, designs of activities to suit each individual group, benefits and application of recreational activities to various situations.

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)

Functions and malfunctions of household tools and appliances in daily usage, analysis of problems related to building facilities and appliances, repairing appliances with simple tools and equipment, building new facilities, furniture and gadgets by oneself.

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)

Fundamental of information technology, hardware, software, operating systems, communication technology and computer network, internet, blockchain, cryptocurrency, big data, data mining, artificial intelligence, chatbots, internet of things, virtual reality, practice of office computer programs.

International Tourism, Hospitality and Sports (ITS)

Core Courses requirement

ITS 111 Introduction to Tourism, Hospitality and Sports 3(3-0-6)

Evolution, business structure, roles and relationship of various components in the travel business, tourism, accommodations, restaurant, food and beverage, transportation and sports, socio-economic implications and various factors affecting travel business, tourism, accommodations, hospitality and sports, including government policies, international organizations, international cooperation, at different levels and the role of professional associations including basic knowledge about business operations, basic organizational structure and main business activities of tourism, hospitality and sports business organizations.

ITS 112 Psychology for Hospitality and Cross Cultural Communication 3(3-0-6)

Issues and processes of a person's social behavior, including learning, motivation, work and leisure values and applying psychology principles in service work; cultivating awareness and communication skills with multicultural clients, co-workers and partners who give different meanings to the term symbols and customs for effective communication to achieve mutual understanding without conflict and to be able to provide services to meet the needs of customers.

ITS 113 Hospitality Arts and Personality Development 3(3-0-6)

Concept of personality, importance and approach of personality development both internally and externally in accordance with tourism and hospitality business standards; concept of welcoming travelers, tourists and customers in guest relations business according to international standards in terms of appropriate verbal communication, body language, personality and service procedures.

ITS 114 Consumer Behavior in Hospitality 3(3-0-6)

Thinking processes of tourists and travelers in various situations, including decision-making processes, image of tourist attractions, attitudes, learning, beliefs and behavioral factors, such as motivation, culture, situational factors. and classification of service consumers; learners learn issues on their own and apply theoretical frameworks through conducting a short research project based on the assigned topic.

ITS 311 Human Resource Management in Tourism, Hospitality and Sports 3(3-0-6)

Principles of human resource management and development in tourism, hospitality and sports industries, using case studies, including recruiting, selection, motivation to work in their full potential, development and self-improvement; allocating remuneration and welfare, teamworking, leadership, mentoring personnel. performance appraisal and labor relations.

ITS 312 Tourism, Hospitality and Sports Information System 3(3-0-6)

Characteristics of information systems in tourism, hospitality and sports; studying the types of information, information system arrangement, information searching, data collection and analysis through various methods, security, security of room booking system and the Internet service business, as well as how the information is used for the purpose of problem solving, decision making, planning and tourism

ITS 313 Marketing Strategy for Tourism, Hospitality and Sports 3(3-0-6)

Concept of modern marketing principles, marketing planning, market segmentation, target market. Product strategy and product positioning, pricing, distribution channels and supply chain. Integrated marketing communication, marketing operations and controls customer relationship development, marketing ethics and social responsibility in tourism, hospitality and sports.

ITS 411 Ethics and Laws Related to Tourism, Hospitality and Sports 3(3-0-6)

Professional codes of conduct, ethics; civil and commercial laws related to tourism, hospitality and sports industries, and businesses related to the safety of tourists and customers in the hospitality and sports sectors; environment regulations; customs procedures; animal quarantine immigration and law enforcement for tourists and athletes.

Major Courses Requirement

ITS 121 Sustainable Tourism, Hospitality and Sports Management 3(1-4-4)

Meaning and background of development of concepts and elements related to sustainable development of tourism, hospitality and sports by emphasizing the principles and types of operations that apply the principles of sustainable development for sustainable economic, environmental and societal benefits of the destination community; learners gain empirical experiences of the sustainable tourism, hospitality and sports industries through field experiences.

ITS 221 Hotel Business Management 3(3-0-6)

Organization structure management; operation of hotels and hotel interactions between departments within the hotel and other hotels of the same and affiliated companies; business competition and marketing communications; hotel business trends.

ITS 222 Tourism, Hospitality and Sports Innovation 3(3-0-6)

Definition; types of innovation; development process of innovation; analysis of necessity and current situation of innovation in tourism, hospitality and sports; models of innovation in tourism, hospitality and sports today; impacts of innovation on tourism, hospitality and sports; future innovation trends.

ITS 223 Tourism Industry Management 3(3-0-6)

Evolution of concepts, elements, roles and importance of tourism industry, tourism geography; hospitality business in tourism industry; tourism resources; government policies relating to tourism industry; impacts on domestic and foreign tourism industries; future trends of tourism industry in the era of globalization.

ITS 224 Tour Operator and Travel Agent Planning and Management 3(2-2-5)

Definitions, concepts, types, processes, procedures and essential elements of tour planning; introduction to business management; concept of management; operations of travel agencies and tour operators; management structure; tour planning; preparation of various types of tour itineraries; preparation of travel itinerary proposals; service pricing; maps showing travel routes; relations between tourism and other businesses and business plans; analysis of immediate problem solutions during tourism; creation of travel insurance; obstacles and problems with preventive and solving methods in tour planning; operational training in organizing an offsite tour.

ITS 321 Aviation Business Management 3(3-0-6)

Integrating knowledge about the structure, functions and operations of the aviation business; personnel management; organization arrangement; aircraft management; aviation rights; security management; and facilities necessary for the operation of the airline under globalization and the flow of aviation business merging which affects the organizational structure including various related issues.

ITS 322 Sport Tourism Management 3(2-2-5)

Definition, significance, principles sport and tourism components, models and process of sport management for tourism, sport activities, physical exercises, trip for sport performance,

sport tourism marketing. Integration of sport activities and tourism, relationship between sport tourism business and different organizations, potential trends in sport business and tourism fieldtrip required. Off-site training required.

ITS 323 Logistics In Tourism, Hospitality And Sports 3(3-0-6)

Evolution, meaning, importance, trends, characteristics and components of tourism industry and logistics systems for the tourism, hospitality and sports industries; factors related to logistics management process; trends in logistics business development for tourism, hospitality and sports industries.

ITS 324 Digital Marketing for Tourism, Hospitality and Sports 3(3-0-6)

Applying digital marketing principles and practices in the marketing place. Designing digital marketing strategies. Planning and developing digital marketing plan. Implementing and controlling digital marketing program in tourism, hospitality and sports.

ITS 491 Preparation for internship 3(2-2-5)

Make understanding and realization of the importance of on-the-job training; compliance with regulations, work discipline, workplace etiquette; personality development; use of office equipment; business correspondence; document preparation for job application; including professional presentation techniques through practical activities; learners are also able to improve their English for employment in the tourism and hospitality industries.

ITS 493 Seminar in Tourism, Hospitality and Sports 3(2-2-5)

Analyze the current situation; presentation and discussion of interesting issues in the tourism, hospitality and sports industries to find a solution to the problem by listening to lectures from experienced experts; do more research and write reports.

ITS 494 Internship 3(0-35-18)

Learning experience that integrates the knowledge gained from theoretical study with career situations in the tourism industry, giving learners the opportunity to gain work experience in various tasks in the tourism establishment and hospitality industry not less than 4 months or 600 hours.

Major Elective Requirements

Group A Tourism Management

ITS 231 Tourism Development Planning 3(3-0-6)

Meaning, importance and objectives of tourism development plans; involved persons and stakeholders in the formulation of tourism development plans; study of the environment, opportunities, potentials, strengths and weaknesses of tourist attractions for planning the development of tourist attractions and surrounding areas to be convenient, clean, safe, unique and sustainable; plans to link tourist areas and tourism activities; guidelines for developing personnel involved in the formulation of details and proposal form for budget support; creating success indicators of the tourism development plan; sustainable management of tourism areas when development is complete.

ITS 232 Historical and Cultural Tourism 3(2-2-5)

Background, meaning, types of tourist attractions; tourism models, authenticity, creative use of culture in tourism; benefits from tourism; tourist attractions in different regions of Thailand; government-local cooperation; responsible persons, stakeholders; participation of local residents; problems and obstacles in tourism development; ways of life, food, clothing, traditions, folk culture, festivals, local wisdom; carrying capacity of tourist attractions; use of geospatial technology; learners will practice real situations through field practice

ITS 233 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.

ITS 331 Cruise and Yacht Tourism 3(2-2-5)

History; cruise ship and yacht operators; types of cruise ship and yacht; sailing routes; travel time; management structure of cruise and yacht business; ethics; laws of important agencies involved in obtaining permission to work on cruise ships and yacht; business trends; arrangements of staff before, during and after tourists embark on a cruise and yacht to provide hospitality, front-end services, food and beverage services; housekeeping; marine life techniques; study tour of cruise and yacht tourism; impressing customers; English communication with tourists; providing assistance for tourists in case of health problems.

ITS 332 Wellness Tourism 3(3-0-6)

Meaning, concept, types and forms of health tourism; importance of health tourism; tourist attractions; destinations and tourist behaviors; products for physical and mental health; physical and mental health tourism services; health tourism management strategies; national and international health tourism trends.

ITS 333 Community-Based Tourism 3(3-0-6)

Meaning, concept, background, importance, form and components of community-based tourism; community involvement process; community-based tourism planning; developing the potential of community-based tourism; strengthening of communities through community-based tourism; developing and integrating stakeholder networks; roles and duties of government and private agencies in promoting, supporting and developing community-based tourism; problems and limitations in community-based tourism development.

ITS 334 Adventure Tourism 3(2-2-5)

Adventure tourism market survey; tourist behaviors and expectations; consideration and criteria for choosing a camping site taking into account comfort; cost; environmental factors; floor plans and disasters; accessibility to vehicles and people; disaster prevention and management; risk management and emergencies during travel; organizing recreational activities and sports activities suitable for the area; interpretation of areas and activities by bringing in local people to participate creatively; explaining the local meaning and cultural aspects of the area and activities towards the local community; food service arrangements in the accommodation area; demolition of the camp area and waste management; preparation, improvement, and implementation of adventure tourism programs.

ITS 335 Tourism for Elderly and Disable 3(3-0-6)

Understanding of the concept of disability, deterioration and aging; their implications for physical accessibility, attitudes and information among tourists; characteristics and roles of the market for disabled and elderly tourists; disability classification and service experience expectations; concept and importance of tourism and recreation of the disabled and the elderly; policy to promote the quality of life of the disabled and the elderly; service techniques and tour guides.

ITS 431 Meeting Incentives Convention and Exhibition Management (MICE) 3(2-2-5)

The nature of the business organizing special events to support tourism: meetings, seminars, exhibitions. and other special activities; components; competition format; success fac-

tors and sustainable competitive advantages both at the tourist attraction level and business level; business trends and economic, social and political factors at the national, regional and global levels that affect business success.

ITS 432 Recreation for Tourism 3(3-0-6)

Basic knowledge about games and recreation for tourism on various topics: definition, significance, attributes, aims, value, benefits, categories, activities, atmosphere and safety in game and recreation tourism destinations; qualifications of game players, tourist behaviors concerning games and recreation; personalities of game and recreation service provider; universal communication; English proficiency for games and recreation.

Group B Hotel and Restaurant

ITS 241 Food and Beverage Operations Management 3(2-2-5)

Knowledge about food and beverage products; methods of preparation of basic food and cooking; food and beverage service department structure; division of service lines and responsibilities of personnel; including category of restaurant and style of food service; food and beverage equipment; preparation of the restaurant before opening; procedures for serving food and beverages; coordination between service and kitchen sections; room service; health and safety at work; handling and solving customer complaints appropriate to the situation; practice in laboratories and real situations.

ITS 242 Room and Front Office Division Management 3(2-2-5)

Management structure and responsibilities of the hotel front desk staff; reservation and allocating procedures; room type; reception; registration; baggage handling; information service; telephone service; safe deposit box service; business center; room return; payment service; and other services related to the reception; coordinating with various departments of hotels, travel agencies and airlines; resolving customer conflicts and complaints; practical training in the laboratory

ITS 243 Housekeeping Service Management 3(2-2-5)

Housekeeping department structure; duties, responsibilities and qualifications of housekeepers; coordination with various departments; learning about cleaning equipment; classification of equipment; methods of use; maintenance; type of cleaning solution; guest room service; fabrics used in hotels; cloth rooms; staff uniforms; system planning and management; list of areas to be cleaned; table of frequency of performance standardization; product standard; manpower planning; staff work and vacation scheduling; laundry; stain removal; guest room survey; training in

cleaning operations; room making; handling of complaints from guests in various cases; including the system about lost items.

ITS 341 Venue and Catering Management 3(2-2-5)

Catering business structure; operations in catering business; catering business marketing; designing food items for different occasions; venue and theme arrangement and banquet room; preparation of equipment for banquets; work planning and management; control; training of service personnel; personality and ethics of employees; practical training in catering in real situations.

ITS 342 Information Technology for Hotel and Restaurant 3(2-2-5)

A computer program used for hotel and restaurant management to improve the efficiency of various operations of hotels and restaurants; room reservations; front reception; reservation of seats in restaurant; management and finance and other areas related to guest service; practice in a computer lab.

ITS 343 Bar and Restaurant Management 3(2-2-5)

Organizational structure of food and beverage department, operations of bar and restaurant, types of bar and restaurant, preparation for pre-opening and closing bar and restaurant, maintenance of the equipment, atmosphere and bar and restaurant 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 food and alcohol, stock control. Service procedures, daily report sales, handling guests' complaints. Practice of cocktail mixes, mock tail, coffee, chocolate beverages and the like.

ITS 344 Hotel Environmental Management 3(3-0-6)

Overview of environmental management in hotels; garbage and waste management; energy management; electricity and water systems; lighting; gardening; swimming pools; noise pollution control; maintenance; building and room security systems; internal traffic system and car/boat parking lodges.

ITS 345 Digital Marketing for Hotel and Restaurant Businesses 3(3-0-6)

Digital marketing applications for hotels and restaurants; digital marketing strategies and models; digital marketing planning, digital marketing research; buyer behaviors; digital marketing mix; laws related to digital marketing.

ITS 441 Alternative Accommodation Business Management 3(2-2-5)

Types of accommodation businesses; planning and development; service and facility management; organizing recreational activities; safety; marketing and finance management; service quality management; risk management and problem solving in business operations.

ITS 442 Spa and Fitness Management 3(2-2-5)

Types of spa and fitness centers; organization structure; administration and responsibilities; maintaining the operating areas in terms of hygiene and safety; marketing and finance management; service quality management as well as problems and risks that may arise.

Group C Aviation

ITS 251 Passenger Service English 3(2-2-5)

English communication skills specifically for both ground passenger handling services and in-flight services; focus on terminologies and phrases used in greetings, suggestions, response to complaint and compliments, provision of assistance and farewell; various types of public announcement.

ITS 252 Passenger Ground Service Management 3(2-2-5)

Passenger services at the airport: scope, duties, responsibilities of ground passenger services; check-in procedure; passenger screening and baggage acceptance; handling of dangerous goods related to ground passenger services; passenger type; assigning seats; boarding procedure; arrival services and transfer passengers; flight irregularity handling.

ITS 253 In-flight Passenger Service Management 3(2-2-5)

Principles and managerial processes of flights to maximize client's satisfaction; emphasize on flight attendants' working processes and atmosphere – meal and drink services, safety onboard; other relevant works on a flight: before, during and after the flight.

ITS 351 Low Cost Carrier Management 3(2-2-5)

The managerial system of low-cost airlines, differentiating from traditional ones, has affected the models and procedures of airline services: organization structure, personnel management, marketing and sales, cost and revenue strategies, fleet strategies, and also other operations at the airport, passenger registration, baggage handling with lost and found, inflight service, merchandise, food and beverage catering, priority guest handling, and also cargo operation.

ITS 352 Airport Management 3(2-2-5)

Concepts and planning systems for various types of airport management; airport development master plan for competitiveness; operating system; airport service systems and facilities; safety and security management; rules of airport governing organizations; technology and communication systems within airports; airport future trends.

ITS 353 Customer Relationship Management in Aviation Business 3(3-0-6)

The role and importance of customer relation management in the aviation business; personality enhancement for customer service; service attitude development; service awareness and motivation; principles of human relations; service profession ethics; techniques for communication in service and dealing with customers; information systems applied in customer relation management.

ITS 354 Laws and Ethics in Aviation Business 3(3-0-6)

Civil aviation laws, regulations and ethical issues related to aviation business operations at national and international levels; enforcing laws and regulations from government agencies and international organizations; insurance and airline Liability; rights and consumer protection; case studies of ethics in aviation business including roles of laws in establishment of functions transport business organizations.

ITS 451 Air Cargo Management 3(3-0-6)

Basic components of air cargo and air freights business operations; classification of air cargo; related rules, regulations, procedures, documentations and systems in handling of air cargo relevant to customs tariff and duty, service fee, packaging, labeling, inspection and acceptance procedures, currency exchange systems; air cargo warehouse management; basic technical terms specific to air cargo industry.

ITS 452 Trends in Aviation Industry 3(2-2-5)

Analyze the current situation; presentation, and discussion of interesting issues in aviation industry. Analyzing aviation industries case studies and various factors related to aviation industry; factors causing success and failure of aviation business operation as well as applying them to solve problems. Listening to lectures from experienced experts; do more research and write reports.

Group D Golf

ITS 261 Fundamental of Golf 3(3-0-6)

History and the evolution of golf; meaning and importance of golf; elements of golf; golf and the development of the country; the relation between golf and society, economy, environment and technology; basic knowledge about golf on rules, regulations and etiquette of golf; golf equipment and golfing; types and layouts of golf courses and those involved in golfing.

ITS 262 Domestic and International Golf Tour 3(2-2-5)

Behaviors of golf tourists; communication skills with foreign tourists in golf; negotiation with partners on accommodation, food and beverages, souvenirs; techniques on selling more tours to tourists; terminology used in the golf tourism industry; measures to build confidence and encourage more golf tourists to come to Thailand; activities to promote golf tourism among foreigners residing in Thailand; Important elements in running a golf tour business; domestic and abroad golf tourism agents; golf tourism program in each region; coordination with local coordinators; techniques in translating tour information; travel in and out of the country; immigration and customs procedures.

ITS 263 Golf for Recreation 3(3-0-6)

Accommodation operation for golf business; interactions among various departments within a golf course and other related businesses; trends of golf accommodation business; spa management, services and massage for health; selection of products for golfers, as well as professional ethics; identity and wisdom promotion; appropriate application of the Thai way of life and culture in the health business

ITS 361 Golf Course Management, Member and Customer System 3(3-0-6)

The management principles, planning and administration of the whole membership system consist of lifetime membership, honorary membership, annual membership, general customers, increase of numbers of members, benefit management, maintenance fee collection system, marketing promotion, communication, public relations, information dissemination to members, organizing joint activities between members and the course, planning, organizing activities to build relationships for short and long terms, organizing golf tournaments for charity and for returning back to society, public benefits, competitive activities, exchanges for mutual utilization between domestic and foreign golf courses and members.

ITS 362 Food and Beverage Service in Golf Club 3(2-2-5)

The structure of food and beverage department along with division of work and staff key responsibilities; types of restaurants and services; food and beverage service equipment; food and beverage knowledge; preparation of restaurant before service; service procedures; coordination between service and kitchen areas; working hygiene, sanitation and safety; appropriate handling of guests' complaints and problem-solving procedures, practice in both laboratory and real situations.

ITS 363 Short Game Techniques 3(1-4-4)

Principles, methods, movements and techniques for playing short balls; short ball playing styles; putting; chip and run, pitch and run, bunker shots in different areas and situations; techniques and selection of golf clubs for playing short balls.

ITS 364 Reception and Hospitality in Golf Club House 3(2-2-5)

Management structure and responsibilities of Receptionists in Golf Club; reservation procedure and allocation; hospitality, registration, baggage handling, information and news services, telephone service, safety deposit box service, bill settlement service and other hospitality-related services in Golf Club; facilities, coordination with other parts of the club; customer conflict and complaint settlement; practical training in laboratories.

ITS 365 Golf Swing 3(1-4-4)

Principles and methods of creating a basic swing plane; setting up; gripping; stance and posture; golf club placement; targeting; creation of pivot points; swing planes; techniques to create the power of swing planes.

ITS 461 Rules of Golf 3(3-0-6)

History and the evolution of Rules of Golf; the relation between Rules of Golf and players; golf courses and golf equipment; Golf Rules Organizations at international, regional, national, association and club levels; current Rules of Golf for players, golf courses, formats of playing; golf equipment; caddies; procedures and formats of playing, and Model Local Rules Guidelines of the Golf Course Management by Committee under the Rules of Golf.

ITS 462 Golf Skill 3(0-6-3)

Equipment, maintenance, play safety, warm up; basic skills in gripping and stance; technical terminology that should be known; swing skills; swing adjustment; short game skill training and batting in practice green; chipping, pitching, playing in bunker; putting, club picking; various situations; playing in the bad lie and hitting the ball with the correct swing in the driving range.

Language Group

Chinese Language

ITS 171 Chinese for Communication 3(2-2-5)

Practicing in listening, speaking, and reading aloud in Chinese. Conversation in everyday life. Using information technology to improve vocabulary, idioms and basic Chinese writing.

ITS 172 Chinese for Presentation 3(2-2-5)

Principles and skills for Chinese presentation in the form of speaking, writing and organizing activities. Using presentation media and presentation techniques in various forms.

ITS 173 Chinese for Business 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.

ITS 174 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.

ITS 175 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

ITS 181 Japanese for Communication 3(2-2-5)

Practicing in listening, speaking, and reading aloud in Japanese. Conversation in everyday life. Using information technology to improve vocabulary, idioms and basic Japanese writing.

ITS 182 Japanese for Presentation 3(2-2-5)

Principles and skills for Japanese presentation in the form of speaking, writing and organizing activities. Using presentation media and presentation techniques in various forms.

ITS 183 Japanese for Business 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.

ITS 184 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.

ITS 185 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

ITS 191 Thai for Communication 3(2-2-5)

Practicing in listening, speaking, and reading aloud in Thai. Conversation in everyday life. Using information technology to improve vocabulary, idioms and basic Thai writing.

ITS 192 Thai for Presentation 3(2-2-5)

Principles and skills for Thai presentation in the form of speaking, writing and organizing activities. Using presentation media and presentation techniques in various forms.

ITS 193 Thai for Business 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.

ITS 194 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.

ITS 195 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.

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