

Course Description

Course No.	Course Title and Course Description	Credits
GEN0101	The Royal Court of Suan Sunandha History, origin, intellect, way of life of the royal court of Suan Sunandha, uniqueness and identity of Suan Sunandha Rajbhat University, personality, living one's life, love, and ties of the students	3(3-0-6)
GEN0102	Aesthetic Appreciation Definition, the importance and scope of fine arts, the creation of perceptual experience and the insight into the value of beauty in nature and fine arts including visual, auditory and performing arts with literatures paying an emphasis on the insight into and the creation of aesthetic appreciation	3(3-0-6)
GEN0103	Thai Society in Global Context Basic concept, social evolution, economy, politics, and law, relation and roles of Thailand in global context paying an emphasis on the benefits and the effects of being a part in global society, the procession of good conscious and attitude towards living together peacefully as world citizen	3(3-0-6)
GEN0104	Self Development Basic principles of human behaviors, the insight into oneself and others, the pride of oneself, concept and theories of self- development, process and procedure of self- development, the creation of interpersonal relationship, skills of emotional quotient management, the prevention of risking one's life behavior, and living one's valuable and happy life	3(3-0-6)
GEN0105	Truth of Life Definition, the importance, and principles of living one's life in all dimensions, goals and value of life based on religious guidelines and philosophical principles, strategies to encounter adulthood, sickness and death, methods of seeking sustainable happiness, living one's life with ethical value for peaceful coexistence in societies	3(3-0-6)

Course No.	Course Title and Course Description	Credits
GEN0106	<p>Life in Multicultural Society</p> <p>Definition and scope of the meaning of multicultural society, the insight into society, politics, economy and education, the diversity of culture, races, social groups, genders and social status in living one's life, concept of positive thinking relating to human's coexistence with good attitudes of living with others in multicultural society</p>	3(3-0-6)
GEN0107	<p>Good Citizenship</p> <p>Definition and the importance of good citizenship, awareness of rights, roles, responsibilities and social commitment, acquisition of conscious mind, moral and ethics, including the creation of voluntarily contributions and public consciousness, possession of good attitudes about and value of society with an emphasis on being a good citizen based on democratic principles capable of following the standard and Thai tradition as well as customs</p>	3(3-0-6)
GEN0108	<p>Beautiful Thought</p> <p>Knowledge about and the insight into concepts and empirical practice, analytical thinking, positive thinking, mind training to create emotional stability, true understanding of oneself, stress and stress management, awareness of self- adjustment and socializing with an emphasis on skills of sensible thought and problem solving</p>	3(3-0-6)
GEN0109	<p>King's Philosophy</p> <p>King's philosophy and sciences, new theory, sustainable economy, the royal's initiative projects, local intellect, communities' way of life with love, unity and the love of one's homeland with the purpose of raising sustainable local intellect</p>	3(3-0-6)
GEN0110	<p>Thai Consciousness</p> <p>General characteristic and evolution of Thai society, way of life of Thai people from birth to death, customs, culture, local intellect, value, value raising, moral and ethics, politics, governance, uniqueness and identity of being Thai and direction of the social and cultural development</p>	3(3-0-6)

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GEN0111	Building Leadership Theories, concept, practical rules, basic characteristic of responsibilities, controlling, decision making, communication, motivation, leadership, social responsibilities, the application of various situation for leadership development	3(3-0-6)
GEN0112	Outside of the Box Thai Intellect Concepts, roles, values, and guidelines on the alternative development of Thai intellect, the creation and the extension of Thai intellect, the application of Thai intellect to living one's life in modern society and adding value to Thai intellect	3(3-0-6)
GEN0113	Inspiration of Life The importance of thinking process, basic emotion and thought characteristic, paradigm of the integration of various concepts to thinking process, case studies from various sciences to create inspiration of life	3(3-0-6)
GEN0114	Color of Literatures Definition and scope of literatures, evolution of contemporary literatures, the creation of humor, reading, analyzing, interpreting, and criticizing east and west literatures including those in Thailand, the awareness and the perception of the value of literatures	3(3-0-6)
GEN0115	Film Appreciation Knowledge, forms, history, development of moving pictures in the eastern and western world including Thailand, elements of film production including structure, origin, types and presentation forms with the purposes of the development of knowledge and the insight into moving pictures as film viewers and the evaluation of film appreciation	3(3-0-6)
GEN0116	From Disappointment to a Dream Come True Principles and concepts of coping with problems in life, the insight into oneself, self-adjustment when facing psychological, emotional, and social problems, awareness of various positive and negative experiences, and principles of living one's life for the creation of happiness in all dimensions	3(3-0-6)
GEN0201	Thai Usage Thai language usage based on grammar for speaking, listening, speaking, reading and writing for communication and	3(3-0-6)

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	presentation, appropriate Thai usage in variety of situation and social manners	
GEN0202	Thai for Academic Purposes Thai language study skills, expressing academic opinions, writing reports with citing references, information retrieval of printed and electronic materials for academic presentation	3(3-0-6)
GEN0203	Thai for Career Skills of Thai language usage for future career; completing application forms, writing resumes, writing official letters, taking notes, writing meeting minutes, self-introduction and Thai language usage on social network, oral presentation in public and/or mass communication	3(3-0-6)
GEN0204	English for Communication and Information Retrieval English of daily life Communication in various situations; greeting and getting to know one another, giving description, talking about the past, talking on the phone, describing places, locations and directions, giving instructions, problem solving, giving advice, electronic information retrieval; citing references and learning from electronic databases as well as printed materials	3(3-0-6)
GEN0205	English for Study Skills English for communication, including giving information, writing summary and expressing opinion; reading strategies; writing in daily life; citing references and using dictionary for reading and writing via Information system and electronic databases	3(3-0-6)
GEN0206	English for Academic Purposes English for study skills; giving academic opinions, writing reports with citing references, electronic information retrieval using a variety of media including printed as well as electronic materials for academic presentation in various forms	3(3-0-6)
GEN0207	English for Career Development Skills of English language usage for future career; completing application forms, writing resumes, writing official letters, taking notes, writing meeting minutes, self-introduction and English language usage	3(3-0-6)

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	on social network, oral presentation in public and/ or mass communication	
GEN0208	English for Health Care Basic English medical terminology relating to health, reading skills and communication for health care, ability to create the understanding of medicine usage and medical labels in English, information retrieval and further study of frequently found illnesses and the prevention of the diseases for the benefit of the individual and the family	3(3-0-6)
GEN0209	Public Speaking and Presentation Skills in English English Public speaking and presentation skill in the areas of defining audience, objectives of presentation, self-introduction, dynamic opening and closing, appropriate transition, organizing and developing ideas, preparing both mentally and physically, fighting fear, humor techniques, and selecting appropriate topics	3(3-0-6)
GEN0210	Discourse English for Communication The importance and types of speaking, basic principles of speaking, utterance, listening, speaking, reading and writing practices for the application at work and real life with an emphasis on discussions, presentation, delivering speech, and debates	3(3-0-6)
GEN0211	Chinese Language Chinese language usage including listening, speaking, reading and writing for knowledge and idea exchanging, and communication in authentic situations simulation to build up language competence for daily communication with the insight into social, custom and culture	3(3-0-6)
GEN0212	Burmese Language Burmese language usage including listening, speaking, reading and writing for knowledge and idea exchanging, and communication in authentic situations simulation to build up language competence for daily communication with the insight into social, custom and culture	3(3-0-6)
GEN0213	Khmer Language Khmer language usage including listening, speaking, reading and writing for knowledge and idea exchanging, and communication in	3(3-0-6)

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	authentic situations simulation to build up language competence for daily communication with the insight into social, custom and culture	
GEN0214	Lao Language Lao language usage including listening, speaking, reading and writing for knowledge and idea exchanging, and communication in authentic situations / simulation to build up language competence for daily communication with the insight into social, custom and culture	3(3-0-6)
GEN0215	Vietnamese Language Vietnamese language usage including listening, speaking, reading and writing for knowledge and idea exchanging, and communication in authentic situations simulation to build up language competence for daily communication with the insight into social, custom and culture	3(3-0-6)
GEN0216	Malay Language Malay language usage including listening, speaking, reading and writing for knowledge and idea exchanging, and communication in authentic situations simulation to build up language competence for daily communication with the insight into social, custom and culture	3(3-0-6)
GEN0301	Information Technology for Communication Principles, the importance, and fundamental knowledge of information technology, computer systems, data communications and networking, database management, big data, internet usage, development of information technology to the digital world, cybercrime act, application of digital technology in various dimensions, and digital world revolution	3(3-0-6)
GEN0302	Science and Technology for Quality of Life Definition, the importance, benefits, evolution, progress, roles of the development of science and technology based on the changing world resulting in living a quality life	3(3-0-6)
GEN0303	Science and Environments Definition and importance Scientific relating to the effect of environmental behaviors on human and human behavior on environment, integrated ecosystem of natural resources, biological	3(3-0-6)

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	diversity, environmental conservation and pollution problems, environmental standard with the improvement of environment for suitable quality of life	
GEN0304	Digital Literacy Development of Digital literacy, Information behavior, Digital Humanities, Digital skill, Digital Quotient, Integration of digital technology, Digital Ethics, Digital Citizenship, Digital Environment, Digital media literacy	3(3-0-6)
GEN0305	Recreation for Quality of Life Concepts, theories, meaning and the importance of recreation, scope and types of recreation, recreation activity design, relaxation with recreation activities, mind training for health and soul	3(3-0-6)
GEN0306	Health Care for New Gen Health care in the dimension of health promotion, health protection, treatment and rehabilitation in terms of life health factors of genders, ages, nutrition, health risk, including the application of holistic health science in daily life	3(3-0-6)
GEN0307	Miracle of Thought Principles and concepts of nature of thought, human's systematic thinking process, systematic thinking, critical thinking, analytic thinking, the integration of thought and the story composition, the analysis of data and information with reasons for application in creative daily life problem solving	3(3-0-6)
GEN0308	Info Graphic Thinking process, analysis based on concept of information, principles of design, presentation of identity, organization images including experience through information technology	3(3-0-6)
GEN0309	Digital for Life Basic knowledge about digital, roles of digital as mega trends influencing the changes in Thai and Global societies in variety of forms, the invention of buildings, equipment and smart devices accompanied by the application of the Internet of Thinks, social network, consumption behavior via communication devices, law, online or social	3(3-0-6)

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	network enterprise, living one's life in and human adjustment to the fast growing digital technology with happy and secure life in each age group	
GEN0310	Sexual Health Promotion Concepts of sexual health care, sexual change from teen to elder, preparation for marriage, happy and safe sex, family planning, sexually transmitted diseases and sexual problems, risks of infectious diseases to people in various age groups, human's immune system to prevent infectious diseases, preliminary prevention and self-care	3(3-0-6)
GEN0311	Natural Therapy Knowledge about natural therapy based on medical science, art in living one's life and secret of local intellect and herbs, results of the studies relating to causes of illnesses, mantra therapy, meditation therapy, food and exercising	3(3-0-6)
GEN0312	Financial Literacy Theories relating to the value of money and financial state, principles and methods of study concerning finance and mathematic relevant to financial activities and daily business transaction, suitable financial management in present day; household debts, various acts and contracts on electronic devices or easy application	3(3-0-6)
GEN0313	Dancing Theories, principles, fundamental knowledge of dancing, physical performance, dance movement skills, body's strength and flexibility, security, prevention of injuries and basic first aid	3(3-0-6)
GEN0314	Yoga The importance and benefits of yoga practice, body preparation, joint and muscle stretching, muscle tightening and relaxing techniques, various practices of yoga figures, breath control, deep and secure relaxing practice	3(3-0-6)
GEN0315	Never Get Fat Again Knowledge about health, roles and impacts of food providing energy leading to weight control, the correlation between suitable body	3(3-0-6)

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	weight and good health, food specification of energy and nutrition for weight reduction and exercising for weight control	
GEN0316	Science of Anti-Aging Principles, knowledge concerning beauty and good health based on science, nutrition for beauty and anti-aging, products and beauty modification, tips for wise product choice	3(3-0-6)
GEN0317	State of the Art of Royal Cuisine Knowledge about royal cuisine, correlation between cuisine and healthy nutrition based on royal cuisine, roles of royal cuisine nowadays, social and culture relating to royal cuisine, the evaluation of cuisine recipes and nutrition value of royal cuisine	3(3-0-6)
GEN0318	Safe Sex Awareness of nature of sex, roles, beliefs and culture relating to sex, evolution, deviance, and abnormality of sex, the prevention and problems concerning sexual intercourse, family planning, self-adjustment and living equally in the present society	3(3-0-6)
GEN0319	Entrepreneurship in Digital Concepts, theories and process of being start-up entrepreneurs with an emphasis on innovative creation, business models, principles of administrative management for entrepreneurs, the application of innovation and technologies for commercial purposes, laws relating to business operation and the use of applications for commerce	3(3-0-6)
CIM1106	Statistics and Business Research Concepts, tools and techniques in business research, techniques for gathering and appraising information needed in business planning and controlling, research design, problem identification, research process, application of research findings, application of statistical methodologies to research, hypotheses testing, analysis of variance, simple and multiple regressions analysis, analyzing data by using computer software program	3(3-0-6)
CIM1121	Innovation Management	3(3-0-6)

Course No.	Course Title and Course Description	Credits
	Principles and theories of innovation management, the impact of innovation management on business operation, types of innovation, the development of innovation management and its appropriate application in changing business environment	
CIM1122	Innovation Management of Human Resources Principles and theories of innovation; the impact of innovation on human resource management; human resource management process; behavior, and importance of human resource in organization; appropriate application of innovation management in the digital era	3(3-0-6)
CIM1123	Organizational Management in The Digital Era Principles of organization and management; evolution, theories, characteristics and components of organization in the digital era; change in the organization; risk in the organization; tools for modern organizational management; case studies for business organizational management	3(3-0-6)
CIM1124	Economics for Business Innovation Application of business economic principles such as demand and supply in different markets, marketing research and business prediction, production planning, cost analysis, price control, decision making for investment, and macro-economic factors that affect business operation	3(3-0-6)
CIM2101	Strategic Management Theories for strategic management; identity, vision, mission, and organizational strategies that correspond with the analyzed business environment; application of the strategies; strategic control for business competitiveness and maintenance in light of change in the digital era	3(3-0-6)
CIM2102	Principles of Accounting Principles of accounting; principle of dual accounting; documents for recording accounts; recording of the lists in basic account books including general and specific account books; recording of the lists in classified statement accounts; improvement lists; making financial statements for service business and commercial business; and added-value tax accounting	3(3-0-6)
CIM2121	Digital Marketing	3(3-0-6)

Course No.	Course Title and Course Description	Credits
	Principles and theories for digital marketing, knowledge about and trend of the market in the digital era, consumer demands and behavior, information searching and information management in marketing, sales promotion, advertising, decision making on sales procedure, the digital launching of products and services into the market	
CIM2123	Financial Innovation Principles of finance in the digital era, financial evolution, cost, monetary value, break-even point analysis, monetary transaction, financial institution, currency exchange, digital currency, tools for digital finance, financial accounting of the international standard, system for financial report making	3(3-0-6)
CIM3121	Business Ethics and Law Principles of civil and commercial law of legal contract, liability, collateral loan, investment incentive, partner, bill of exchange, insurance, consumer property law, law of reconstruction and dispute resolution, business ethics, implementing ethics in business organizations, code of ethics for executives and staff, good governance in business management, business responsibility for the community and the country	3(3-0-6)
ESG2201	Game Analysis and Strategic Analytical thinking, situation analysis for providing competition guidelines for different game genres, application of psychological principles in game competition to increase winning opportunities	3(3-0-6)
ESG2202	eSports Facility and Equipment Management Principles and general guidelines for seeking, managing, and maintaining eSports venues, facilities and equipment, field trip	3(2-2-5)
ESG3201	Start-up Thinking Concepts or ways to create start-up businesses; classification of customers for product and service development; prototype creation for effective resource management; execution and evaluation of business based on the data	3(3-0-6)
ESG3202	Sports Science for eSports Knowledge about sports science for eSports players' health improvement including exercise physiology, exercise psychology,	3(3-0-6)

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	exercise nutrition, sports and medicine, and principles of exercise for health	
ESG3203	Customer Behavior in the Digital Era Consumer behavior, entrepreneur or stakeholders of game and eSports business, application of social psychology, decision making and behavior changing, collecting and analyzing of data using basic statistic principles to predict trends of eSports and game business, application of theories and data of behavioral science in eSports and game business marketing plan	3(3-0-6)
ESG3204	eSports Tourism Management Theory and principles of domestic and international tourism management in relation to eSports, techniques for eSports tourism management for business, travel and community, field trip	3(3-0-6)
ESG3205	Business of eSports Agents Background on international and domestic eSports agents; structure of the eSports agency business; eSport agent roles in Recruiting, Managing, marketing, finance, law and contract making; ethics and morality for eSports agents	3(3-0-6)
ESG3206	eSports Communication Promotion and Public Relations Principles of communication, news reporting, techniques for eSports news writing, the use of traditional and innovative media in communication, principles in eSports promotion and eSports promotion varieties, analysis of promotion target, importance and techniques of public relations, public relations for eSports activities, the role of mass media in eSports communication and promotion	3(3-0-6)
ESG3501	Seminar on eSports Presentation and discussion on current interesting topics, Research Project; ethics in eSports management and electronic game business (for undergraduate levels)	3(3-0-6)
ESG4201	eSports and Visual Design Practical and contextual introduction to the visual language, graphic design process in eSports business, understanding of the basic	3(2-2-5)

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	visual language ranging from graphic design to stage design and light design and including typography, composition and layout, creative problem solving in eSports business in theory and practice	
ESG4202	Creative Thinking and Story Telling Principles and techniques for movie script writing for acting; movie script analysis and its application in creating game stories and characters, storyboard writing; general principles and vocabularies for storytelling; story selection from classic literature, fairy tales, and personal narratives; analysis and application of storytelling arts	3(3-0-6)
ESM1201	Introduction to eSports eSports management, roles and structure of public and private eSports organizations, strategic management, organizational development and human resource management, marketing management, financial management, public relations for eSports organization, legal aspects in eSports, field trip	3(3-0-6)
ESM1202	Data Communication and Network Introduction to analog and digital transmission; Open System Interconnection Reference Model (OSI); Transmission Control Protocol/Internet Protocol (TCP/IP); working of physical layer, data link layer, network layer, transport layer and application layer; standard of local area network, wireless network, and metropolitan area network	3(2-2-5)
ESM1203	Business Fundamentals for Information Technology Officer Basic characteristics of business types; elements of business operation; principles of business management for information technology; guidelines for business starting; organizational management; marketing management; financial management; production management; human resource management; tax; business law and business ethics and morality; the impact of business on the environment; creativity cultivation for individual creative thinking	3(3-0-6)
ESM2201	Game and eSports Business	3(3-0-6)

Course No.	Course Title and Course Description	Credits
	Meanings of game, video games, game history, current forms of game business, production, sales and advertising both in Thailand and abroad, business-related concepts of games and eSports	
ESM1205	Introduction to Event Management Principles, guidelines for planning eSports competition, proposal writing for event projects, event bidding, personnel management, security management, crisis management, logistic management in eSports event organization, field trip	3(3-0-6)
ESM2203	Psychology for Game and eSports Business Definition and scope of eSports psychology, mental empowerment significance, mental readiness for eSports training and competition, psychological techniques and strategies for success in eSports competition, field trip	3(3-0-6)
ESM1302	Operating System Principles of operating system; layered operating system computer components; CPU, memory anagement; input/ output operating system process synchronization; process scheduling file system and storage servers control input/output management; system design and operating system	3(3-0-6)
ESM1204	Digital Marketing for Game and eSports Business eSports business, principles and theory in eSports marketing, marketing research and planning, marketing plan writing, eSports marketing communication, sponsorship and copyright in eSports	3(3-0-6)
ESM2204	Principle of eSports Coaching Philosophy, principles and methods for eSports training; the use of physiology and motion principles; sports psychology and strategies for training; ethics for athletes; design and analysis of the training program	3(2-2-5)
ESM3301	Data Structure and Algorithms Data structures; basic steps for working with data structure; techniques for data sorting and searching; basic mathematic theory; principles of algorithm creation; algorithm analysis; data structure	3(3-0-6)

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	simulation using computer languages; report writing and group presentation	
ESM2302	Distribution and Service of Game Online and eSports Overview of online games and eSports business management; feasibility study including objectives of the project, planning, team management, budget management, quality control; assessment and risk management; after-project evaluation	3(2-2-5)
ESM3303	Artificial Intelligence for Game and eSports Business Artificial intelligence and history of related theory; AI application for gaming; route navigation; minimax trees algorithm in linear time with applications; finite-state machine; system to create rules and response curves; Swarm intelligence model; free characters; script and bot systems in game and their application in business	3(3-0-6)
ESM2304	Principles of Casting Anchoring and broadcasting in accordance with professional ethics ; public relations rules and regulations; principles of radio broadcasting	3(2-2-5)
ESM2305	Fundamentals of Computer Programming Principles of computer programming; basic problem solving; design; flowchart; data and data type in C# programming language; repetition; loop and condition; basic function; modular programming; basic structure of function in programming language; operation with function; array and pointer; user-defined data; uses of files; and basic application of microcontrollers	3(2-2-5)
ESM2303	Introduction to Graphic Design History and background of graphic design; thinking process and principles of digital media communication design based on customer needs and social ethics; basic graphic design programs; application of graphic design; and graphic design presentation	3(2-2-5)
CIM3601	English for Professional Communication 1 Development of active listening and speaking skills for comprehension; learning English language skills with emphasis on being able to use English in business work; practicing English to gain confidence for expression and communication including the practice of	3(3-0-6)

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	skills for presentation of business reports, taking oral examinations, and being interviewed in business matters	
CIM3602	English for Professional Communication 2 Development of skills for reading business articles to grasp the main ideas; writing skills for expression of thoughts and understanding correctly according to grammatical rules and writing formats, such as writing reports, letters, memoranda, and e-mails; and practice of speaking for work presentation appropriately as results of reading and writing for business transactions	3(3-0-6)
CIM4701	Preparation of Co-operative Education Preparation of Co-operative education and professional plan making; learning about job responsibility, organizational culture, safety operation, resume writing, job application, and interview preparation	1(90)
CIM4702	Co-operative Education Learning to be a trainee in organizations in the industry; report making for professional development; presentation; evaluation by peer employees and faculty supervisors	6(540)
CIM4703	Preparation for Professional Experience Program Training and preparation prior to joining a professional experience program at the workplace of the students' choices including personality development and skill development in language, computer, technology, teamwork, and self-adjustment for better efficiency and a successful work experience	1(90)
CIM4704	Professional Experience Program Students will participate in organizational exercises according to the responsibilities and workload as if they were employees of that organization, under the supervision of the advisor. Students will apply the knowledge gained from both theoretical and practical lessons to practical situations and provide performance reporting and professional experience training	6(540)