

**BACHELOR OF BUSINESS ADMINISTRATION PROGRAM
INNOVATION MANAGEMENT IN
DIGITAL TECHNOLOGY**

Innovation Management (Bilingual Program)
Collage of Innovation Management, Suan Sunandha Rajabhat University

Curriculum Structure

Total number of credits 130 credits



General Education Course	30	Credits
Core Course	94	Credits
Required Course	30	Credits
Major Course	51	Credits
Major Core Course	30	Credits
Major Elective Course	21	Credits
Language Course	6	Credits
Internship	7	Credits
Free Elective	6	Credits



COURSE DESCRIPTION

General Education Courses

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

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

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

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

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

Life in Multicultural Society

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

Good Citizenship

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

B

Beautiful Thought

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

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



King's Philosophy

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

Thai Consciousness

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

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

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



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

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

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

Thai Usage

Thai language usage based on grammar for speaking, listening, speaking, reading and writing for communication and presentation, appropriate Thai usage in variety of situation and social manners

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

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

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

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

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

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 on social network, oral presentation in public and /or mass communication

Info Graphic

Thinking process, analysis based on concept of information, principles of design, presentation of identity, organization images including experience through information technology

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



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

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

Discourse English for Communication

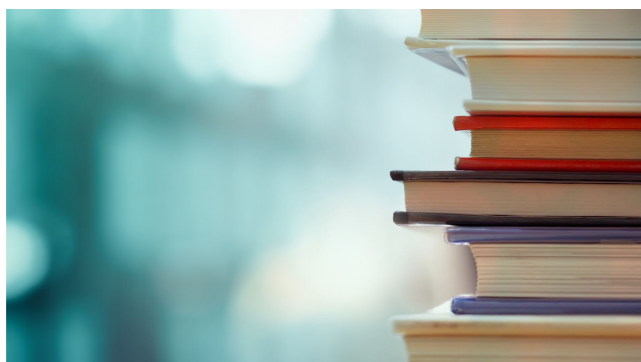
The importance and types of speaking, basic principles of speaking, utterance, listening, speaking, reading and writing practices for the application at work and real life with an emphasis on discussions, presentation, delivering speech, and debates

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

Khmer Language

Khmer 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



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

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

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

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

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

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 Things, social network, consumption behavior via communication devices, law, online or social 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

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

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 diversity, environmental conservation and pollution problems, environmental standard with the improvement of environment for suitable quality of life

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

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

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.

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

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

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

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

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

Never Get Fat Again

Knowledge about health, roles and impacts of food providing energy leading to weight control, the correlation between suitable body weight and good health, food specification of energy and nutrition for weight reduction and exercising for weight control

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

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

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

COURSE DESCRIPTION

Core Courses

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

Innovation Management

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

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

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

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

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

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

Digital Marketing

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

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

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

COURSE DESCRIPTION

Specialized Course

Introduction to Business in the Digital Era

Fundamentals of business in the digital era, the role of business, business infrastructure, scope and types of digital business, digital products and technology, business environment, business strategies, digital business models

Programming Fundamentals for Business in the Digital Era

Principles of programming using the computer language, basic problem solving, flowchart writing, computer programming language, types of computer programming, practice guidelines and ethics for computer programming in the digital Era

Innovation and Digital Technology for Business

Current innovation and information technology tools for digital business management, ideas for application of innovation and information technology in business, the role of technology, the use of innovation and ICT tools in the businesses, common use of ICT in corporations, hands-on innovation creation for digital business

Mobile Application Development

Technology and software prototyping, mobile device platforms, the design of the user interface, geographic location, database, multimedia, network connection, sensor and the development and testing of applications of mobile devices

Digital Transformation

Importance of digital transformation, driving and driver of digital transformation, tools for digital transformation, digital platforms, key features of digital transformation, procedure and process for digital transformation, benefits to enterprise, case studies

Modern Information System Analysis and Design

Introduction of the system analysis and design; system background and cycle; improvement of the traditional system; concepts for lean and agile system development; techniques for use of data collection tools, problem and work process analysis; flowchart writing; work system design; database design; appropriate simulation of a work system; research, data collection, group report and presentation

Database Management and Data Warehouse

The concept of database management, database architecture, database system structure, types of data, database design, database management commands, database maintenance, principles and components of data warehouse, architecture of the data warehouse system, design and development of the data warehouse, OLAP technology

Data Structures and Algorithms

Data structure; data structure analysis; data structure processing; basic mathematic principles for process analysis and simulation of the data structure design in the computer language; temporal and spatial analysis of programs; algorithms for data sorting and searching, greedy algorithm; divide and conquer algorithm, graph algorithms, and dynamic programming

Business Process and Enterprise Resource Planning

Key business processes of the organization; accounting process, procurement process, inventory and warehouse management process, production process, and order fulfilment process; Integration of business processes and enterprise resource planning (ERP); ERP concepts; learning practical skills on how to run business processes on a standard ERP application

Data Communication and Networks

Data communication, computer network architecture, focus on Physical Datalink Layer, local network theory, wide-area network, virtual private network, protocol TCP/IP, the IP Address and path finding, router and switching device set up in wired and wireless communication using programs for situation simulation

Information System for Business Management in the Digital Era

The study and analysis of the principles, tools and issues of information system management in the organization; business data processing system and the use of technology of organization management; the role of executive directors in the system development; change management; the use of technology for business competitiveness; the modern trend of information system

Introduction to Business Analytics and Business Intelligence

Introduction to business data analytics and decision making; data gathering, data survey, and data summarization; estimation of data tendency and variance; statistical inference; regression analysis; forecasting and time series; optimization; simulation modeling; advanced data analysis; statistical programs; background of the business intelligence and decision support system

Digital Innovation Startups

Market survey and competitive analysis; lean digital startups; business model innovation; digital product analytics; fund raising for digital startups; digital startups law; exit strategy for digital startups.

Customer Relations for Business in the Digital Era

The relationship between the principle of customer relationship management and the applied electronic program for customer relationship management; techniques for data management such as decision-making tree, artificial neuron network, group analysis, sequence data analysis; the use of modern technology in customer relationship management.

Data Visualization

Principles of data visualization; data visualization design; data visualization tools; data acquisition; data organization; choosing the appropriate chart type, e.g., histogram, scatter plot, line chart, bar chart, pie chart, tree diagram, network chart, stream graph, KPI Chart, map, interaction chart; chart description.

Data Mining and Big Data Technology

Principles of data mining, the process of data mining, data preparation for data mining, data mining techniques such as using the law of data relations and data classification; principles of big data and trends of data technology; the concept of data management; big database design; principles of design and analysis for business intelligence; principles of data warehouse creation and data mining; principles of data science and other related algorithms; basic principles of programming for data analysis

Seminar in Innovation Management for Digital Technology

Conducting research studies with analysis and synthesis; writing papers on Innovation Management for Digital Technology under the instructor's supervision; final presentation

Branding in the Digital Era

Types of the consumer; buying behavior and process in the consumer market; psychological and anthropological factors that affect buying behavior; the importance of the electronic marketing; types of electronic media; planning and identifying e-marketing strategies; application of digital technology in marketing activities; ethics for e-marketing; the importance of branding; principles for digital brand creation; identification of target customers; brand design; image creation for digital business.

Graphic Design in the Digital Era

The study, research, analysis and practice of graphic design, the thinking process and design principles for digital media in order to get along with the social ethics

Information Security Systems and Digital Law

Information system security; technological threats, vulnerabilities, risk assessment and analysis; information system security policies; information system security management; cryptography; authentication; access control; network security; IT law and ethical problems associated with Information Technology; privacy and confidentiality; computer crime.

Introduction to Innovations in Artificial Intelligence

Trends of innovations; artificial intelligence concepts and impacts on innovations; applications of artificial intelligence; technical roles and impact of artificial intelligence; basics of machine learning; interesting machine learning algorithms; tools and applications of machine learning; case studies

Computer Application for Business in the Digital Era

Fundamentals of computer systems, how to use the computer in presentations, making documents and calculations, application of the computer in basic multimedia tasks and other business aspects such as for the management system, the financial system, and the accounting system

Electronic commerce and Digital Enterprises

Information technology and its roles in transforming organizations, markets, industries and the global economy; electronic commerce, electronic business, digital economy, information and knowledge management and digital enterprise management; fundamental enabling technologies, including World Wide Web, browsers, search engines, portals and internet service providers, HTML and web development tools, website metering tools; design principles for electronic commerce; business models, hypermarkets, auctions, intelligent agents, trust, privacy and security; social and ethical impacts of e-commerce

Creativity and Innovation for Business Success

Methodologies for innovation, design thinking and project management, developing empathy for potential customers and discovering the roots of problems, generating and selecting ideas, creating rough prototypes, testing in the field and extracting information, quick and efficient design-build-test cycles, getting things done as a multidisciplinary team: brainstorming, making decisions, giving constructive feedback and managing conflicts.

Web Design and Development in the Digital Era

Fundamentals of computer networking, internet, web browser, and web server; techniques for website design and development using finished tools; website development technology; the standard language for the Web; user interface design; static and dynamic website development for business in the digital era; cyber safety and security; hands-on practice of internet-based business system development

International Business Management in the Digital Era

Concepts and process of international business in the past and present; analysis of the internal and external environment of international business in the digital era; financial market; trade balance and balance of payment; trade system structure; international finance; international marketing for policy and strategic planning in the digital era

Infographic and Multimedia Design for Business in the Digital Era

Principles and theory of infographic and multimedia design; design and visualization of information system, or simplification of complicated concepts through pictures, graphs, diagrams, and multimedia; skills for infographic and multimedia design such as using appropriate tools for accurate and complete information presentation

Entrepreneurship and New Venture Creation in the Digital Era

Characteristics of entrepreneurs; necessary skills for entrepreneurs; developing and evaluating entrepreneurial opportunities; roles and responsibilities of venture capitalists in creating new ventures; developing plan for new ventures; processes of new venture creation; other important issues in entrepreneurial management; ethics of entrepreneurship.

Presentation Skill and Personality for Entrepreneurship

Concept, importance and types of presentation; process and planning of presentation, analysis of target audience; problem solving skills for presentation; appropriate communication tools for presentation; new techniques of

presentation; presentation practice in various ways and situations; evaluation of presentation, personality development and effective communication

Decision Support Systems

Technical and management problems in the development and use of the decision support system in the organization, problem solving under uncertainty situation, decision making process and the component of the simulation technology, ways to apply the decision support system in the organization, structure of the decision support system, simulation technology, component of the information technology, DPL language, linear programming, client-server usage in the development of decision support system at the organization level

COURSE DESCRIPTION

English for Profession

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 skills for presentation of business reports, taking oral examinations, and being interviewed in business matters

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

COURSE DESCRIPTION

Internship Course

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

Co-operative Education

Learning to be a trainee in organizations in the tourism industry; report making for professional development; presentation; evaluation by peer employees and faculty supervisors

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

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