

Prospectus

Bachelor of Science Program in Digital Business (International Program)

1. Degree Title

- ✓ Full Name: Bachelor of Science (Digital Business)
- ✓ Abbreviated Name: B.Sc. (Digital Business)

2. Program Director

- ✓ Ayuth Intrapradit
- ✓ College of Computing, Prince of Songkla University, Phuket campus
80 Moo 1, Wichit-Songkram Rd., Kathu, Phuket, 83120 Thailand
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3. Duration of Study

8 semesters (Two semesters per year)

4. Program Overview

a) Objectives

Applying and integrating knowledge of business management and digital technology to solve business problems and to discover new knowledge for digital business industry. The courses in this program consist of Digital Marketing, Business Analytics and Visualization, Financial Technology (FinTech), Strategic Management, and Digital and Information Economy

b) Learning Outcomes

Student is able to enhance the efficiency and effectiveness for private and public organizations.

c) Career Opportunities

Digital marketing advisor | Market research analyst | Business analytics specialist | Business integration specialist

5. Admission Requirements

- A copy of your transcript: Grade 12, M6, Year 13 or the result of an approved equivalency examination (with English translation)
- Either one of the certified copy of the following certificates:
 - ** your high school diploma (with English translation)
 - ** one of the following certificates: IGCSE, GED, or IB
- English proficiency test result (TOEIC, TOEFL or IELTS) with at least 2 years validity.
- Additional requirements might be requested by the Admissions Committee.

6. Tuition + Enrollment Fees

45,000 Baht (+ entrance fee 15,000 Baht)

7. Curriculum Structure and Components

Total 123 credits

Courses	Credits
1. General Education Courses	30
1.1 Compulsory GE Courses	24
1.2 Elective GE Courses	6
2. Specific Education Courses	87
2.1 Core Courses	24
- Computer and Technology Courses	9
- Management Science Courses	15
2.2 Major Courses	63
- Compulsory Major Courses	39
- Specialized Major Courses	18
- Cooperative Education Courses	6
3. Free Elective Courses	6
TOTAL	123

8. Study Plan

First Year		Semester 1
Course Code	Course Title	Credits
xxx-xxx	General Education	5(x-x-x)
976-111	Business Mathematics	3(3-0-6)
976-101	Introduction to Business	3(3-0-6)
976-102	Digital Marketing	3(3-0-6)
976-103	Introduction to Economics	3(3-0-6)
976-161	Business Analytics and Visualization	3(2-2-5)
		TOTAL 20 credits
First Year		Semester 2
Course Code	Course Title	Credits
xxx-xxx	General Education	7(x-x-x)
976-112	Statistics for Business	3(3-0-6)
976-121	Technology and Software Programming for Business	3(2-2-5)
976-104	Fundamentals of Accounting and Finance	3(3-0-6)
976-490	Seminar 1	1(0-2-1)
		TOTAL 17 Credits

Second Year		Semester 1	
Course Code	Course Title	Credits	
xxx-xxx	General Education	7(x-x-x)	
976-242	System Analysis and Design	3(2-2-5)	
968-271	Organizational and Consumer Behavior	3(3-0-6)	
976-272	Entrepreneurship	3(3-0-6)	
976-251	Computer Ethics and Laws	1(0-2-1)	
		TOTAL	17 Credits

Second Year		Semester 2	
Course Code	Course Title	Credits	
xxx-xxx	General Education	3(x-x-x)	
976-211	Computer Mathematics	3(3-0-6)	
976-241	Database System	3(2-2-5)	
976-273	Design Thinking and UI/UX	3(3-0-6)	
976-5xx	Specialized Courses	6(x-x-x)	
		TOTAL	18 Credits

Third Year		Semester 1
Course Code	Course Title	Credits
xxx-xxx	General Education	3(x-x-x)
976-371	Strategic Management and Business Transformation	3(3-0-6)
976-361	Financial Technology (FINTECH)	3(2-2-5)
976-372	Business Research Methods	3(3-0-6)
976-5xx	Specialized Courses	3(x-x-x)
xxx-xxx	Free Elective Courses	3(x-x-x)
TOTAL		18 Credits

Third Year		Semester 2
Course Code	Course Title	Credits
xxx-xxx	General Education	3(x-x-x)
976-381	Project in Business Digital 1	2(0-6-0)
976-373	Project Management and Quality Assurance	3(3-0-6)
976-5xx	Specialized Courses	6(x-x-x)
TOTAL		16 Credits

Fourth Year		Semester 1
Course Code	Course Title	Credits
976-481	Project in Digital Business 2	3(0-9-0)
976-491	Seminar 2	1(0-2-1)
976-492	Pre Cooperative Education	1(0-3-0)
976-5xx	Specialized Courses	3(x-x-x)
xxx-xxx	Free Elective Courses	3(x-x-x)
TOTAL		11 Credits

Fourth Year		Semester 2
Course Code	Course Title	Credits
976-493	Cooperative Education	6(0-36-0)
TOTAL		6 Credits

9. Course Descriptions

General Education (GE) Courses **30 Credits**

Compulsory GE Courses **24 Credits**

001-102 The King’s Philosophy and Sustainable Development **2((2)-0-4)**

Prerequisite Course:

Meaning, principles, concept, importance and goal of the philosophy of sufficiency; work principles, understanding and development of the King’s philosophy and sustainable development; an analysis of application of the King’s philosophy in the area of interest including individual, business or community sectors in local and national level

980-022 Basic Lifesaving (CPR, and AED) **1((1)-0-2)**

Prerequisite Course:

Intro to first aid, roles and responsibilities, scene assessment, precautions; medical emergencies, breathing problems, choking, heart attack, diabetic emergency, stroke, seizure, bleeding from mouth; injury emergencies, bleeding, controlling bleeding, shock, head, neck, and spinal injuries, fractures and sprains, burn, hypothermia; CPR, scene safety, chest compression, mouth to mouth, equipment, AED

980-023 PSU Volunteer **1((1)-0-2)**

Prerequisite Course:

Activities integrating body of knowledge, emphasizing on the philosophy of sufficiency economy and apply to its principles of job, principles of understanding, accessibility and development for the benefit of society and the benefit of mankind, cultivating morals, ethics and public mind; team working within and/or across disciplines under the supervision of advisors

950-101 New Consciousness

1((1)-0-2)

Prerequisite Course:

Creation of new consciousness or mindfulness, self – awareness in the present moment, peaceful and neutral mind in daily life; application of mindfulness in learning and doing all activities, use of mindfulness to see thoughts and emotions, understanding the changes of emotions; understanding one’s self and others with happiness and sharing

950-102 Happy and Peaceful Life

2((2)-0-4)

Prerequisite Course:

Various multi cultures; happiness of life; understanding and acceptance of the difference and variousness; team work; live in peace; communication skills and creative solving the problems in multiple pattern society

117-114 Living a Peaceful Life

2((2)-0-4)

Prerequisite Course:

Value of life and human being; self-understanding and empathy; positive thinking; understanding of different cultures, opinions, beliefs and values; moral life; communication skills and multicultural competence; principle of conflict management and non-violence, application of these concepts and skills for happy life and peace

988-031 Global Citizenship

2((2)-0-4)

Prerequisite Course:

The roles and responsibilities as members of society; respect for rights of others; lawfulness; adaptation to a multicultural society, both locally and internationally

001-103 Idea to Entrepreneurship

1((1)-0-2)

Prerequisite Course:

Introduction to new entrepreneur creation; entrepreneurship appraisal; business opportunity analysis; project feasibility study; SWOT analysis; market survey and research; marketing strategy for new business; business marketing; marketing planning; production management; accounting financial analysis; financial planning; business; investment funding sources; business networking; public sectors services and facilities; business ethics

988-041 Earth System and Environment

2((2)-0-4)

Prerequisite Course:

Geology of the earth and origin; Geological disaster and human risk; Climate changes and human impacts; Human with natural disasters; Ecosystem and Environment; Environmental cycle with human existence; Environmental pollution and problem from human; Environmental problem in daily and processes solve problem

969-041 Choose Wisely Live Well

2((2)-0-4)

Prerequisite Course:

Link and integration of product and service consumption from business providers and daily activities; relevance of business activities and daily life; the exploitation of business services to facilitate daily life; the development of business mindset to help organizing daily activities; the implications of business in daily life

969-042 Digital Economy

2((2)-0-4)

Prerequisite Course:

Basic theory in digital economy, Value creation model, Digital Business model, Market regulation, Digital economics in context, How digital economy influences societies and environment, City Development

969-051 Change your thoughts, Change your life

2((2)-0-4)

Prerequisite Course:

Importance of systematic thinking Systematic thinking framework Thinking process development System thinking techniques Task priority management Task scheduling and management Tools for systematic thinking Application of systematic thinking in real-life

969-052 CrOM Thinking: Creative and Open Minded Thinking

2((2)-0-4)

Prerequisite Course:

Thinking under principles of reasons and logic Thinking under multidisciplinary of creativity Inspiration and motivation for creative thinking Mechanics and process for creative thinking in differences and your style Creative adaptation and problem solving in daily life Creative for changing and improvement yourself

969-061 Systematic Solving

2((2)-0-4)

Prerequisite Course:

Lifelong Learning Skills, pursuit of knowledge and management, Positive thinking, problem solving and decision making skills in a systematic way, critical thinking, emotional Intelligence

969-062 Growth Mindset

2((2)-0-4)

Prerequisite Course:

Exploring logically necessary truth and deductive validity; involving the practical study of logical reasoning; lesson and discussion on making critical arguments based on reasons and evidences; debates and workshops for argumentations; implications of being overcritical

805-061 Logical Thinking

2((2)-0-4)

Prerequisite Course:

Exploring logically necessary truth and deductive validity; methods of analyzing and evaluating arguments of all types using both formal and informal techniques; identifying fallacies and introducing elementary symbolic logic; involving the practical study of logical reasoning; assessing the logical coherence of what we read and write using critical thinking, deductive reasoning and decision-making theory

988-061 Thinking In Number

2((2)-0-4)

Prerequisite Course:

History of mathematics and mathematicians, relationship between numbers and natural phenomena; the application of mathematics to other fields such as lottery, stock

805-062 Mathematics in Daily Life

2((2)-0-4)

Prerequisite Course:

Percentage, ratio, basic statistics and their applications for everyday life. Financial mathematics such as profit, loss, commission, tax, interest, etc.

805-071 English for Fundamental Listening and Speaking

2((2)-0-4)

Prerequisite Course:

Reinforcement of listening and speaking skills; development of effective communication in both daily life and academic settings; an interdisciplinary approach to (self-) studying and language development; the application of knowledge for enhanced learning in academic contexts

805-072 English for Fundamental Reading and Writing

2((2)-0-4)

Prerequisite Course:

Reinforcement of reading and writing skills; development of understanding authentic, and basic academic texts; reading literature; an interdisciplinary approach to (self-)studying and language development; the application of knowledge for enhanced learning in academic contexts; writing skills targeted at sentence level

810-091 Thai Arts

1((1)-0-2)

Prerequisite Course:

Meaning, scope and classifications of Thai arts; studies of Thai arts, visual arts, sculptures, architecture, Thai handicrafts, Thai literature, Thai classical music and performing arts

810-092 Thai Culture

1((1)-0-2)

Prerequisite Course:

Meaning, scope of Thai culture; studies of Thai culture, Thai festivals and traditional events, Thai cuisine and desserts

969-091 Keyboard for Fun

1((1)-0-2)

Prerequisite Course:

Type of keyboards; touch-typing skills; touch-typing techniques; touch-typing practice; speed typing contest

969-092 E-Sport

1((1)-0-2)

Prerequisite Course:

Evolution of computer game and the development of e-sport; current situations and trends in game industry; discussion on elements relevant in e-sport; discussion and debate on global e-sport tournaments; organizing e-sport competitions; implications of playing game

805-091 Music Appreciation

1((1)-0-2)

Prerequisite Course:

Gaining knowledge of Thai, international, and folk music through various perspectives including history, politic, society, language, belief, regions, environment, and culture

988-091 Camping

1((1)-0-2)

Prerequisite Course:

Organizing components, planning, site survey, equipment and budgeting of camping; recreational activities and camping; types of camping i.e. urban, beach, conservation forest, and special purpose camping; environmental conservation and camping

980-081 Badminton

1((1)-0-2)

Prerequisite Course:

Historical background, evolution of rules, regulations and safety, practicing badminton to develop personal health

980-082 Brazilian JiuJitsu

1((1)-0-2)

Prerequisite Course:

Basic Brazilian athletics knowledge and skills; learning body control for Strength of mind and body; using martial arts to protect yourself

980-083 Muay Thai Boxing

1((1)-0-2)

Prerequisite Course:

Basic boxing knowledge and skills; rules, regulations and safety, practicing Thai Chaiya Boxing to develop personal health

980-084 Volleyball **1((1)-0-2)**

Prerequisite Course:

Basic knowledge, rules; volleyball skill practice

980-085 Basketball **1((1)-0-2)**

Prerequisite Course:

Basic knowledge, rules; basketball skill practice

980-086 Tennis **1((1)-0-2)**

Prerequisite Course:

Basic knowledge, rules; tennis skill practice

980-091 Swimming **1((1)-0-2)**

Prerequisite Course:

Basic knowledge, rules, swimming skill practice

980-092 Aerobic **1((1)-0-2)**

Prerequisite Course:

Knowledge about aerobics, movement with music skill, and practice

980-093 Yoga **1((1)-0-2)**

Prerequisite Course:

Basic knowledge, evolution of rules, regulations and safety, practicing yoga to develop personal health

980-094 Mixed Martial Arts

1((1)-0-2)

Prerequisite Course:

Historical background, evolution of rules, regulations and safety, practicing Mixed martial Arts to develop personal health

980-095 Tai Chi

1((1)-0-2)

Prerequisite Course:

Basic knowledge, evolution of rules, regulations and safety, practicing Tai Chi to develop personal health

980-096 Scuba Diving

1((1)-0-2)

Prerequisite Course:

Principles, equipment and methods for diving; science for diving; planning, recording and problem solving in diving; sample and data collecting techniques; diving practice in both swimming pool and sea

980-097 Social Dance

1((1)-0-2)

Prerequisite Course:

Basic social dance skills and etiquette; social dance music; emphasis on practice

Elective GE Courses

6

Credits

980-001 Disaster Preparedness

2((2)-0-4)

Prerequisite Course:

Various types of disasters, causes of disasters, anthropogenic effects on disasters' severity; the importance of disaster risk reduction, disaster risk reduction cycle, community's roles in disaster risk reduction cycle; disaster prevention and mitigation, disaster response, disaster recovery; preparedness, different levels of preparedness, individual level, family level, community level, national level, international level

810-001 Guiding Statistics

2((2)-0-4)

Prerequisite Course:

Fundamental statistical methodologies for problem solving and decision making in real-life application; data gathering, graphically organized data; probability and estimation methods for decision making

810-002 Social Psychology

2((2)-0-4)

Prerequisite Course:

The examination of human social systems and behavior with an emphasis on cultures, societies, social orders, basic human needs, human behavior regarding reinforcement, learning, perception, motivation, intelligence and ability to adapt to changing circumstances

810-003 Thai History and Society

2((2)-0-4)

Prerequisite Course:

Classifications of Thai era; evolution in terms of politics, government; foreign affairs, economy and society; characteristic and structure of Thai society, social, economic and political foundations of Thai society; important religions in Thailand; current situations in Thai society; factors affecting changes in Thai society

810-004 Young Investor

2((2)-0-4)

Prerequisite Course:

Money and happiness; income and saving planning; impacts on financial planning to desired lifestyle; personal wealth planning; types of financial investment and potential risks; expense management for family and social responsibilities

988-001 Wisdom of Living

2((2)-0-4)

Prerequisite Course:

Thinking, life administration and management in accordance with changes in Thai and global society; mingling the Thai ways of life with multi-cultural ways of living, public mind and environmental conservation, living happily based on morality, ethics and sufficiency economy

988-002 Contemporary Scientific Innovation

2((2)-0-4)

Prerequisite Course:

Scientific basis of discovery, invention and innovation, emphasizing on knowledge integration, case study analysis, creative thinking, problem solving and intellectual property awareness

988-003 Science and the Sea

2((2)-0-4)

Prerequisite Course:

Oceanography; Marine Science; Marine and Coastal Resources; Wave of the Ocean; Sea Surface Temperature; Climate Change; Sea level Rising; Ocean Circulation; Ocean Acidification

988-004 Nutritional and Toxicology

2((2)-0-4)

Prerequisite Course:

A foundation of nutritional knowledge to develop a sustainable pattern of healthy eating; overview of digestion, function, and metabolism pathways of nutrients; the principles of toxicology and their applications in evaluating the safety of foods; evaluation of human exposure to chemicals, and qualitative and quantitative health risk assessment

805-073 English for Intermediate Listening and Speaking 2((2)-0-4)

Prerequisite Course:

Reinforcement of intermediate listening and speaking skills; intermediate-level development of effective communication in both daily life and academic settings; an interdisciplinary approach to (self-) studying and language development; the application of knowledge for enhanced learning in academic contexts

805-074 English for Intermediate Reading and Writing 2((2)-0-4)

Prerequisite Course:

Consolidation of exchanging ideas and expressing oneself with regards to academic issues; further development of understanding authentic, and academic texts; reading literature; an interdisciplinary approach to (self-)studying and language development; the application of knowledge for enhanced learning in academic contexts; writing skills targeted at paragraph level; development of an autonomous process approach to writing

805-075 English for Advanced Listening and Speaking 2((2)-0-4)

Prerequisite Course:

Reinforcement of advanced listening and speaking skills; academic-level development of effective communication in both daily life and advanced settings; an interdisciplinary approach to (self-) studying and language development; the application of knowledge for enhanced learning in academic contexts

805-076 English for Advanced Reading and Writing 2((2)-0-4)

Prerequisite Course:

Consolidation of exchanging ideas and expressing oneself related to scholarly concepts; increased development of understanding authentic, and academic texts; reading literature; an interdisciplinary approach to (self-) studying and language development; the application of knowledge for enhanced learning in academic contexts; writing skills targeted at essay level;

introduction to reading and writing research; further development of an autonomous process approach to writing

805-001 English for Pronunciation

2((2)-0-4)

Prerequisite Course:

Enhancing speech with correct pronunciation; reading aloud and memorizing written speeches; emphasizing English vowels, intonation, stress, and consonant clusters

805-002 English for Creative Writing

2((2)-0-4)

Prerequisite Course:

Evaluate the processes and techniques of creative writing, critique various writing styles and discuss how they are used in literature plus the development of written English and creative thinking through critical reading

805-003 English for International Studies

2((2)-0-4)

Prerequisite Course:

Exploring the history of international relations with focus on the language and disciplines of international diplomacy, dialogue, and cooperation related to a world of increasing globalization and complexity

805-004 English for International Business

2((2)-0-4)

Prerequisite Course:

Developing the foundation in business English; enhancing a variety of skills that can be applied in multiple scenarios through listening, reading, speaking, and writing on all aspects of conducting business in English

805-005 English for Presentation

1((1)-0-2)

Prerequisite Course:

Theories and general characteristics of English for presentation; practice in academic and general presentations; learning how to make points and answer questions in presentations

805-006 English for Job Application

2((2)-0-4)

Prerequisite Course:

Practicing English communicative skills relating to job applications, reading job openings from various sources, writing application letters and résumés, practicing job interviews, enlarging vocabulary, and expressions used in job application

805-007 English for Presentation and Discussion

2((2)-0-4)

Prerequisite Course:

Theories and general characteristics of English for discussion and presentation; practice in academic and general discussion; learning how to make points and answer questions in discussions and presentations

805-008 Searching and Referencing

2((2)-0-4)

Prerequisite Course:

Discovering and reading literature reviews, opinion papers, and research articles; composing a literature review to support a position; using scholarly writing techniques and citations following APA formatting and referencing

969-001 Lifelong Learning

2((2)-0-4)

Prerequisite Course:

Basic Computer Skills, Speed Reading, Time Management, Effective Study Skills, Financial Management Skills, Negotiation Skills, Stress Management, Writing a Resume, Searching the Web

988-005 Peaceful Life

2((2)-0-4)

Prerequisite Course:

Principle and procedures of community participation in conflict problems; analysis of social, political, cultural and environmental factors in the communities that affect levels of community participation; appropriate technologies; good governances and environmental management; case studies

988-006 Sufficient Communities

2((2)-0-4)

Prerequisite Course:

Concept and theory of sustainable development; case study of Royal Initiative Project; deployment in various areas

Specific Education Courses

87 Credits

Core Courses

24 Credits

Computer and Technology Courses

9 Credits

976-121 Technology and Software Programming for Business 3(2-2-5)

Prerequisite Course:

Computer system, communication technology and networking, deployment of computer system in an organisation; computer data storing and processing, internet, intranet and extranet; internet/web technologies and applications; applications of software programming in business; basics of software programming for business purposes; relevant elements needed in software programming i.e. data types, iterating and making decisions, functions and arguments, OOP concept, version control and container concept; programming languages used in business

976-241 Database Systems
Prerequisite Course:

3(2-2-5)

Basic concepts of database; database architectures; data modeling; relational database management system; Structured Query Language (SQL); Entity-Relationship (E-R) diagram; normalisation; applying relational database; application with database connection and database connectivity; transaction processing, concurrency control and database recovery

976-242 Systems Analysis and Design
Prerequisite Course:

3(2-2-5)

System; type of information system; system development life cycle; project feasibility study, user requirements detection and analysis, process description, file, database and user interface design, network designing and processing, program development, system testing, system implementation; documentation; system measurement and evaluation; system maintenance; object-oriented analysis and design; applying modeling languages for the prototype; case studies

Management Science Courses

15 Credits

976-111 Business Mathematics
Prerequisite Course:

3(3-0-6)

Whole numbers, decimals, fractions and percents; equations and formulas; mathematics in buying and selling, payroll and bank services; simple and compound interest; annuities, stocks and bonds; business and consumer loans; tax and insurance; financial statements

976-112 Statistics for Business
Prerequisite Course: 976-111

3(3-0-6)

Statistics and data; descriptive statistics, tabular and graphical methods; numerical descriptive measures; probability and probability distributions (discrete and continuous); basics inference, sampling and sampling distributions, interval estimation, hypothesis testing and comparing two populations; advanced inference, analysis of variance, regression analysis and modelling; time series analysis and forecasting

976-101 Introduction to Business**3(3-0-6)****Prerequisite Course:**

Introduction to digital business; electronic business components and architectures; electronic commerce technology; business processes; business models; principles of electronic commerce, models in electronic commerce such as business-to-business, business-to-consumer; enterprise resource planning (ERP), supply chain management (SCM), customer relationship management (CRM), enterprise application integration (EAI), financial and security in digital transaction processing; laws and trends in electronic business; case studies

976-102 Digital Marketing**3(3-0-6)****Prerequisite Course:**

Introduction to digital marketing; analysis of market; strategic planning; trading plan; product selling and distribution channels; pricing and policy; international marketing and promotion including trends of technology usage in marketing

976-103 Introduction to Economics**3(3-0-6)****Prerequisite Course:**

Fundamentals of economics; pricing by demand and supply; consumer behaviour theory and concept; production theory; cost; marketing; national income; financial; international business; applications of economic theory in business

Major Courses **63**
Credits

Compulsory Major Courses **39**
Credits

976-211 Computer Mathematics **3(3-0-6)**
Prerequisite Course: 976-111

Logic, sets and set operations; mathematical reasoning, induction; functions and relations, boolean algebra; matrices and linear programming; graph and tree theory; number system; finite automata

976-161 Business Analytics and Visualisation **3(2-2-5)**
Prerequisite Course:

Introduction to business intelligence system; business intelligence project lifecycle; multidimensional analysis; business intelligence technologies; applying business intelligence in organisations; designing business intelligence architectures; managing business intelligence operations; concept of big data and computing; analytics technology; processes of design and development in business analytics; data visualisation and presentation; overview of foundation knowledge in analytics

976-104 Fundamentals Accounting and Finance **3(3-0-6)**
Prerequisite Course: 976-101

Basic concept of accounting; posting a simple account; inventory; depreciation; financial report; fundamentals of cost accounting; classification and interpretation of business performance; applying computer in accounting; roles and target of financial management; business model according to the law; theory of money and capital markets; theory of interest; a simple financial statement analysis; the capital management policies and capital management; analysis of contingencies, break-even point, and case studies, value of money, a simple budgeting, decision tools, and financial resources

976-361 Financial Technology (FINTECH)**3(2-2-5)****Prerequisite Course:** 976-161

Financial service systems for banking; models and technologies in finance; risks in financial transaction processing system; data encryption; authentication and data verification; financial security protocol; digital signature; data security on financial data communication; intruder detection systems; system security technologies; policy, laws and regulations related to data security; disruptive technology i.e. blockchain, cyptocurrency, machine learning

976-271 Organisational and Consumer Behaviour**3(3-0-6)****Prerequisite Course:** 976-101

Behaviour of organisation members; relationship among organisation members; environment affecting organisation behaviour; leadership; motivation; conflict; and human resource development; consumer behaviour concept and models; consumer behaviour and marketing relationship; analysis patterns of consumer behaviour; factors affecting decision making on purchasing; consumer behaviour analysis: psychology, sociology, humanities, and economics

976-272 Entrepreneurship**3(3-0-6)****Prerequisite Course:** 976-101

Training-based course for preparation of new business entrepreneurs, including business-oriented concepts, relevant indicators and factors, business opportunity analysis, problems and solutions in business, business plan writing; emphasis on the planning in marketing, financial, human resource, and business operations; a business plan report presentation

976-273 Design Thinking and UI/UX**3(3-0-6)****Prerequisite Course:**

The concept of design thinking and the distinctions between design and design thinking; applying design thinking process to solve business problem; developing design thinking skills for individual and for organisations; practising design thinking skills; user interface (UI) and User Experience (UX) patterns and components; practices

for creating UI/UX components within design application; Design technique for digital application such as pixel perfect design, replication and cross-platform compatibility; responsive design

976-371 Strategic Management and Business Transformation 3(3-0-6)

Prerequisite Course:

Relationship of organisation and environment; strategic management process; SWOT analysis; strategic planning; business units and departments; development of vision, mission; strategic operations; strategic control; strategies in implementing information and communication technology; processes in transforming business towards digital trend; business and organisational impact analysis

976-372 Business Research Methods 3(3-0-6)

Prerequisite Course:

Concepts, meanings, role, and the importance of business research; ethics of researcher, type of business research, research procedures, population and sampling, instrument and data collection techniques for conducting business research, writing research reports

976-373 Project Management and Quality Assurance 3(3-0-6)

Prerequisite Course:

Principles of project management and risks; various types of project and their management, project management limitation, planning and project development techniques; selection of project leaders and management, their responsibilities, functions, monitoring, reporting and communications; basic requirement and principles of quality management (QM); planning and controlling/monitoring for quality, in-house participative QM

976-251 Computer Ethics and Laws

1(1-0-2)

Prerequisite Course:

Ethical issues in information and communication technology: information privacy, information property, information accessibility, information accuracy; intellectual property, rights, information technology laws, laws related to users and developers, data and information laws, problems, case studies

976-381 Project in Digital Business 1

2(0-6-0)

Prerequisite Course: 976-242, 976-372 and accumulation of 90 Credits

Digital business project development under academic supervision

976-481 Project in Digital Business 2

3(0-9-0)

Prerequisite Course: 976-381

Digital business project development under academic supervision

976-490 Seminar 1

1(0-2-1)

Prerequisite Course:

Seminar in current issues, case studies in digital business and technology; under academic supervision

976-491 Seminar 2

1(0-2-1)

Prerequisite Course: Accumulation of 5 semesters (exclude summer semester)

Seminar in current issues, case studies for career preparation; under academic supervision

976-492 Pre-cooperative Education
Prerequisite Course:

1(0-3-0)

Concepts of cooperative education and practical training; process of cooperative education and practical training; regulations and permissions related to cooperative education and practical training; basic knowledge and techniques in job application e.g., company selection, writing the job application, interviewing; basic knowledge and techniques for apprentice, presentation and report writing techniques, personality in working place, social psychology

Specialized Major Courses
Credits

18

976-531 Web and Database Programming

3(2-2-5)

Prerequisite Course:

Introduction to Internet and web technologies; principle of client-server architecture; Internet protocol; script and internet programming languages; internet application development; server-side development; database connection; internet application development with framework; introduction to cloud computing

976-532 Web Design and Management

3(2-2-5)

Prerequisite Course:

Principles of web design, structural web site development and navigation system, folder management, principle of composition, principle of fonts, principle of color, web page anatomy, principle of photo and graphics, web server management, storyboard for web design, multimedia for web page, website development for mobile, web design for types of web site such as e-commerce sites and information sites; role and ethics for webmaster and teams; Search Engine Optimisation; testing websites; case studies

976-533 Business Process Design and Innovation 3(2-2-5)

Prerequisite Course:

Business development processes such as production processes, logistics, sales, accounting and finance; concepts and principles of process innovation, vision on process, process design, process integration, application of information system and communication in organisation workflow and information management, measurement of process efficiency; organisation process innovation and redesign; development of new business models, change management; case studies from government organisations and business units

976-561 Operations Research 3(3-0-6)

Prerequisite Course:

Concept of Operations Research (OR); linear programming; resources allocation problems; transportation problems; network models including PERT and CPM; inventory control models; estimation and prediction, dynamic programming; OR softwares

976-562 Social Informatics 3(3-0-6)

Prerequisite Course:

Concept of social interaction and communication based on sociological, psychological economic and anthropological theories; social computing and underlying technological infrastructure; social information and knowledge representation - perspective and benefits; social network analysis

976-563 Theories in Business Analytics and Social Science 3(3-0-6)

Prerequisite Course:

Relevant theories and techniques in business analytics such as probability theory, other statistical techniques; relevant social science theories such as theory of planned behaviour, theory of reasoned action; applications of theories and techniques in the real business context

976-564 Applied Programming Skills in Business Analytics 3(2-2-5)

Prerequisite Course:

Breaking down the processes and steps in business analytics; identifying what data or information needed and what form of data will be delivered in business analytics; programming languages applied in business analytics world; End-to-end concept of how underlying infrastructure works in business analytics world

976-565 Business Intelligence and Analytics 3(2-2-5)

Prerequisite Course: 976-161

Introduction to business intelligence system; business intelligence project lifecycle; multidimensional analysis; Online Transaction Processing (OLTP); Online Analytical Processing (OLAP); OLAP modeling and deployment; ETL process (Extract Transform and Load), data preprocessing; reporting and visualisation

976-571 e-Enterprise Management and Operation 3(3-0-6)

Prerequisite Course:

Enterprise resource planning concept, principle and management method including situations and trends; functionality, technology and key success factors of implementing enterprise resource planning systems and relevant case studies; principles of customer relationship management (CRM); the impacts of information technology on business and customer; key indicators in business performance and

customer satisfaction; applying information technology in CRM; data management in CRM; supply chain processes; analysis, prediction and planning for production; inventory policy and management, sales prediction; warehouse management; product distribution; logistics systems and strategies; applications of information and communication technology in supply chain management and logistics systems

976-572 Organizational Design and Optimisation 3(3-0-6)

Prerequisite Course:

Organisational design and business model generation in the digital context; digital and service innovation concept, framework and approaches for digital service design; performance management for maintaining an organisation's quality, e.g. concepts of performance metrics, and their alignment with corporate strategy, critical success factors, key performance indicators (KPIs); performance assessment methods and techniques, e.g. benchmarking, balanced scorecard, total quality management; digital leadership capability for successful business and organisation in the digital economy

976-573 Lean Organisation and Process 3(3-0-6)

Prerequisite Course:

The principle of lean concept and lean thinking; process of business transformation toward lean principle; issues and challenges of lean organisations; value concept and value stream analysis; tools for lean management and risk management

976-574 Operation and Transition of Business and Technology in Organisations 3(3-0-6)

Prerequisite Course:

Architectural thinking process, functional and operational models; operational processes and techniques in organisations; transition management in business and technological changes; organisational analysis and impact assessment; process and lifecycle of change; change management process and control

976-575 Accounting Information Systems and Applications 3(2-2-5)

Prerequisite Course: 976-104

Circulation of data in an organisation; accounting and financial data systems and relationship to organisation management; management and control of accounting and financial data; management accounting system; selection of accounting information system

976-576 International Business 3(3-0-6)

Prerequisite Course: 976-101

Concepts, requirements and basic principles of international business; environment and factors effecting international business, competitive opportunity and performance development for business enterprise, business collaboration; effective management in production, transportation and logistics, marketing, financing, human resource functions and IT implementation for international business

976-577 Knowledge Management 3(3-0-6)

Prerequisite Course:

Principles of knowledge management; knowledge representation; knowledge requirement analysis; knowledge management system analysis, design and development; knowledge management applications; knowledge management system maintenance; information technology tools for creating and managing knowledge

976-581 Workshop I 1 - 3(x-x-x)

Prerequisite Course:

Workshop on current technologies related to digital business

976-582 Workshop II **1 - 3(x-x-x)**

Prerequisite Course:

Workshop on current technologies related to digital business

976-583 Workshop III **1 - 3(x-x-x)**

Prerequisite Course:

Workshop on current technologies which related to digital business

976-584 Workshop IV **1 - 3(x-x-x)**

Prerequisite Course:

Workshop on current technologies which related to digital business

976-585 Special Topics in Digital Business I **1 - 3(x-x-x)**

Prerequisite Course:

Special topics; novel theories or technologies related to Digital Business

976-586 Special Topics in Digital Business II **1 - 3(x-x-x)**

Prerequisite Course:

Special topics; novel theories or technologies related to Digital Business

976-587 Special Topics in Digital Business III **1 - 3(x-x-x)**

Prerequisite Course:

Special topics; novel theories or technologies related to Digital Business

976-588 Internship

3(0-18-0)

Prerequisite Course: 976-492 and accumulation of 6 semesters

Job training in an industrial sector or a private corporation or a government unit for not less than 18 weeks under supervision and evaluation of professional and academic

Cooperative Education Courses

6 Credits

976-493 Cooperative Education

6(0-36-0)

Prerequisite Course: 976-492 and accumulation of 6 semesters

Performing as an employee in enterprise/industry/private sector/ government unit for more than 18 weeks under supervision of professional and under evaluation of academic