



# วิทยาลัยนานาชาติ

International College

# International College



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**Dean**

## Qualification

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

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

**International College offers the following 6 International Programs:**

Bachelor's Degree

Communication Arts

International Business

Information and Communication Technology

International Hospitality Industry

International Relations and Development

**Master's Degree**

**International Digital Business**

Code 15 Color

Light Purple



## Communication Arts Program (Comm Arts)

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

### Why study Comm Arts?

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

### Career opportunities:

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

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

### Qualifications:

1. Complete Upper Secondary School or its equivalent as recognized by the Thai Ministry of Education; or
  - a. Obtain a High School Diploma or GED Certificate; or
  - b. Pass 5 subjects of IGCSE O-Level; and 3 subjects of A/AS Level, or

- c. Obtain a Baccalaureate; or
- d. Obtain an International Baccalaureate (IB) Diploma
- e. Others

2. Pass the RIC English Placement Test\*\*\* or standardized score of 500 (IBT61 or CBT 173) from TOEFL and IELTS score of 5.0.

\*\* An applicant who does not meet the English proficiency requirements may be provisionally admitted. Provisionally admitted applicants will be provided with a Study Plan. The Study Plan will be tailored to meet the applicants' needs. The Study Plan may include certain coursework prior to commencing the degree program or combining the Study Plan with the regular degree program.

#### Education System & Academic Calendar :

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

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

#### Application Periods

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

#### Comm. Arts Program Structure:

- A 4-year program
- Total credit 135 credits

**Pre-College (non-credit) 27 credits**

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

#### Plan A IFE Level I

IFE 001	Active Integrated English I	3	credits
IFE 002	English Listening and Speaking I	3	credits
IFE 003	English Academic Reading I	3	credits
IFE 004	English Academic Writing I	3	credits

Plan B IFE Level II		
IFE 005	Active Integrated English II	3 credits
IFE 006	English Listening and Speaking	3 credits
IFE 007	English Academic Reading II	3 credits
IFE 008	English Academic Writing	3 credits
General Education Courses		30 credits
<b>Group 1 and Group 2</b>		<b>15 credits</b>
RSU Identity		3 credits
Internationalization and Communication		12 credits
- English Language		6 credits
- International Language and International Experience		6 credits
<b>Group 3 – Group 8</b>		<b>15 credits</b>

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

Group 3 - Leadership and Social Responsibility		3 credits
Group 4 - Arts and Culture		3 credits
Group 5 - Innovative Entrepreneurship		3 credits
Group 6 - Digital Media Literacy		3 credits
Group 7 - Essence of Science		3 credits
Group 8 - RSU My-Style		3 credits
<b>Core Course</b>		<b>99 credits</b>
Professional Foundation Courses		36 credits
Professional Courses		63 credits
Required Professional Courses		48 credits
Elective Professional Courses		15 credits
Free Elective Courses (not less than)		6 credits

## Communication Arts Study Plan

First Year			Second Year		
<b>Semester I</b>			<b>Semester I</b>		
ICO 111	Principles and Theories of Communication	3(3-0-6)	ICO 230	Creative Thinking for Communication Arts	3(2-2-5)
ICO 112	Introduction to Mass Communication	3(3-0-6)	ICO 218	Intercultural Communication in ASEAN	3(3-0-6)
ICA 111	Introduction to Journalism	3(2-2-5)	ICA 217	Psychology of Communication	3(3-0-6)
ICA 120	Introduction to Radio and Television	3(3-0-6)	XXX xxx	General Education	3(_ _ _)
ICA 122	Principles of Strategic Communication	3(3-0-6)	XXX xxx	General Education	3(_ _ _)
XXX xxx	General Education	3(_ _ _)	XXX xxx	General Education	3(_ _ _)
XXX xxx	General Education	1(_ _ _)			
IRS 101	Dharmacracy	2(2-0-4)			
	<b>Total 21 credits</b>		<b>Semester II</b>		
<b>Semester II</b>			ICO 211	Laws of Mass Communication	3(3-0-6)
ICO 113	Speech and Personality	3(2-2-5)	ICO 222	Ethics of Mass Communication	3(3-0-6)
ICO 116	Language and Communication in Social and Cultural Context	3(2-2-5)	ICO 231	Creative Content for Digital Media	3(2-2-5)
ICO 215	Digital Photography for Communication	3(2-2-5)	ICA 253	Advanced Writing for Communication	3(3-0-6)
ICA 132	Persuasive Communication	3(3-0-6)	XXX xxx	General Education	3(_ _ _)
XXX xxx	General Education	3(_ _ _)	ICA xxx	Professional Elective I	3(_ _ _)
XXX xxx	General Education	3(_ _ _)	XXX xxx	General Education	3(_ _ _)
XXX xxx	General Education	3(_ _ _)			
	<b>Total 21 credits</b>		<b>Total 21 credits</b>		

### Third Year

#### Semester I

ICO 311	Communication Research	3(3-0-6)
ICA 251	Target Audience Behavior	3(3-0-6)
ICA 311	Strategic Communication Planning and Evaluation	3(3-0-6)
ICA 312	Production for Multimedia	3(2-2-5)
ICA xxx	Professional Elective II	3(_-_-)
XXX xxx	Professional Concentrated Elective I	3(_-_-)

**Total 18 credits**

#### Semester II

ICA 313	International Communication Entrepreneurship	3(3-0-6)
ICA xxx	Professional Elective III	3(_-_-)
XXX xxx	Professional Concentrated Elective II	3(_-_-)
XXX xxx	Professional Concentrated Elective III	3(_-_-)
XXX xxx	Professional Concentrated Elective IV	3(_-_-)
XXX xxx	Professional Concentrated Elective V	3(_-_-)

**Total 18 credits**

### Fourth Year

#### Semester I

ICA491	Communication Arts Professional Seminar	3(2-2-5)
XXX xxx	Free Elective I	3(_-_-)
XXX xxx	Free Elective II	3(_-_-)

**Total 9 credits**

#### Semester II

ICA 492	Senior Project	5(0-10-5)
ICA 493	Internship in Communication Arts	1 (0-35-18)

Or

ICA 494	Co-operative Education	6(0-35-18)
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**Total 6 credits**

## International Business Program (IB)

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

### Why study IB?

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

### Career opportunities:

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

- Multi-National Corporations in Sales, Marketing, Import-Export
- Government: BOI, Export Promotion, International Trade
- Trade Organization
- Entrepreneur
- Import-Export Business
- Business Organization

### Qualifications:

#### 1. Academic Entry Requirement

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

#### 2. English Language Requirement\*

- a. English is the applicant's first language or;
- b. A score of B2 level in the CEFR framework; or
- c. An IELTS (Academic) overall score of 5.5 or;
- d. TOEFL score of at least 500 in Paper-Based Test; 173 in Computer-Based Test; 60 in Internet-Based Test or;
- e. CU-TEP Test equivalent score of 70 or other approved equivalents or;
- f. Pass the Rangsit University International College (RIC) Placement Test

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



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

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

Application Periods :

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

IB Program

- A four year program
- Total credit 132 credit

**Pre-College Courses (non-credit) 27 Credits**

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

IFE Level I

- IFE 001 Active Integrated English I
- IFE 002 English Listening and Speaking I
- IFE 003 English Academic Reading I
- IFE 004 English Academic Writing I

IFE Level II

- IFE 005 Active Integrated English II
- IFE 006 English Listening and Speaking II
- IFE 007 English Academic Reading II
- IFE 008 English Academic Writing II
- IFE 009 English Communication and Presentation

General Education Program (International Program): 30 credits

**Group 1 and Group 2 15 credits**

RSU Identity 3 credits

Internationalization and Communication 12 credits

- English Language 6 credits

- International Language and International Experience 6 credits

**Group 3 – Group 8 15 credits**

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

Group 3 - Leadership and Social Responsibility 3 credits

Group 4 - Arts and Culture 3 credits

Group 5 - Innovative Entrepreneurship 3 credits

Group 6 - Digital Media Literacy 3 credits

Group 7 - Essence of Science 3 credits

Group 8 - RSU My-Style 3 credits

<b>Core Courses</b>	<b>96</b>	<b>credits</b>
I. Professional Foundation Courses	36	credits
II. Major Courses	63	credits
• Required Major Courses	36	credits
• Elective Major Courses	24	credits
III. Free Elective	6	credits

## International Business

First Year			Second Year		
<b>Summer</b>			<b>Semester I</b>		
IRS 111	Social Dharmacracy	2(2-0-4)	XXX xxx	General Education V	3(_-_-)
XXX xxx	GE Language I	3(3-0-6)	IAC 100	Principles of Financial Accounting	3(_-_-)
IRS 112	Sport for Health	1(0-2-1)			
	<b>Total 6 Credits</b>		ILA 112	Business Law	3(3-0-6)
<b>Semester I</b>			IPO 201	Operation Management	3(3-0-6)
XXX xxx	General Education I	3(_-_-)	IHR 201	Human Resource Management and Entrepreneurship	3(3-0-6)
XXX xxx	General Education II	3(_-_-)			
XXX xxx	General Education III	3(_-_-)	IEC212	Principles of Macroeconomics	3(3-0-6)
ITA 126/	Thai Language	3(2-2-6)		<b>Total 18 Credits</b>	
ITA 127	Thai Language for Beginner		<b>Semester II</b>		
IMK 201	Principles of Marketing	3(3-0-6)	IAC 103	Principles of Managerial Accounting	3(3-0-6)
	<b>Total 15 Credits</b>		IPO 200	Quantitative Analysis and Business Statistics	3(3-0-6)
<b>Semester II</b>			IFN 201	Business Finance	3(3-0-6)
XXX xxx	General Education IV	3(_-_-)	IBM 301	Global Business Management	3(3-0-6)
XXX xxx	GE other Language II	3(_-_-)			
XXX xxx	GE other Language III	3(_-_-)	IBM 334	International Business Logistics	3(3-0-6)
IEC 211	Principles of Microeconomics	3(3-0-6)			
IMG 201	Modern Management and Organization Behaviour	3(3-0-6)	ICS 211	Computer Problem Solving for Business	3(2-2-5)
	<b>Total 15 Credits</b>		XXX xxx	Free Elective I	3(_-_-)
				<b>Total 21 Credits</b>	

**Third Year****Semester I**

IBM 431	Export-Import Management	3(3-0-6)
IBM 445	Cross Cultural Management	3(3-0-6)
IBM 460	Global Competitive Strategy	3(3-0-6)
IFN 331	International Finance	3(3-0-6)
XXX xxx	Major Elective I	3(_ _ _)
XXX xxx	Major Elective II	3(_ _ _)

**Total 18 Credits****Semester II**

ILA 431	International Trade Law	3(3-0-6)
IMG 336	Leadership, Negotiation and Conflict Management	3(3-0-6)
IMK 331	Global Marketing	3(3-0-6)
IPO 302	Research Methods	3(3-0-6)
XXX xxx	Major Elective III	3(_ _ _)
XXX xxx	Major Elective IV	3(_ _ _)
XXX xxx	Free Elective II	3(_ _ _)

**Total 21 Credits****Fourth Year****Semester I**

IBM 492	Current Issues in International Business	3(3-0-6)
XXX xxx	Major Elective V	3(_ _ _)
XXX xxx	Major Elective VI	3(_ _ _)
XXX xxx	Major Elective VII	3(_ _ _)
XXX xxx	Major Elective VIII	3(_ _ _)

**Total 15 Credits****Semester II**

IBM 498	Internship	3(0-35-18)
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**Total 3 Credits****OR**

For Co-operative Study Plan

**Semester I**

IBM 492	Current Issues in International Business	3(3-0-6)
XXX xxx	Major Elective V	3(_ _ _)
XXX xxx	Major Elective VI	3(_ _ _)
XXX xxx	Major Elective VII	3(_ _ _)
XXX xxx	Major Elective VIII	3(_ _ _)

**Total 15 Credits****Semester II**

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

## Information and Communication Technology Program (ICT)

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

### Why study ICT?

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

### Career opportunities:

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

1. System Developer
2. Information Technologist
3. Programmer
4. Software Developer
5. Software Taster/Quality Assurance
6. Database Administrator
7. Network Administrator/It Support

### Qualifications:

#### 1. Academic Entry Requirement

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

#### 2. English Language Requirement\*

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

- b. A score of B2 level in the CEFR framework; or
- c. An IELTS (Academic) overall score of 5.5 or;
- d. TOEFL score of at least 500 in Paper-Based Test; 173 in Computer-Based Test; 60 in internet-Based Test or;
- e. CU-TEP Test equivalent score of 70 or other approved equivalents or;
- f. Pass the Rangsit University International College (RIC) Placement Test

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

**Pre-College Courses (non-credit) 27 credits**

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

**IFE Level I**

IFE 001	Active Integrated English I
IFE 002	English Listening and Speaking I
IFE 003	English Academics Reading I
IFE 004	English Academics Writing I

**IFE Level II**

IFE 005	Active Integrated English II
IFE 006	English Listening and Speaking II
IFE 007	English Academics Reading II
IFE 008	English Academics Writing II
IFE 009	English Communication and Presentation

**General Education Courses 30 credits**

I. Humanities & Social Science Group	9	credits
II. Science & Mathematics Group	3	credits
III. Language Group	15	credits
IV. Interdisciplinary & Physical Education Group	3	credits

**Education System & Academic Calendar**

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

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

**Application Period:**

- Summer	:	February	-	June
- Semester I	:	June	-	August

- Semester II : September – January

**ICT Program Structure:**

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

**Pre-College Courses (non-credit) 27 credits**

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

**IFE Level I**

IFE 001	Active Integrated English I
IFE 002	English Listening and Speaking I
IFE 003	English Academics Reading I
IFE 004	English Academics Writing I

**IFE Level II**

IFE 005	Active Integrated English II
IFE 006	English Listening and Speaking II
IFE 007	English Academics Reading II
IFE 008	English Academics Writing II
IFE 009	English Communication and Presentation

**General Education Courses 30 credits**

I. Humanities & Social Science Group	9	credits
II. Science & Mathematics Group	3	credits
III. Language Group	15	credits
IV. Interdisciplinary & Physical Education Group	3	credits

**Specialized Core Courses 90 credits**

I. Foundation Core Courses	9	credits
II. Major Core Courses	81	credits
A. Major Compulsory Courses	63	credits
A1. Organization and Information Technology Issues	15	credits
A2. Technology Applications	21	credits
A3. Technology and Software Process	15	credits
A4. System Operation and Structure	6	credits
A5. Thesis and Co-operative Education	6	credits
B. Elective Major Courses	18	credits

## ICT Study Plan

First Year			Second Year		
<b>Semester I</b>			<b>Semester I</b>		
ICT 111	Introduction to Information Technology	3(3-0-6)	ICT 112	Fundamental Information Systems	3(3-0-6)
ITA 106/107	Thai Language for Communication/Thai Language for Business	3(2-2-5)	ICT 202	Computer Programming II	3(2-2-5)
ILE xxx	Languages I	3(_-_-)	ICT 209	Data Communication and Networking	3(3-0-6)
ILE xxx	Languages II	3(_-_-)	ICT 210	Information Technology Laws	3(3-0-6)
ILE xxx	Languages III	3(_-_-)	ICT 211	Database Management Systems for Organization	3(3-0-6)
XXX xxx	General Education	3(_-_-)	XXX xxx	General Education	3(x-x-x)
IRS 112	Sport for Health	1(0-2-1)	<b>*Total 18 credits/18 credits</b>		
IRS 111	Social Dhamacracy	2(2-0-4)	<b>Semester II</b>		
<b>*Total 21 credits/ 21 credits</b>			ITE 201	Information Technology	3(3-0-6)
<b>Semester II</b>			ICT 212	Data Structure and Algorithm	3(3-0-6)
MAT 153	Mathematics for Information Technology	3(3-0-6)	ICT 213	System Analysis and Design	3(3-0-6)
ILE xxx	Languages IV	3(_-_-)	ICT 215	Human-Computer Interaction	3(3-0-6)
ICT 101	Object-Oriented Technology	3(3-0-6)	XXX xxx	General Education	3(x-x-x)
ICT 102	Computer Programming I	3(2-2-5)	XXX xxx	Major Elective I	3(x-x-x)
ICT 103	Database System Concept	3(3-0-6)	<b>*Total 18 credits/18 credits</b>		
ICT 110	Web System and Technologies	3(2-2-5)			
XXX xxx	General Education	3(_-_-)			
<b>*Total 21 credits/21 credits</b>					



## ICT Study Plan

Third Year			Fourth Year		
<b>Semester I</b>			<b>Semester I</b>		
ICT 301	Implementation of Information Technology	3(2-2-5)	ICT 401	Seminar in Information and Communication Technology	3(3-0-6)
ICT 302	Social and Professional Issues	3(2-2-5)	ICT 402	Bachelor of Science Research Skills	3(2-2-5)
XXX xxx	Major Elective I	3(-_-)	[ICT 494]	Introduction to Senior Project Networking	2(2-0-4)
XXX xxx	Major Elective III	3(-_-)			
XXX xxx	Major Elective IV	3(-_-)			
	<b>*Total 15 credits/15 credits</b>			<b>*Total 8 credits/6 credits</b>	
<b>Semester II</b>			<b>Semester II</b>		
ICT 304	Information Assurance and Security	3(3-0-6)	[ICT 495]	Senior Project or	3(0-6-3)
ICT 305	Information Systems Project Management	3(3-0-6)	[ICT 498]	Co-operation Education	6(0-35-18)
XXX xxx	Major Elective V	3(x-x-x)		<b>*Total 3 credits/6 credits</b>	
XXX xxx	Free Elective I	3(x-x-x)			
XXX xxx	Free Elective II	3(x-x-x)			
	<b>*Total 15 credits/15 credits</b>				

\*Note: There are two plans. i.e., senior project (A) and co-operative education (B) denoted by total credits A credits/B credits respective

## Hospitality Industry (IHI)

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**Degree** : Bachelor of Arts (Hospitality Industry)  
B.A. (Hospitality Industry)

### Why study IHI?

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

### Career opportunities:

There continues to be a huge demand for graduate in all areas of IHI, and employment prospects are excellent, which industry as follows:

- Hospitality
- Tourism
- Hotel
- Airlines
- Restaurant
- Ministry of tourism
- Etc.

### Qualification

#### 1. Academic Entry Requirement

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

## 2. English Language Requirement\*

- a. English is the applicant's first language or;
- b. A score of B2 level in the CEFR framework; or
- c. An IELTS (Academic) overall score of 5.5 or;
- d. TOEFL score of at least 500 in Paper-Based Test; 173 in Computer-Based Test; 60 in Internet-Based Test or;
- e. CU-TEP Test equivalent score of 70 or other approved equivalents or;
- f. Pass the Rangsit University International College (RIC) Placement Test

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

## Education System & Academic Calendar:

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

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

## Application Periods:

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

## IHI Program

- A four year program
- Total credit 130 credit

## Precollege courses (non-credit):

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

### IFE Level I

- IFE 001 Active Integrated English I
- IFE 002 English Listening and Speaking I
- IFE 003 English Academic Reading I

IFE 004 English Academic Writing I

**IFE Level II**

IFE 005 Active Integrated English II

IFE 006 English Listening and Speaking II

IFE 007 English Academic Reading II

IFE 008 English Academic Writing II

IFE 009 English Communication and Presentation

<b>General Education Program (International Program):</b>	<b>30</b>	<b>credits</b>
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<b>Group 1 and Group 2</b>	<b>15</b>	<b>credits</b>
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RSU Identity	3	credits
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Internationalization and Communication	12	credits
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- English Language	6	credits
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- International Language and International Experience	6	credits
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<b>Group 3 – Group 8</b>	<b>15</b>	<b>credits</b>
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(The student can select to study in group 3- group 8 by selecting subject not exceeding 3 credits in each group and the total of credit is not less than 15 credits)

Group 3 - Leadership and Social Responsibility	3	credits
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Group 4 - Arts and Culture	3	credits
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Group 5 - Innovative Entrepreneurship	3	credits
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Group 6 - Digital Media Literacy	3	credits
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Group 7 - Essence of Science	3	credits
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Group 8 - RSU My-Style	3	credits
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<b>Core Courses</b>	<b>94</b>	<b>credits</b>
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I. Professional Foundation Courses	24	credits
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II. Require Major Courses	40	credits
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III. Elective Major Courses	30	credits
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• Elective Language	15	credits
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• Elective	15	credits
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IV. Free Elective	6	credits
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## IHI Study Plan

First Year			Second Year		
<b>Semester I</b>			<b>Semester I</b>		
IRS 111	Social Dharmacracy	2(2-0-4)	XXX xxx	(Group 3-8) III	3(3-0-6)
IRS 112	Sports for Health 1(0-2-1)		XXX xxx	(Group 3-8) IV	3(3-0-6)
XXX xxx	Language I	3(3-0-6)	XXX xxx	Language IV	3(3-0-6)
XXX xxx	Language II	3(3-0-6)	IHI 210	Special Interest Tourism	3(3-0-6)
XXX xxx	(Group 3-8) I	3(3-0-6)	IHI 215	Room Division and Front Office	3(2-2-5)
IHI 101	International Tourism and Hospitality	3(3-0-6)	XXX xxx	Elective Language II	3(2-2-5)
IHI 102	Psychology for Hospitality Industry and Cross Cultural Communication	3(3-0-6)			<b>Total 18 Credits</b>
		<b>Total 18 Credits</b>	<b>Semester II</b>		
<b>Semester II</b>			XXX xxx	(Group 3-8) V	3(3-0-6)
XXX xxx	Language III	3(3-6-6)	IHI 211	Hotel Operations and Management	3(3-0-6)
XXX xxx	(Group 3-8) II	3(3-0-6)	IHI 213	Geography for Tourism	3(2-2-5)
XXX xxx	Elective Language I	3(2-2-5)	IHI 313	Airline Business Management	3(3-0-6)
IHI 103	Hospitality Arts and Personality Development	3(3-0-6)	XXX xxx	Elective Language III	3(2-2-5)
IHI 104	Sustainable Hospitality Industry Management	3(1-4-4)	XXX xxx	Elective I	3(_ _ _)
IHI 105	Tourist Behavior	3(3-0-6)			<b>Total 18 Credits</b>
		<b>Total 18 Credits</b>			

## IHI Study Plan

Third Year			Fourth Year		
<b>Semester I</b>			<b>Semester I</b>		
IHI 214	Food and Beverage Management and Operations	3(2-2-5)	IHI 401	Ethics and Laws Related to Hospitality Industry	3(3-0-6)
IHI 301	Human Resource Management in Hospitality Industry	3(3-0-6)	IHI 411	Preparation for internship in Hospitality Industry	1(0-2-1)
XXX xxx	Elective II	3(_-_-)	IHI 412	Strategic Management and Current Issues in Hospitality Industry	3(3-0-6)
XXX xxx	Elective III	3(_-_-)	XXX xxx	Free Elective I	3(_-_-)
XXX xxx	Elective Language IV	3(2-2-5)	XXX xxx	Free Elective II	3(_-_-)
XXX xxx	Elective Language V	3(2-2-5)			
<b>Total 18 Credits</b>			<b>Total 13 Credits</b>		
<b>Semester II</b>			<b>Semester II</b>		
IHI 302	Hospitality Industry Information Systems	3(2-2-5)	IHI 414	Co-operative Education	6(0-35-18)
IHI 310	Housekeeping Service Management	3(2-2-5)			
IHI 311	Tour Package Planning and Management	3(2-2-5)			
IHI 312	Catering and Banquet Management	3(2-2-5)			
IHI 410	Hospitality Industry Sales and Marketing	3(3-0-6)			
XXX xxx	Elective IV	3(_-_-)			
XXX xxx	Elective V	3(_-_-)			
<b>Total 21 Credits</b>			<b>Total 6 Credits</b>		

## International Relations and Development (IRD)

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

### Why study IRD?

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

### Career opportunities:

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

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

### Qualifications:

#### 1. Academic Entry Requirement

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

#### 2. English Language Requirement\*

- a. English is the applicant's first language or;
- b. A score of B2 level in the CEFR framework; or
- c. An IELTS (Academic) overall score of 5.5 or;
- d. TOEFL score of at least 500 in Paper-Based Test; 173 in Computer-Based Test; 60 in Internet-Based Test or;
- e. CU-TEP Test equivalent score of 70 or other approved equivalents or;
- f. Pass the Rangsit University International College (RIC) Placement Test
- g. \*An applicant who does not meet the English language requirement will take the RIC

English Foundation Programme before they can start the degree program.

**Education System & Academic Calendar:**

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

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

**Application Periods:**

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

**IRD Program Structure:**

- A three point five or four year program
- Total credit 129 credits

**Pre-College courses (non-credit)****27 credits**

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

- IFE Level I
  - IFE 001 Active Integrated English I
  - IFE 002 English Listening and Speaking I
  - IFE 003 English Academic Reading I
  - IFE 004 English Academic Writing I
- IFE Level II
  - IFE 005 Active Integrated English II
  - IFE 006 English Listening and Speaking II
  - IFE 007 English Academic Reading II
  - IFE 008 English Academic Writing II

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

- I. Group 1 RSU Identity 3 credit
- II. Group 2 Internationalization and Communication 12 credit
  - English Language 6 credit
  - International Language and International Experience 6 credit
- III. Group 3 to Group 8 15 credit

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

- Group 3 Leadership and Social Responsibility 3 credit
- Group 4 Arts and Culture 3 credit
- Group 5 Innovative Entrepreneurship 3 credit
- Group 6 Digital Media Literacy 3 credit
- Group 7 Essence of Science 3 credit



- Group 8 RSU My-Style	3	credit
Core Course Requirements	93	credit
I. Professional Foundation Courses	9	credit
II. Core Courses Requirements (Integration)	39	credit
III. Major Courses Requirements	36	credit
IV. Major Courses Elective	9	credit
V. Free Elective	6	credit

## IRD Study Plan

First Year			Second Year		
<b>Summer</b>			<b>Semester I</b>		
XXX xxx	Gen.Ed.Group 3 to 8	3(_-_-)	POL 206	Introduction to Comparative Politics and Government	3(3-0-6)
XXX xxx	Gen.Ed.Group 3 to 8	3(_-_-)	ECO 211	Principle of Microeconomics	3(3-0-6)
XXX xxx	Gen.Ed.Group 3 to 8	3(_-_-)	IRD 252	Evolution of World Politics	3(3-0-6)
<b>Total 9 credits</b>			IRD 262	Evolution of World Politics UN and Sustainable Development	3(3-0-6)
<b>Semester I</b>			IRD 318	China in the 21st Century	3(3-0-6)
PEG 201	Academic Skills in Political Science and Economics	3(3-0-6)	XXX xxx	Gen.Ed.Language III	3(2-2-5)
PEG 202	Basic Principles of Data Analysis in Political Science and Economics	3(3-0-6)	<b>Total 18 credits</b>		
POL 202	Introduction to International Politics and Globalization	3(3-0-6)	<b>Semester II</b>		
IRD 101	Introduction to Southeast Asian Political Economy and Culture	3(3-0-6)	PEG 203	The Use of Computer in Political Science and Economics	3(3-0-6)
IRD 307	International Organizations and Cooperation	3(3-0-6)	POL 102	Introduction to Political Philosophy	3(3-0-6)
XXX xxx	Gen.Ed.Language I	3(2-2-5)	IRD 233	Public Policy Analysis	3(3-0-6)
<b>Total 18 credits</b>			IRD 263	Diplomacy and Negotiations	3(3-0-6)
<b>Semester II</b>			IRD 358	Powers in Asia Pacific	3(3-0-6)
ECO 212	Principle of Macroeconomics	3(3-0-6)	XXX xxx	Gen.Ed.Language IV	3(2-2-5)
ECO 391	Development of Political Economic Thoughts	3(3-0-6)	<b>Total 18 credits</b>		
IRD 241	Thai Government and Politics	3(3-0-6)			
IRD 250	Political Economy of Asia	3(3-0-6)			
XXX xxx	Gen.Ed.Language II	3(2-2-5)			
IRS 111	Social Dharmacracy	2(2-0-4)			
IRS 112	Sport for Health	1(0-2-1)			
<b>Total 18 credits</b>					

## Study Plan of IPED Program

### 2. International Relations and Development (IRD)

Third Year			Fourth Year		
<b>Semester I</b>			<b>Summer</b>		
IRD 264	Global Governance and Development Foreign	3(3-0-6)	IRD 497	Internship	3(0-35-18)
			<b>Total 3 credits</b>		
IRD 334	Policy Analysis	3(3-0-6)	<b>Semester I</b>		
IRD 359	International Security	3(3-0-6)	PEG 401	Seminar on Contemporary Politics, Economy, and Global Issues	3(1-4-4)
IRD xxx	Major Elective I	3(3-0-6)	IRD 498	Independent Study	3(3-0-6)
XXX xxx	Gen. Ed.Group 3 to 8	3(_-_-)	XXX xxx	Free Elective II	3(_-_-)
XXX xxx	Gen.Ed.Group 3 to 8	3(_-_-)	<b>Total 9 credits</b>		
<b>Total 18 credits</b>			<b>OR</b>		
<b>Semester II</b>			For Co-operative Education Study Plan		
IRD 401	Research Methodology	3(2-2-5)	<b>Summer</b>		
IRD 339	US Government and Politics	3(3-0-6)	IRD 499	Co-operative Education	6(0-35-18)
IRD 360	International Politics of Asia	3(3-0-6)	<b>Total 6 credits</b>		
IRD xxx	Major Elective II	3(3-0-6)	<b>Semester I</b>		
IRD xxx	Major Elective III	3(3-0-6)	PEG 401	Seminar on Contemporary Politics, Economy, and Global Issues	3(1-4-4)
XXX xxx	Free Elective I	3(_-_-)	XXX xxx	Free Elective II	3(_-_-)
<b>Total 18 credits</b>			<b>Total 6 credits</b>		

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

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

### Why study International Digital Business?

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

### Career opportunities:

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

### Qualifications :

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

### Education System & Academic Calendar :

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

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

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

<b>First Year</b>	<b>First Year</b>
(PLAN KOR, Thesis Plan)	(PLAN KHOR, Independent Study Plan)
<b>Semester I</b>	<b>Semester I</b>
IDB 601 International Business 3(3-0-6) Management in Digital Era	IDB 601 International Business 3(3-0-6) Management in Digital Era
IDB 602 Digital Technology for Business 3(3-0-6)	IDB 602 Digital Technology for 3(3-0-6) Business
IDB 603 Advanced Digital Marketing 3(3-0-6)	IDB 603 Advanced Digital Marketing 3(3-0-6)
IDB 604 Digital Entrepreneurial Finance 3(3-0-6)	IDB 604 Digital Entrepreneurial 3(3-0-6) Finance
IDB 606 Research Methodology for 3(3-0-6) Digital Business	IDB 606 Research Methodology for 3(3-0-6) Digital Business
<b>Total 15 credits</b>	<b>Total 15 credits</b>
<b>Semester II</b>	<b>Semester II</b>
IDB 605 Design Thinking and 3(3-0-6) Business Laws in Digital Context	IDB 605 Design Thinking and 3(3-0-6) Business Laws in Digital Context
IDB607 Quantitative Analysis and 3(3-0-6) Digital Business Statistics	IDB607 Quantitative Analysis and 3(3-0-6) Digital Business Statistics
IDB xxx Elective 3(3-0-6)	IDB xxx Elective I 3(3-0-6)
IDB 699 Thesis 6(0-18-9)	IDB xxx Elective II 3(3-0-6)
<b>Total 15 credits</b>	IDB xxx Elective III 3(3-0-6)
<b>Semester III</b>	<b>Semester III</b>
IDB Thesis 6(0-18-9)	IDB Thesis 6(0-18-9)
<b>Total 6 credits</b>	<b>Total 15 credits</b>
	<b>Total 6 credits</b>

# คำอธิบายรายวิชา



## International College

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### Communication Arts (Comm. Arts.)

- ICO111 Principles and Theories of Communication 3(3-0-6)**  
Communication theory development, process, elements, models, supporting factors and obstacles to effective communication in various areas: meaning, roles, influences; important modes of mass media in new era: printing media, film, radio and television, new media, social media and related communication activities.
- ICO112 Introduction to Mass Communication 3(3-0-6)**  
Meaning, characteristics, mission, importance, and history of mass media: newspapers, magazines, motion pictures, and broadcasting media covering media related activities: advertising and public relations, morals and ethics.
- ICO113 Speech and Personality 3(2-2-5)**  
Basic knowledge of speech, principles and theories of speaking such as speech preparation, audience analysis, topic selection, speech evaluation and speaking on various occasions; arts of negotiation, presentation techniques and personality development.
- ICO116 Language and Writing in Social and Cultural Contexts 3(2-2-5)**  
Basic understanding of language nature focusing on effective reading and writing to achieve the aims of communication in social and cultural dimensions relating to language and language use; development of reading and writing abilities media. It also covers short stories and novels.
- ICO 211 Laws of Mass Communication 3(3-0-6)**  
Rights and freedom of human expression, legal philosophy, laws related to defamation offense, violation of reputation, copyright acts and computer crime laws.
- ICO215 Digital Photography for Communication 3(2-2-5)**  
Elements and functions of digital camera; various kinds of digital camera, lens, accessories; principles of taking pictures by using a digital camera, selecting picture files, setting



picture resolution, applying saving-pictures file system, setting ISO balance, measuring light, and setting f-stop to balance with speed shutter; picture composition, light setting, various types of taking pictures, and editing pictures for communicative purposes.

**ICO218 Intercultural Communication in ASEAN 3(3-0-6)**

Meaning, importance and roles of intercultural communication, influence or elements of economy, politics, societies, culture and way of lives of people in ASEAN Community, integration and adjustment to new culture, obstacles and efficiency of intercultural communication.

**ICO222 Ethic of Mass Communication 3(3-0-6)**

Basic principles and concepts of ethics and aesthetics of mass communication and case study to promote codes of conduct in the field and critical skills: analyzing, synthesizing, and applying ethics to various of mass communication works.

**ICO230 Political Philosophy 3(2-2-5)**

Principles, concepts, and theories of creative thinking, creative thinking process, developing ideas and themes for creative thinking, design, and case studies in use of creative ideas for communication arts.

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

Concepts about digital behavior, data sources and digital resources, searching, analysis, synthesis, design and production of creative contents related to the communication works for digital media and target audience.

**ICO311 Communication Research 3(3-0-6)**

*Pre-requisite: ICO111 Communication Theories  
or Introduction to Mass Communication*

Principles, concepts and research methodology in social science including quantitative and qualitative research, statement of problem and research design for communication fields, uses and interpretation of statistics for research.

**ICO349 Communication Entrepreneurs 3(3-0-6)**

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

**IPE351 English for Professional Developments 3(3-0-6)**  
 English language for effective communication. The course places emphasis on regular practice to improve and develop skills in academic reading, listening, writing, and presentation, which are essential and critical to job prospects and a student's career advancement in Philosophy, Politics and Economics or International Relations and Development.

**Required Major Course: Communication Arts**

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**ICO111 Introduction to Journalism 3(2-2-5)**  
 Development of both domestic and international journalism, rights, freedom, roles, functions, and social responsibilities; knowledge and understanding about information including news and critiques; technology and digital media in journalism, organizational management, and ethics of journalists.

**ICO120 Introduction to Radio and Television and Entertainment Media 3(3-0-6)**  
 History of radio and television both inside and outside Thailand radio and television system, technology and digital development, roles, responsibility and influences on radio and television practitioner's society and ethics.

**ICO122 Principles of Strategic Communication 3(3-0-6)**  
 Principles and processes to develop student's skills in design, creativity and creative practice to plan and execute creative work for appropriate marketing communication situations through practical experiences project, field work and case study.

**ICA131 Principles of Public Relations 3(3-0-6)**  
 Development and theories of public relations; procedure of public relations; group targeting, tools and digital media for public relations procedure for government and business enterprise; professional principles and ethics for public relations personnel.

**ICA132 Persuasive Communication 3(3-0-6)**  
 Characteristics and techniques of effective persuasion using various mass media and interpersonal; important psychological, social and environmental elements affecting persuasive communication.

- ICA217 Psychology of Communication 3(3-0-6)**  
Principles and theories of psychology of communication, the fundamental concepts of theoretical psychology, and importance of human perception and communication in terms of ages, physical context, social context, affecting communications; psychological use in analyzing receivers' behaviors.
- ICA251 Target Audience Behavior 3(3-0-6)**  
*Pre-requisite: ICO111 Principles and Theories in Communication or ICO112 Introduction to Mass Communication*  
Target audience behavior's lifestyles, perceptive behavior, and attitude changes, including decision making procedures for media planning and follow-up on results of advertising.
- ICA253 Advanced Writing for Communication 3(3-0-6)**  
Analytical and critical thinking skills; academic writing including citation and references; creative writing skills including young adult fictions, poetry, blog and techniques in creating a good blog; plagiarism and copyrights.
- ICA311 Strategic Communication Planning and Evaluation 3(3-0-6)**  
Concepts and practices in strategic communication; contextual analysis and needs assessment for organizational communication; roles of communication in business planning; designing strategic and evaluation plans to achieve organizational goals; research skills development for communication planning.
- ICA312 Production for Multimedia 3(2-2-5)**  
Design and production using interactive-based technology program; combining audio, visual, graphic, and textual elements; development of skills in digital technology; developing and design content for commercial purposes; pitching the ideas; and designing for digital devices.
- ICA313 International Communication Entrepreneurship 3(3-0-6)**  
Business initiatives, strategies, and creative thinking for public relations entrepreneurship, business planning for business, managing business in public relations, fiscal and taxes management, human resources management, customer management, related laws for business.

- ICA336 Co-operative Education 3(2-2-5)**  
*Pre-requisite: ICO113 Speech and Personality*  
Principles and process of presenting public relations idea and creation; study techniques and strategies in presenting; effective use of media for presentation.
- ICA354 Integrated Marketing Communication 3(3-0-6)**  
Meaning, roles, and importance of marketing communication; characteristics and procedure of marketing communication; roles of product and brand, target audience behavior, marketing promotion; media planning and selection; tools of effective integrated marketing communication; evaluation of marketing communication plans.
- ICA491 Communication Arts Professional Seminar 3(2-2-5)**  
Development in problems analysis skills for communication arts; recommendation of action by exchanging ideas and experiences relating to communication arts from both government and private sector; applying theories and practices for communication arts professional area.
- ICA492 Senior Project 5(0-10-5)**  
Senior project on interesting topics or issues corresponding to the field of studies; thesis work supervised and evaluated by thesis committee.
- ICA493 Internship in Communication Arts 1(0-35-18)**  
Part-time or full-time jobs in communication arts related field of students' academic curriculum for at least 280 hours, under the guidance of a Communication Arts faculty member.
- ICA494 Co-operative Education 6(0-35-18)**  
Training in the institutions agencies affiliated to the co-operative education program, with an aim to provide students with experience and skills in actual work situation, self-improvement and how to live cooperatively with others in society; at least 16 weeks internship performance and documents submitted have to pass the approval the agencies and the departmental committee.

Required Major Courses: Advertising

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- IAD311 Creative Strategy and Practice for Advertising 3(2-2-5)**  
**Pre-requisite ICA251 Target Audience Behavior**  
Principles and production process; practice creative thinking in order to develop skills in creative thinking; apply creative thinking to a plan and suitable strategies and design for advertising; practical experience, project creation, field trip and case study.
- IAD351 Media Planning 3(3-0-6)**  
Media planning principles; media analysis and comparison; planning procedures for effective objectives; effective decision making on media selection including the media evaluation and correction.
- IAD356 Advertising Creative and Production 3(2-3-6)**  
History and the fundamentals of advertising, roles within a professional advertising agency; the function of the advertising designer relative to this hierarchy; accurate communication of the advertiser's message through appropriate development of concepts, words and visuals reflecting strategy, positioning and brand personality.
- IAD358 Photography for Advertising 3(2-2-5)**  
*Pre-requisite: ICO215 Digital Photography for Communication*  
Principles of photographic production for advertising; process and techniques of photographing in various types such as indoor, outdoor, products, human figure; photo editing through computer; evaluation of picture quality for advertisement.
- IAD360 Creative Brand Communication 3(3-0-6)**  
Meaning, roles, importance of "brand" in marketing and advertising; concept, theories, and strategies in brand building; process of brand communication using various kinds of communications through cases which both, fail and succeed; evaluating value of brand.
- IAD361 Content Marketing 3(3-0-6)**  
Creativity, concepts development, creation, communication techniques, choice of words for the development of content for marketing purposes; media selection; integration of content developed for a certain product/service category or organization to the marketing process to increase effectiveness and efficiency as part of the marketing strategies; techniques and methods to

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

**IAD362 Creative Digital Marketing Activities 3(3-0-6)**

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

**IAD432 Advertising Campaign 3(2-2-5)**

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

**IAD451 Advertising Management 3(3-0-6)**

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

**Required Major Courses: Public Relations**

**IPR233 Image and Reputation Management 3(3-0-6)**

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

**IPR234 Marketing Public Relations 3(3-0-6)**

*Pre-requisite: ICA131 Principles of Public Relations*

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

- IPR 305 Organizational Communication 3(3-0-6)**  
*Pre-requisite: ICA131 Principles of Public Relations*  
Fundamentals, concepts, process, and elements of communication including interpersonal, small groups and organizational communication; types of communication such as upward and downward communication, formal and informal communication.
- IPR 311 Creative Digital Media for Public Relations 3(2-2-5)**  
*Pre-requisite: ICA131 Principles of Public Relations*  
Principles and procedure in creation; creative thinking skills; development of creative skills; design and application of creative thinking; public relations plan and suitable strategies for digital media; learning practicing through experiences, field, and case studies.
- IPR 332 Public Relations and Corporate Communication Campaign 3(2-2-5)**  
*Pre-requisite: ICA131 Principles of Public Relations  
or IPR231 Writing for Public Relations*  
Concepts, practices in public relations and corporate communication campaign include planning, processing, communicating, activities, presentations, and evaluation campaign for public relations and corporate communication.
- IPR 337 Photography for Public Relations 3(2-2-5)**  
*Pre-requisite: ICO215 Digital Photography for Communication*  
Principles, theories, and techniques of photographing used in public relations business; study layout; study taking pictures to use in news articles and features, human picture taking and light setting; practice taking pictures specially for public relations business.
- IPR 362 Creative Public Relations Activities 3(2-2-5)**  
*Pre-requisite: ICO131 Principles of Public Relations*  
Meaning, roles and importance of activities used for public relations; characteristics and various kinds of activities; target audiences and situations analysis needed in public relations; creative activities planning; media and tools for effective integrated communication; evaluation of public relations activity plan.
- IPR 433 Public Relations Planning and Crisis Management 3(3-0-6)**  
*Pre-requisite: ICO131 Principles of Public Relations*  
Meaning, planning, creative thinking for problem solving and issue management in crisis situations happening to organizations using public relations principles; present crisis situations and problems solved; case studies, and discussion.

**IPR 434 Public Relations Management 3(3-0-6)***Pre-requisite: ICO131 Principles of Public Relations*

Concept and techniques of public relations implementation in the view of public relations administrators; study strategies in public relations administrations; manage organization structure, personnel, budget, internal business; control and evaluate public relations administration.

**Elective Major Courses: Journalism****IJR 222 Interviewing Arts and Techniques 3(2-2-5)***Pre-requisite: ICO113 Speech and Personality*

Arts of the interview, interviewing techniques, and preparation for interview; principles of phrasing the questions and audio techniques for maximum effect in communication arts.

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

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

**IJR 331 Digital Publishing for Journalism 3(2-2-5)**

Electronic publishing via internet technology; concepts and practices in page design; layout; scanning techniques; the usage of other effective computer program supporting electronic and digital media publishing.

**IJR 345 Journalistic Photography 3(2-2-5)***Pre-requisite: ICO215 Digital Photography for Communication*

Principles and techniques of photography for various kinds of print media; application of picture layout for illustrations of news articles, articles, features, cover, fashion and other columns; ethics of photographer; outdoor photography.

**IJR 346 Editing for Digital Journalism 3(2-2-5)***Pre-requisite: ICA111 Introduction to Journalism*

Roles and relationship among editing, production, administration, news departments in digital newspaper, digital magazine, new media, digital radio, digital television and business; prepare, select articles and illustrators; edit first draft; focusing on truth, language usage, presenting information.



- IJR 347 Article and Critique Writing 3(2-2-5)**  
Principles of writing for various kinds of media; writing skills for various kinds of articles such as descriptive article, analytical articles, interview article including standard and reliable critiques.
- IJR 450 Editing and Digital Newspaper Production 3(2-2-5)**  
News business management, collecting, selecting, editing news articles, features, columns and illustrations; proofing, designing, arranging layout for digital newspaper; practicing digital newspaper production in every step.
- IJR 453 Editing and Digital Magazine Production 3(2-2-5)**  
*Pre-requisite: ICA111 Introduction to Journalism*  
News business management, collecting, selecting, editing news articles, features, columns and illustrations; proofing, designing, arranging layout for digital magazines.

#### **Elective Major Courses: Visual and Audio Media Production**

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- IMP 223 Storytelling 3(2-2-5)**  
Writing principles, techniques and strategies for a variety of formats; creative writing; journalistic principles; storytelling techniques for contemporary media; content analysis; creative thinking; innovation in storytelling techniques; experimenting and practicing of new techniques such as using mixed-method combining factual and fiction or telling stories through digital media enabling interactivity between the media and users through experiments and practices.
- IMP 224 Short Film Production 3(2-2-5)**  
Short film's influence on Thai culture; techniques and innovation in today's short film making; principles and theories in developing plots through storytelling methodologies for films, short films, short-form documentary; components of film production, crew, coordination; script development and writing; basic production using modern technology; basic production principles and process; post-production using available application or computer software.
- IMP 225 Audiovisual Media Production 3(2-2-5)**  
Using smartphone for audiovisual media production for social media use such as YouTube or Video; cinematography principles and techniques, shot composition; lighting and shadows in audiovisual media; personnel, technique, and equipment necessary for smartphone

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

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

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

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

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

### Minors Course

For non – Comm. Arts students

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

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

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

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

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

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

- IJR 347      Article and Critique Writing      3(2-2-5)**  
Principles of writing for various kinds of media; writing skills for various kinds of articles such as descriptive article, analytical articles, interview article including standard and reliable critiques.
- IPR 234      Comparative Public Policy      3(3-0-6)**  
Application of principles and concepts of public relations to generate buzz and publicity in order to increase awareness; development and integration of public relations campaign to serve both PR and marketing purposes, through the use of various media channels including the Internet and social media, and television; using PR techniques and principles to strengthen the persuasion power where marketing strategies could not achieve efficiently.

## International Business (IB)

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### Professional Foundation Courses

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

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

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

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

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

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

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

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

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

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

- IHR 201 Human Resource Management and Entrepreneurship 3(3-0-6)**  
History, theories, principles, scopes and processes of human resource management including human resource planning, job analysis, recruitment and selection, performance appraisal, wage and salary management, compensation, training and development, welfare and fringe benefits, social security, compensation fund, providence fund, government's pensions fund, maintenance of human resources, disciplines, termination and labor relations.
- ILA 112 Business Law 3(3-0-6)**  
Characteristics and objectives of important business forms including partnership, companies, and public companies. The course also deals with increase and reduction of capital, debentures, dissolution, amalgamation, bankruptcy, business revival, roles of private financial institutions and stock markets; important laws concerning business organizations such as business negotiation and contract drafting, settlement of business disputes and arbitration, trade competition, industrial laws, consumer protection, laws of international trade and economic unions, Asian trade and cooperation law, and future trends of international agreements.
- IMG 201 Modern Management and Organization Behavior 3(3-0-6)**  
Organization and process of management including planning, organizing, leading, and controlling. The course also includes organizational behaviors such as leadership, motivation, communication, managing groups, team building, managing changes and organizational culture.
- IMK 201 Principles of Marketing 3(3-0-6)**  
Definition, concept and roles of marketing and its importance to economy, marketing environment, market segmentation, market targeting, product positioning, consumer behaviors, marketing management and marketing information system, product classification, product mix, pricing policy and strategy, physical distribution planning, promotion.
- IPO 201 Operations Management 3(3-0-6)**  
Introduction to management of production functions including the selection of the plant location, the factory layout and design, the analysis of work system, quality control and inventory.
- IPO 200 Quantitative Analysis and Business Statistics 3(3-0-6)**  
The role of quantitative theory model applying in business, linear programming model, transportation model, decision making model, queuing model, the role of statistics in business

decision making, differentiate between qualitative and quantitative variables, describing data, probability concepts and continuous probability, hypothesis testing, statistical test, apply business research and descriptive statistics in making better business decisions.

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

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

### Required Major Courses

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

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

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

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

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

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

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

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

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

To analyze increasing competitive international environment; to thoroughly discuss marketing decisions before entering foreign markets; to identify and compare targeted country at-

tractiveness with others; to understand pros and cons of each mode entry, the interactions among the diverse elements of the marketing mix when applied to foreign markets.

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

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

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

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

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

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

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

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

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

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

**IBM 431 Export-Import Management 3(3-0-6)**  
Practical, technical and procedural aspects of export and import business operation, INCOTERMS, documentation and process including credit, transportation, insurance, communication relation to export and import.

**IBM 498 Internship 3(0-35-18)**  
Part-time or full-time jobs in International Business related field of students' academic curriculum for at least 280 hours, under the guidance of a International Business faculty member.

**IBM 494 Co-operative Education 6(0-35-18)**  
Students must do the internship in the area of International Business in a selected organization like an employee of that organization for at least 16 consecutive weeks or 560 hours. Each student is assigned a particular task to complete within the 16 weeks. Diary records must be done and submitted every 2 weeks to the advisor. Students are also evaluated by the supervisor of the organization.

### **Elective Major Courses**

#### **International Business Management**

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**IBM 221 International Experience I 3(1-35-20)**  
Abroad program to be organized by Rangsit University. The course is aimed for students to have an international exposure and to broaden their perspective of the world by taking a trip abroad and take a course in their area or related area of study for not less than 45 hours during their stay. The assessment will be done by both the host institution and Rangsit University.

**IBM 322 International Experience II 3(1-35-20)**  
An extension of IBM 221 International Experience I. Class to be organized by Rangsit University. A different 45 hour class from that of IBM 221 is required and a different destination is preferable. The assessment will be conducted by the host institution and Rangsit University International College.

**IBM 275 Asian Marketing Strategies 3(3-0-6)**  
Importance and environment of Asian marketing, roles and policies of government, marketing strategies, criteria for products and markets selections, packaging, pricing, handling, agent selecting and promotion; planning and controlling; problems and barriers in Asian marketing.



- IBM 335 International Entrepreneurship 3(3-0-6)**  
The definition and meaning, importance, capacity, concepts, types, strategies, resources, environment and characteristics of international entrepreneurship, concepts of venture, recognition, resource analysis environment analysis, business function such as marketing, production and operation, management and human resource management, finance and accounting, important element of business plans.
- IBM 345 ASEAN Economic Integration 3(3-0-6)**  
Major concepts explaining the origins and dynamics of ASEAN; responsibilities, impacts, relationship, future trends of international organizations in economic integration, economic principles, political science and legal, in which reflecting regulation and policy from the dynamic regional integration.
- IBM 375 Social and Cultural Diversity in Asia 3(3-0-6)**  
Culture and its role in Asian way of life, spatial organisation, ritual, family, inequality, construction of individual identities and social solidarities, symbolism, belief, kinship, gender and class; case studies to be drawn from different countries in Asia.
- IBM 420 China, India and Japan in Global Business Perspective 3(3-0-6)**  
Chinese, Indian, and Japanese business operations in global business perspective; and Chinese, Indian, and Japanese values and perceptions towards the world as well as the political and economic roles of overseas Chinese, Indian, and Japanese in Developed countries, East Asia countries, and Southeast Asia Countries.
- IBM 450 International Commerce: ASEAN 3(3-0-6)**  
Business in ASEAN; analyzing the country demography, culture, political system, economy, trading relationship, law and regulation, and case discussion.
- IBM 454 Digital Commerce for International Trade 3(3-0-6)**  
Content and process of digital for International Trade. Information system development, digital and E – Commerce, software package for International Trade digital and E – Commerce, electronic transfer money, transfer database, data security in International digital and E – Commerce, also case study for critical issue of International Trade digital and E – Commerce.

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

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

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

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

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

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

**IFN 432 Risk Management and Insurance 3(3-0-6)**

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

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

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

## International Marketing and Online Business

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- IMK 311 Innovative and Creative Strategy for Advertising 3(3-0-6)**  
Principles and production process; practice Innovative and creative thinking in order to develop skills in Innovative and creative thinking; apply creative thinking to a plan and suitable strategies for advertising; practical experience, project creation, field trip and case study.
- IMK 326 Digital and Social Media Marketing Management 3(3-0-6)**  
Value of Digital and Social Media marketing, resources and customer database management and customer communication through online and social media tools that can be used in marketing activities, marketing planning stages for online digital and social media activities, concept of virtual store for marketing products and services including the future of digital online marketing resources.
- IMK 327 Marketing Public Relations 3(3-0-6)**  
Concept, philosophy and components of public relations, roles of public relations related to marketing, various kinds of marketing public relations; marketing public relations strategy; corporate identity and public relations.
- IMK 330 Integrated Marketing Communication for International Business Management 3(3-0-6)**  
The concept of integrated marketing communication for international business management; marketing promotional objectives, promotional strategy planning process, advertising and sales promotion efforts to attract customers, promotional budget, marketing situation and buyer's behavior analysis to win customers communicating factors for effective promotion.
- IMK 333 International Strategic Brand Management 3(3-0-6)**  
Concept of brand and brand management as an asset of business; importance of brand management; identification and establishment of brand positioning and brand equity, planning and implementing brand as planned, measuring brand performance, as well as brand value creation for sustainable growth at international levels.
- IMK 355 Events and Entertainment Management 3(3-0-6)**  
Introduction to the process of planning, managing meetings and events, trade show, convention plan; organization and information management in event planning; creating event

checklists, timelines and master event production books; event management tools, such as service proposals for catering, lodging and other services; concentrating on the elements that make events distinctive, such as venue, decorations, food selection and entertainment, creating a themed event and making theme-appropriate choices.

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

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

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

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

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

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

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

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

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

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

## Information and Communication Technology Program (ICT)

### Professional Foundation Courses

**MAT 153 Mathematics for Information Technology 3(3-0-6)**  
Random variables and probability distributions; mathematical expectation; discrete and continuous probability distribution; functions of random variables; estimation; tests of hypothesis; linear regression and correlation; non-parametric statistics; Boolean algebra and logic circuits; algebra of sets and strings; groups and subgroups; data-types relating to algebraic structures; relations and functions; recursive functions; mathematical models for finite-state machines.

**ICT 111 Introduction to Information Technology 3(3-0-6)**  
Introduction to information technology; history of IT; pervasive themes in IT: digital logic, memory, storage, processing paradigms, operating systems, programming languages; introduction to telecommunications and computer networks: internet, intranets, and extranets; IT and its related and informing disciplines application domains: business information systems, electronic commerce, decision support systems, knowledge management; ethical issues in information society.

**ICT 112 Fundamental Information Systems 3(3-0-6)**  
Fundamental of information systems; business organizations and processes; business environments; information systems in organization; persons related to information systems; type of information systems; systems and application software; organizing data and information; introduction to systems development: systems development life cycle (SDLC), system deployment; integration of IT into business, government and community systems; role of IT professionals in solving organizational problems.

### Major Core Courses

**ITE 201 Information Technology Engagement in Community 3(3-0-6)**  
Promoting a common view of engagement; leading change; commitment to community responsibility; create information technology knowledge to community; effective relationship with community and university; and engagement sustainable lifelong learning.

**ICT103 Database Systems 3(3-0-6)**

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

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

The importance of laws related to digital technology; laws related to digital technology: trading and commerce issues, computer abuse, cybercrime, social justice, free speech, privacy, risk assessment in computer systems, intellectual properties, and ethics in digital technology professions.

**ICT 211 Database Management Systems for Organization 3(3-0-6)**

Data modeling using the Entity-Relationship (ER) model, the enhanced Entity-Relationship (EER) model, the relational data model and relational database constraints; functional dependencies and normalization for relational databases; introduction to NoSQL database technology, types and examples of NoSQL databases, Structured Query Language (SQL), procedural language and Structured Query Language (SQL), fundamentals of PL/SQL control structures, collections and records, PL/SQL cursor, database security.

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

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

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

Research definition, significance of research, research processes, actors and roles in research, literature seeking, literature review and scientific reading, reference and citation, plagiarism and research ethics, information and communication technology article writing, developing research proposal, research report, data analysis and statistics for information technology research method.

## Technology Applications

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

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

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

Usability of interactive systems, universal usability, guidelines, principles, and theories, design, evaluation and the user experience, design case studies, direct manipulation and immersive environments, fluid, expressive human and command languages, devices, communication and collaboration, advancing the user experience, the timely user experience, documentation and user support (a.k.a. Help), information search, data visualization.

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

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

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

Fundamental aspects of network security; cyber-attack; security awareness; design of network security with Firewall; Industrial Control System Security e.g. SCADA; Critical infrastructure security e.g. power plant; Cyber warfare.

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

Introduction to Project Management, the project management and information technology context, the project management process groups: a case study, project integration management, project scope management, project time management, project cost management, project quality management, project human resource management, project communications management, project risk management, project procurement management, project stakeholder managements.

**ICT 401 Seminar in Information and Communication Technology 3(3-0-6)**  
 Issues for activities concerning current information technology, team working; meeting; conferencing; augmentation; methods of writing report; project writing; project presentation; seminar holding and seminar evaluation.

### Technology and Software Process

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**ICT 101 Object-Oriented Technology 3(3-0-6)**  
 Fundamental concepts of object-oriented technology; characteristics of objects; class and objects; object attributes and behaviors; base classes; inheritance; polymorphism; arrays; reuse of objects; basic concepts of object-oriented analysis and design using UML; application of object-oriented technology; introduction to object-oriented programming languages.

**ICT 102 Computer Programming I 3(2-2-5)**  
 Introduction to basic programming, variables processing, mathematical processes, conditional programming including if-else and for-loop statements, functions and input/output, introduction to data structures and algorithms, object orientation programming, designing of process and development of application software.

**ICT 202 Computer Programming II 3(2-2-5)**  
 Analysis and design of complex programs, object-oriented programming concept, class and objects, recursive and iterative program controls, introduction to basic data structures, types of file organizations, file processing techniques, graphic user interface design, practical application programming for research, entertainment, businesses, and industries.

**ICT 212 Data Structure and Algorithm 3(3-0-6)**  
 Introduction to data structures and algorithms; string; array; record; pointer; linked list; list data structure; stack data structure; queue data structure; graph data structure; tree data structure; recursion; searching algorithms; sorting algorithms and analysis of algorithms.

### System Operation and Structure

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**ICT 110 Web Systems and Technologies 3(2-2-5)**  
 Understanding the architecture of the Internet, World Wide Web technology, and services and technologies related to the internet, multimedia design and creation, Web page



design, Web implementation using markup language such as HTML, XHTML, XML, Web testing, maintain a web site from start to finish, and able to deploy the website to the web server.

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

Fundamental of networking; types of computer networks; hierarchical data communication models; communication reference models; network protocols and standards; Application layer; Transport layer; Network layer; IP addressing and subnetting; Network Access layer; related hardware and software in communication; Ethernet; routing and switching; small Local Area Network (LAN) design and implementation; introduction to communication security.

**Thesis and Co-operative Education**

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**ICT 493 Internship 1(0-35-18)**

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

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

(Students must earned at least 45 credits of required major courses or acquire consent from Head of Program)

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

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

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

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

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

(Students must earned at least 60 credits of major courses or acquire consent from Head of Program)

Minimum of 16 weeks or 560 hours must be achieved. This program is designed to enhance traditional academic study by providing students the opportunity to integrate academic study and classroom theory with productive and real-life work experience in Information and Communication Technology field at a work site in the community. It also provides the time to explore occupational areas and to develop skills, knowledge and attitudes needed to become productive and satisfied members of society.

**Major Elective Courses****ICT 214 Computing Platform Technology 3(3-0-6)**

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

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

Storyboarding; scene composition; lighting; music and sound effect; animation; multimedia technology; and user interaction.

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

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

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

Object-Oriented Programming; Internet Programming with Socket; Industrial Control/Monitoring Programming e.g. Modbus TCP/IP, Internet of Things Programming, Application Programming Interface e.g. JavaScript Object Notation.

- ICT 328 Social Media Management 3(3-0-6)**  
Social facts; social computing; social media; fundamental of management; social web; social graph; social text; social business; social media strategy; social media in marketing; social media in innovation; social media in customer service; social media in knowledge management and human resource management; social media in public sector and business; social media engagement; social media analytics; crisis management.
- ICT 329 Big Data Analytics 3(3-0-6)**  
Basic concepts of big data analytics; application in social network analysis; big data analytics platform; social network analytics; MapReduce programming; MapReduce based computing framework; practical sessions dedicated to the implementation of big data analytics with selected programming language and tools.
- ICT 331 Cloud Computing 3(3-0-6)**  
Introduction to cloud computing; Cloud deployment model; service model by perceiving Infrastructure as a service, platform as a service, and software as a service; distributed model; data security present a process of authentication and personal use; cloud computing model such as public cloud; community cloud; hybrid cloud, and personal cloud; business perspectives; service provider and service user that have a mutual service level agreement at present; concepts of the business for a cloud provider, design system, and deploy a suitable cloud-computing infrastructure; an excellent quality application determined by the ICT industry.
- ICT 333 Enterprise Architectures 3(3-0-6)**  
Foundation of enterprise architectures; define operating model; implement the operating model via enterprise architecture; enterprise architecture maturity; build the project at a time; use enterprise architectures to guide outsourcing.
- ICT 334 Object-Oriented Database Implementation and Management 3(3-0-6)**  
Fundamental concepts of object-oriented analysis and design; class and object; object-oriented requirement elicitation; static object modeling; dynamic object modeling; object-oriented database; object-oriented database modeling; object-oriented database development; object query language; object-relational database management system; design, implementation and operation with object-oriented database management system.

- ICT 336 Introduction to Machine Learning 3(3-0-6)**  
Introduction to machine learning; supervised learning; linear regression; least squares; logistic regression; neural network; k-nearest neighbour; support vector machine; unsupervised learning; k-mean clustering; expectation-maximization algorithm; dimensionality reduction; principal component analysis; cross-validation; evaluating estimator performance; machine learning applications.
- ICT 338 Intelligent Systems 3(3-0-6)**  
Introduction to artificial intelligence and applications; introduction to intelligent agent systems; expert systems; fuzzy systems; artificial neural networks; evolutionary computation; hybrid intelligent systems; examples of intelligent systems.
- ICT 339 Computer Forensics 3(3-0-6)**  
Introduction to computer forensics, tracking on offender, encryption and forensics, data hiding, hostile code, electronic toolkit, investigating computers and host, introduction to the criminal justice system; related information technology law.
- ICT 352 Digital Era Transformation 3(3-0-6)**  
Business eco-systems among the trends of digital technologies, formation of business models through innovations from digital technologies, changes in cost structure and revenue from adding value to intangible goods, leveraging open innovation, significance of tactic and digital strategy, digital transformation of the industry, and creating effective digital strategies.
- ICT 355 Innovation and Entrepreneurship 3(3-0-6)**  
Concept of launching a business startup for innovative products and services. The main aim is to develop the essential knowledge, skills, and understanding of creative ideas for new products and processes to succeed in a business venture. Necessary business management, marketing, financial, operation and supply chain techniques that ensure business growth form the core of discussion and review materials.
- ICT 356 Cryptography and Blockchain Technology 3(3-0-6)**  
Introduction to cryptography; block cipher; stream cipher; symmetric and asymmetric cryptography; hash functions; message authentication code; authentication; access control; digital signature; session key generation and distribution; applications of cryptography; blockchain technology and its applications; blockchain generation.

- ICT 358 Data Science 3(3-0-6)**  
Introduction to the importance of data science; data manipulation techniques; the data structure for data analysis; data analysis; predictive modeling; supervised segmentation; discriminant functions; model performance analytics; decision analytic thinking; model performance visualization; prediction via evidence combination; text representation and mining; similarity and nearest neighbors; unsupervised data mining and clustering; data science tasks and techniques; data science and business strategy.
- ICT 421 Wireless Network 3(3-0-6)**  
Concepts of wireless data network and modern knowledge of wireless implementation, emerging technologies such as wireless phone systems, mobile internet system, wireless local loop (WLL), satellite system, Bluetooth, etc., Wireless Local Area Network(WLAN) technologies, IEEE802.11 standard, wireless LAN topologies, major WLAN equipment: wireless NIC, access points, vehicle-to-everything (V2X) wireless, long range wireless power, wireless, sensing, wireless location tracking, wireless bridges and antenna systems, WLAN security systems, the design, planning, implementation, operation and troubleshooting of WLAN.
- ICT 422 Games Design and Programming 3(3-0-6)**  
Game design; game design document; game programming; game development; scene composition; character control; and user interface.
- ICT 425 Mobile Applications Implementation 3(2-2-5)**  
Application development for mobile devices; development process; underlying technology; and recent mobile application technology.
- ICT 426 Search Engine and Retrieval Systems 3(3-0-6)**  
Models and methods for storage and retrieval of information; topics include information retrieval techniques, text analysis and automatic indexing, document clustering, search techniques, search engine architecture, techniques for ranking search results, retrieval performance measurement, and current research topics related to search engine; image retrieval and multimedia retrieval.
- ICT 428 Computer Vision and Augmented Reality 3(3-0-6)**  
Computer vision technology; augmented reality technology; development process; how to use software, hardware and peripherals that is needed for development the augmented reality application.

- ICT 429 Management of Information Technology Services 3(3-0-6)**  
Organization structure; organizational communication; budgeting issues; personnel hiring; evaluation and promotion; physical plant layout; controls and procedures for routine daily operation; security and disaster planning; improves the adjustment from the academic to the business environment.
- ICT 489 Special Topics in Information and Communication Technology 3(3-0-6)**  
Special topics in Information and Communication Technology areas, from semester to semester with change of content, topics must be approved by department head.
- IEG 350 English for Professional Development 3(2-2-5)**  
English language for effective communication. The course will thoroughly cover a review of English grammar for the correct usage of English language and emphasis to be made on regular practices to improve and develop skills in academic reading, listening, writing, and presentation which are essential and critical to job prospects and a student's career advancement.
- IBM 221 International Experience I 3(1-35-20)**  
Overseas program to be organized by Rangsit University. The course is aimed for students to have an international exposure and to broaden their perspective of the world by taking a trip abroad and take a course in their area or related area of study for not less than 45 hours during their stay. The assessment will be done by both the host institution and Rangsit University.
- IBM 322 International Experience II 3(1-35-20)**  
Extension of IBM 221 International Experience I. Class to be organized by Rangsit University. A different 45 hour class from that of IBM 221 is required and a different destination is preferable. The assessment will be conducted by the host institution and Rangsit University.

### Major Elective Requirements

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- ICT103 Database Systems 3(3-0-6)**  
Concepts of information systems, related to information retrieval, database system hierarchical, network, relational, database management systems, applications of data structures and file systems to build database, database normalization, data description languages, data manipulation languages, database backup, data security, reliability and data integrity, database design practices

**ICT 110 Web Systems and Technologies**

**3(2-2-5)**

Understanding the architecture of the Internet, World Wide Web technology, and services and technologies related to the internet. multimedia design and creation, Web page design, Web implementation using markup language such as HTML, XHTML, XML, Web testing, maintain a web site from start to finish, and able to deploy the website to the web server.

**ICT 111 Introduction to Information Technology**

**3(3-0-6)**

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

**ICT 112 Fundamental Information Systems**

**3(3-0-6)**

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

**ICT 209 Data Communications and Networking**

**3(3-0-6)**

Fundamental of networking; types of computer networks; hierarchical data communication models; communication reference models; network protocols and standards; Application layer; Transport layer; Network layer; IP addressing and subnetting; Network Access layer; related hardware and software in communication; Ethernet; routing and switching; small Local Area Network (LAN) design and implementation; introduction to communication security.

**ICT 215 Human-Computer Interaction**

**3(3-0-6)**

Usability of interactive systems, universal usability, guidelines, principles, and theories, design, evaluation and the user experience, design case studies, direct manipulation and immersive environments, fluid, expressive human and command languages, devices, communication and collaboration, advancing the user experience, the timely user experience, documentation and user support (a.k.a. Help), information search, data visualization.

- ICT 305 Information Systems Project Management 3(3-0-6)**  
Introduction to Project Management, the project management and information technology context, the project management process groups: a case study, project integration management, project scope management, project time management, project cost management, project quality management, project human resource management, project communications management, project risk management, project procurement management, project stakeholder managements.
- ICT 320 Animation and Multimedia Technology 3(3-0-6)**  
Storyboarding; scene composition; lighting; music and sound effect; animation; multimedia technology; and user interaction.
- ICT 352 Digital Era Transformation 3(3-0-6)**  
Business eco-systems among the trends of digital technologies, formation of business models through innovations from digital technologies, changes in cost structure and revenue from adding value to intangible goods, leveraging open innovation, significance of tactic and digital strategy, digital transformation of the industry, and creating effective digital strategies.
- ICT 355 Innovation and Entrepreneurship 3(3-0-6)**  
Concept of launching a business startup for innovative products and services. The main aim is to develop the essential knowledge, skills, and understanding of creative ideas for new products and processes to succeed in a business venture. Necessary business management, marketing, financial, operation and supply chain techniques that ensure business growth form the core of discussion and review materials.
- ICT 489 Special Topics in Information and Communication Technology 3(3-0-6)**  
Special topics in Information and Communication Technology areas, from semester to semester with change of content, topics must be approved by department head.





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

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

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

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

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

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

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

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

**Major courses requirement****IHI 210      Special Interest Tourism      3(3-0-6)**

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

- IHI 211      Hotel Operations and Management      3(3-0-6)**  
Organizational structure management, operations of accommodation and hotel properties; reception, reservation, room service, information service, interactions among various departments within a hotel, as well as among other hotels of the same chain and among other chains; competition and communication marketing including hotel business trends.
- IHI 213      Geography for Tourism Business      3(2-2-5)**  
Major geographical concepts including location, topography, climate, ethnics, flora and fauna and their impacts on natural and cultural tourists' attractions and activities of Thailand and other regions of the world. Learners gain empirical experience through field activities at attractions with distinguished geographical factors.
- IHI 214      Food and Beverage Management and Operations      3(2-2-5)**  
The structure of food and beverage servicing along with staff key responsibilities, various service patterns, as well as food and beverage, types and equipments; cross cultural communication, team-working skills and service procedures with regard to the practice in both laboratory and real situations, handling guests' complaints and problem solving procedures, study of computer application for food and beverage service management ,simulation practices with the use of computer programs.
- IHI 215      Room Division and Front Office      3(2-2-5)**  
Organization structure and the management of the Front Office; reservation, room assignment, types of rooms room symbols layout and planning of room numbers, reception, room registration, baggage handling procedures; information services; business centers, cross selling and up-selling techniques with other business units of the hotel, travel agencies, as well as airlines; guest encounter management techniques and guests' complaints; cross-cultural communication principles; simulation practices of operation procedures along with the use of computer programs.
- IHI 310      Housekeeping Service Management      3(2-2-5)**  
Organizational structure of the housekeeping department, duties, responsibilities and attributes of housekeeping staff, inter-department coordination, cleaning equipment, classification and types of equipment, methods of use, care and maintainance, cleaning agents, maid service rooms, hotel linen, linen room, uniforms, planning and organizing such as area inventory list, frequency schedule, performance standards, productivity standards, planning staff strength and duty roaster, holiday schedules and job allocation, contract cleaning – types and methods, basic interior designs, laundry, strain removal, practice of room cleaning, setting up of maid cart, room

make up, flower arrangement, decoration for special occasions, handling guest complains, lost and found procedures.

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

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

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

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

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

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

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

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

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

Understanding grounding, realization of importance of internship with hospitality industry enterprises, conformity to rules and regulations, work disciplines and etiquettes, personality development, the use of office appliances, preparation of business correspondences, preparation for job application as well as professional presentation techniques; development of English proficiency for job application in tourism and hospitality industry through practical activities.

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

A discussion of strategic management and current issues in hospitality industry themselves as well as political, economic and social issues at both national and international levels that affect hospitality industry. Cooperation between government as well as strategic planning in hospitality industry.

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

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

**Major Elective Requirements**

**Elective Language**

Choose 5 courses from one of 3 groups below:

**Chinese Language**

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

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

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

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

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

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

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

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

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

### Japanese Language

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**ILJ 111 Japanese I 3(2-2-5)**  
Basic Japanese phonics; practice of the audio-lingual reading and writing skills in Hiragana, Katakana and Kanji; a study of basic sentence structures used in greetings commonly focused in everyday life; the development of 500 vocabulary items and 50 Kanji characters.

**ILJ 112 Japanese II 3(2-2-5)**  
Basic sentence structures and practice of four skills: listening, speaking, reading and writing used in various situations; further learning of 500 vocabulary items and 100 Kanji characters.

**ILJ 113 Business Japanese 3(2-2-5)**  
The Language structure; practice of four skills: listening, speaking, reading and writing used in situations assigned; further learning of 500 vocabulary items and 150 Kanji characters, the basic principles of reading; drill in Japanese reading using short passages about Japan, practice listening and speaking in every day life's conversation.

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

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

### Thai Language

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

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

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

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

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

#### General electives 15 Credits

**IHI 221 International Experience I 3(3-0-6)**  
Abroad program to be organized by Rangsit University, aimed for students to have an international exposure and to broaden their perspective of the world by taking a trip abroad and take a course in their area or related area of study for not less than 45 hours during their stay, the assessment done by both the host institution and Rangsit University.

**IHI 322 International Experience II 3(3-0-6)**  
An extension of IBM 221 International Experience I. Class to be organized by Rangsit University, preferable a different 45 hour class from that of IBM 221 is required and a different destination, the assessment conducted by the host institution and Rangsit University International College.

**IHI 331 Multimedia for Hospitality Industry 3(3-0-6)**  
Multimedia and information technology system; problems in information technology and multimedia design and its impact on the system within organization; planning stage, structure

arrangement, development; evaluation of IT and multimedia; IT and multimedia affecting online business include hospitality trading through mobile business; web design and development to obtain appropriate connection.

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

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

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

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

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

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

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

Understanding of the concept of disability, impairment, and aging and their implications on people’s physical, attitudinal, and information accessibility; characteristics and roles of disabled and senior tourism markets; classification of disability and their expected service experiences; the



concept and importance of tourism and leisure in lives of disabled and senior citizens, policies that promote quality of life of disabled and senior citizens of different origin market, service techniques and tour conducting technique for people with different types of accessibility problems.

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

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

**IHI 363 Introduction to ASEAN and Greater Mekong Sub-Region Countries 3(3-0-6)**

Studying background of cooperation of ASEAN and Greater Mekong Sub-region (GMS) countries; political, economic, social and population situations; civilization and ways of life of ASEAN and GMS; morality and dos and don'ts in traveling within ASEAN and GMS; strengths, weaknesses, opportunities and threats in tourism and visiting; cooperation in tourism in ASEAN and GMS; and tourist behaviors.

**IHI 364 ASEAN and ASEAN and Greater Mekong Sub-Region Tourism Resources 3(2-2-5)**

Studying key tourism resources in ASEAN and GMS; tourist attractions: natural, cultural, man-made, activities, traditions, sports, conferences, exhibitions, gastronomy, local products, cost effectiveness; sustainable management on tourism resources and marketing; and study visits on tourism in ASEAN and GMS.

**IHI 365 Logistics and Travel Facilitation in ASEAN and Greater Mekong Sub- Region Tourism 3(2-2-5)**

Studying information on travel in ASEAN and GMS countries, namely: transportation by land, sea and air; travel facilitation for tourists, such as immigration, customs, visa application, baggage transfer, product or tourism service or travel ticket purchases; tourism service liberalization and opportunities to work in tourism in ASEAN; utilization of ICT for tourism; and study visits on tourism in ASEAN and GMS.

- IHI 366      General Information on Cruise Tourism      3(3-0-6)**  
Studying cruise tourism; looking back and forward of the business on cruise tourism; categories of cruise ships; cruise lines and timetables of each route; administration structure of cruise companies; morality, laws and related agencies; and sustainable development of cruise tourism.
- IHI 367      Cruise Tourism Management      3(2-2-5)**  
Studying and practicing purchase of tour programs on cruise; utilization of ICT to facilitate purchase of products and services and tickets; logistics of cruise tourism; safety of working on board; basic knowledge on safety on board; passenger management; emergency practices; leadership and teamwork; study tour on cruise.
- IHI 368      Hospitality Management on Cruise      3(2-2-5)**  
Studying and practicing service provision on cruise; front office, housekeeping, food and beverage services, cruise concierge, including special activities on board; and study tour on cruise.
- IHI 371      In-flight Passenger Service Management      3(2-2-5)**  
Principles and managerial processes of flights to maximize client's satisfaction; emphasize on flight attendants' working processes and atmosphere – meal and drink services, safety onboard; other relevant works on a flight: before, during and after the flight.
- IHI 383      Special Event Operation Principles      3(3-0-6)**  
Concepts and issues relevant to event operation management by applying managerial skills and service skills together to respond to different situations including experience design, operation preparation for static and mobile events, risk management, crowd management and control, supporting logistics, and relevant legal regulations and processes.
- IHI 431      Advertising and Sales Promotion in Hospitality Industry      3(3-0-6)**  
The role of the Advertising and Sales Promotion in Hospitality Business, its organization, functions and management: method of sales and promotion with regard to product analysis, advertising and personal selling; areas of sales and promotion including group sales, conventions, food, beverage and entertainment, special events and promotions: communication strategies, public relations, marketing strategies and planning, Advertising and Sales Promotion in Hospitality Business.

- IHI 451      Resort and Spa Management      3(3-0-6)**  
Categories and roles of venue on the success of Resort and Spa Management. The course covers various concepts namely venue and facility design, sales and marketing, safety and security, evaluation of the event, ethical issues, corporate social responsibilities, resort marketing and finance, problems and challenges more includes, as well as trends and challenges facing the future of venue business for Resort and Spa Management.
- IHT 461      Thai Culinary Arts      3(2-2-5)**  
Basic skills and procedure involve in Thai food production, the method of preparation, cooking and presentation, the characteristics of Thai food, major ingredient and how to plan a typical menu for different ethnic cuisines common in Thailand.
- IHT 462      International Culinary Arts      3(2-2-5)**  
Basic skills and procedure involve in International food production, the method of preparation, cooking and presentation, the characteristics of International food, major ingredient and how to plan a typical menu for different ethnic cuisines.
- IHI 472      Passenger Ground-service Handling and Management      3(2-2-5)**  
Ground operation of an airline and airport; detailed work processes for customer care and services in accordance with load control and weight balance, necessary documentations and coordination of flight dispatch.
- IHT 484      Meeting, Convention, and Conference Organization      3(2-2-5)**  
Meanings and importance of meeting, conference, and convention on national tourism and economic as well as various concepts that concern the operation management including planning, stakeholders, site selection, bidding process, program planning, budget, food and beverage services, site management, opening and closure ceremonies, and special events.
- IHI 493      Special Project on ASEAN and Greater Mekong  
Sub-Region Tourism      3(1-4-4)**  
Studying the knowledge on process to formulate a special project; then formulate a special project beneficial for ASEAN and GMS tourism, such as management, services and facilitation for tourists visiting GMS and ASEAN countries; do research, observe, analyze, gathering information and follow research process then compile a report.

**IHI 494 Seminar on ASEAN and Greater Mekong Sub-Region Tourism 3(1-4-4)**

Studying knowledge about seminars then organizing a seminar, discussing, brainstorming, exchanging views on various issues related to tourism in ASEAN and GMS; presenting interesting issues, current situation, problems and opportunities and future of tourism in ASEAN and GMS; preparing readiness for profession apprenticeship in tourism industry in ASEAN and GMS.

**IHI 495 Special Project on Cruise 3(1-4-4)**

Studying the knowledge on process of research to formulate a special project; then formulate a special project beneficial for cruise tourism, such as management, services and facilitation for tourists on board; do research, observe, analyze, gathering information and follow research process then compile a report

**IHI 496 Seminar on Cruise Tourism 3(1-4-4)**

Organizing a seminar, discussing, brainstorming, exchanging views on various issues related to cruise tourism; presenting interesting issues, current situation, problems and opportunities and future of cruise tourism; preparing readiness for profession apprenticeship in cruise tourism industry.

## International Relations and Development (IRD)

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### Professional Foundation Courses

- PEG 201 Academic Skills in Political Science and Economics 3(3-0-6)**  
Avoiding plagiarism, paraphrasing, quoting, citing, referencing systems, essay writing skills, reading skills, listening skills, note-taking, presentation skills, library catalogues and electronic resources, curriculum vitae and cover letters.
- PEG 202 Basic Principles of Data Analysis in Political Science and Economics 3(3-0-6)**  
Characteristics of data, information, and bodies of knowledge in social science; basic principles in collecting, aggregating, interpreting, and analyzing quantitative and qualitative data; basic literacy and skills concerning the applications of information technology in analyzing political, economic, and social phenomena.
- PEG 203 The Use of Computer in Political Science and Economics 3(3-0-6)**  
Knowledge and skills in the use of computer programs both offline and online necessary for the study and research in social science and the practices in relevant professions.

### Core Courses Requirements (Integration)

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- POL 102 Introduction to Political Philosophy 3(3-0-6)**  
Foundation of eastern/western political philosophies and political theories, and may include other approaches for studying the foundation of thought that leads to an argument regarding political thoughts such as human, state, citizen, governor, power, truth, goodness, justice, rule, right, liberty, duty, property, equality, democracy, and in connection with history and contemporary trends such as digital world and biopolitics.
- POL 202 Introduction to International Politics and Globalization 3(3-0-6)**  
Approaches and theories in international relations and globalization, with specific reference to other major topics such as national and international security, global political economy, international norms, civil societies, and global governance, relating to contemporary dimensions in terms of politics, economy, technology, culture, environment, information and communication.

- POL 206 Introduction to Comparative Politics and Government 3(3-0-6)**  
Concepts, theories, and methods in comparative analysis and explanation of political phenomena and regimes of countries objectively, with an emphasis on political developments according to major characteristics and dynamics such as state structures, legal systems, policies, civil societies, interest groups, political parties, elections, political cultures, communications, economics, information societies, geographical conditions, external influences, and in connection with Thai politics and government as well as contexts of contemporary world.
- ECO 211 Principle of Microeconomics 3(3-0-6)**  
Basic concept of microeconomics; resource, consumer behaviour, demand, cost, production, firm behaviour, supply, price mechanism, product market, factor market, market structure; economic problem and government role relating to microeconomics; case study and application of microeconomics in digital economy.
- ECO 212 Principle of Macroeconomics 3(3-0-6)**  
Basic concept of macroeconomics; government revenue, tax, government expenditure, fiscal policy, financial institute, commodity price level, money, inflation, interest rate, monetary policy, currency exchange rate, international trade, unemployment, national income; economic problem and government role relating to macroeconomics; case study and application of macroeconomics in digital economy.
- ECO 391 Development of Political Economic Thoughts 3(3-0-6)**  
Philosophy and concept of economics from the past to present; relations between social, economic, and political environment with economic concept in each era; development of political economy theory; political process and role of potential groups affecting on economic policy making both inside and outside country; economic, societal and political history of the world and Thailand; economic crises; impact of dynamics of changes and global challenges.
- IRD 101 Introduction to Southeast Asian Political Economy and Culture 3(3-0-6)**  
Basic knowledge of Southeast Asian countries, namely Brunei Darussalam, Kingdom of Cambodia, Republic of Indonesia, Lao People's Democratic Republic, Malaysia, Republic of the Union of Myanmar, Republic of the Philippines, Republic of Singapore, and Socialist Republic of Vietnam, in the areas of security, politics, economics, and culture. Focus on their geography, history, political systems, economic systems, way of life, belief and religion as well as their development and involvement in global political economy; firsthand experience in ASEAN country(ies) through field trips; involvement in activities such as lectures at government agencies and meetings with university students of the visited countries.

**IRD 252 Evolution of World Politics 3(3-0-6)**

The evolution of global politics, economics, and society from the pre-modern to modern period and to globalization; world history of political, economic, social and cultural relations; global changes during the industrial evolution; interstate rivalry and cooperation especially in the era of colonialism, WWI, WWII, and the Cold War.

**IRD 307 International Organizations and Cooperation 3(3-0-6)**

A comprehensive overview of international governmental organizations (IGO) and of the forces of producing increased international interdependence and cooperation; the role of international organizations (IO), for example the United Nations (UN), International Monetary Fund (IMF), World Bank and World Trade Organization (WTO), in three main areas: in three areas: War, Peace and Human Security; Human Rights; and Development. Major concepts explaining the origins and dynamics of international organizations, the management and administration of organizations, and their structure and power. Economic integration and cooperation, for example the European Union (EU), ASEAN+3, APEC (Asia-Pacific Economic Cooperation), G-7 and Free Trade Area (FTA). Political and security integration and cooperation; for example; ASEAN Regional Forum (ARF); the North Atlantic Treaty Organization (NATO), and the Organization for Security and Cooperation in Europe (OSCE).

**IRD 401 Research Methodology 3(2-2-5)**

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

*Note: Students must take and pass PEG 201, PEG 202, and PEG 203 before taking IRD 401.*

**PEG 401 Seminar on Contemporary Politics, Economy, and Global Issues 3(1-4-4)**

Seminar for students from the School of Politics, Economics, and Globalization on contemporary issues that have future impacts. Lecturers from each institute co-organize and designate issue every year so that students can study, compile, present and discuss in an integrated and critical way and in line with their skill and interest. It could be individual or group work, depending on the management and approval of in-charge lecturers. Only students who have taken at least 100 credits can enroll PEG 401.

**IRD 497 Internship 3(0-35-18)**  
Part-time or full-time internship relating to International Relations and Development and to the curriculum content of politics, economics, diplomacy and international studies, and globalization for at least 200 hours with submission of an internship report supervised and evaluated by a college committee and the workplace.

**IRD 498 Independent Study 3(3-0-6)**  
Methodology, steps in conducting a research, research planning, problem setting, assumption setting and test of assumption, data collection, data analysis, and presentation under the supervision of an adviser. Students are required to present the outcome of their study in the form of a thesis.

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

**IRD 499 Co-operative Education 6(0-35-18)**  
Study and work at an agency in the public, private, or civil society sector related to political science, public administration, diplomacy and international relations, economics, development, social justice, and other related fields, aimed at learning and obtaining professional experience; at least 400 hours emphasizing understanding of concepts, structures, systems and work processes of the agency under internship, its major characteristics, problems and obstacles in the context of societies at the national and global levels; students must submit a work report and make an oral presentation, supervised and evaluated by a college committee and the workplace.

### Major Courses Requirements

**IRD 233 Public Policy Analysis 3(3-0-6)**  
Concepts of policy analysis and includes the analysis on current situation and barriers against public policy, models of public policy analysis, public policy making process, policy implementation and evaluation and the impact of processing public policy in both public and private organizations.

**IRD 241 Thai Government and Politics 3(3-0-6)**  
Modern Thai politics and government from 1932 to present; Thai democratic regime: constitution, people, the king, the national assembly, the cabinet, the courts, local government, and civil society; the future of Thai politics.

**IRD 250 Political Economy of Asia 3(3-0-6)**  
Political economy theories and concepts; explanations and perspectives of political economy theories and concepts to economic development of East and Southeast Asia; linkages



between politics and economics that lead to industrial and economic changes in Asian region since WWII; factors that result in success and failure of economic development in the region; relationships between major players and impact on Asian politics and economics.

**IRD 262 UN and Sustainable Development 3(3-0-6)**

The existence of the United Nations on October 24, 1945. It is currently made up of 193 Member States. The mission and work of the UN are guided by the purposes and principles contained in its founding Charter. The established the three founding pillars of the UN system are peace and security, human rights and development. The United Nations aims to take action on the issues confronting humanity in the 21st century. Their 17 Sustainable Development Goals which are the blueprint to achieve a better and more sustainable future for all human beings. The United Nations addresses the global challenges with those related to poverty, inequality, climate change, environmental degradation, prosperity, peace, terrorism, governance, justice etc. The Goals inter-connect and in order to leave no one behind. The United Nations aims to achieve each Goal and target by 2030.

**IRD 263 Diplomacy and Negotiations 3(3-0-6)**

Meaning, theoretical framework and the importance of diplomacy; developments and dynamism of diplomacy; diplomat; diplomatic techniques; diplomacy in different context and forum, including bilateral diplomacy and multilateral diplomacy; public diplomacy and its implications; cultural diplomacy and its significant; modern diplomacy.

**IRD 264 Global Governance and Development 3(3-0-6)**

Understanding key concept on governance and development issues at national and international level. Apply principles of governance, democracy and development, leadership and power in development policies and particular issues related to development such as human rights, women empowerment and social justice.

**IRD 318 China in the 21st Century 3(3-0-6)**

China's economic reform since 1978; poverty reduction policy of China; socialism economy; China's political system; success and challenge in economic development; international political and economic policies of China; the rise of China and its implication on global and regional balance of power.

**IRD 334 Foreign Policy Analysis 3(3-0-6)**

Concepts and models of foreign policies covering an evolution of Foreign Policy Analysis's academic development; the importance of decision-making and decision-making process; foreign policy behaviors which has influence of shaping world system/order; the importance of external factors as well as internal factors, i.e. political system, economic system, and social/cultural factors; different level of analysis, in particular individual and collective leaders, with a view to enhance students' understanding and ability to analyze decision-making process in both governmental and private sectors.

**IRD 339 US Government and Politics 3(3-0-6)**

The Declaration of Independence, the Constitution, the Bill of Rights, separation of powers, presidential elections, congressional elections, the Republican Party, the Democratic Party, pressure groups, Congress, the presidency, the Supreme Court, foreign policy, race and US politics

**IRD 358 Powers in Asia Pacific 3(3-0-6)**

Overview of international relations in Asia-Pacific region, where is significant in terms of geopolitics and geo-economics; the U.S. rebalancing strategy and the rise of China; roles of middle powers such as Australia, Japan, South Korea and some ASEAN states; territorial disputes in East and South China Sea; nuclear issue in Korean Peninsula; roles of certain regional groupings such as ASEAN and APEC; regional balance of power in different context; influences and impact of OBOR Initiative; and the attempt of the U.S., Japan, India and Australia in Indo Pacific framework.

**IRD 359 International Security 3(3-0-6)**

Security studies, war, humanitarian intervention, the Responsibility to Protect, weapons of mass destruction, terrorism, ethnic conflict, human security, environmental security, energy security, health and security, cyber-security, alliances, UN Security Council and peacekeeping

**IRD 360 International Politics of Asia 3(3-0-6)**

An overview of prominent approaches such as Realism, Liberalism, Constructivism, and Marxism as well as their application to Asia and Pacific affairs; foreign and security policies of the major regional powers in relation to Asia and Pacific; impact of the legacy of colonialism and external intervention; impact of the Cold War; regional relations in the post-Cold War; the sources of bilateral and intra-regional conflict; the problem of regional order with reference to East and South-East Asia; the emergence and development of regional institutions.

## Major Courses Elective

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- IRD 235 International Development 3(3-0-6)**  
Development theory and practice from an interdisciplinary perspective. An overview of the history of development co-operation in the past 50 years, the main concepts and ideas on development. The principal features of the theories underlying past and present approaches to international development, the role of the different actors including international organizations, national government and civil society organizations of development co-operation. The development of international development organization such as United Nations Development Program (UNDP), the International Monetary Fund (IMF), the World Bank, Asian Development Bank (ADB), the management and administration of organizations; their structure and power; the role of international development organizations in resolving international problems; limitations, impacts, and future trends of other international development organizations in world politics.
- IRD 240 Democratic Theory 3(3-0-6)**  
Defining democracy, direct democracy, representative democracy, Athenian democracy, Plato against democracy, the values of democracy, competitive elitism, pluralism, Marxist criticisms, horizontal democracy, deliberative democracy, new democracies and democratizing global governance.
- IRD 258 Crime, Violence and Conflict in Development 3(3-0-6)**  
The core concepts of crime, violence, conflict and development. The causes and consequences of crime and violent conflict that affect development in both national and international level by focusing on policy debates around women, gender violence, youth justice, hate crime, ethnic conflict, and environmental scarcity.
- IRD 261 International Experience in International Relations and Development 3(3-0-6)**  
Study; Abroad program to be organized by the Institute of Diplomacy and International Studies. The course is aimed for students to have an international exposure and to broaden their perspective of the world by taking a trip abroad for not less than 45 hours during their stay.
- IRD 301 Globalization and International Economy 3(3-0-6)**  
An introductory overview of globalization and international economy; approaches to and controversies on globalization and its impacts in political, economic, social and cultural dimensions; basic understandings of actors, organizations, norms, structures and processes in international political economy, roles of states and governments, international institutions, and

transnational corporations; evolution, changes, crises, and reforms in international economic systems; contemporary concerns and debates on major issues resulting from globalization and new technologies such as free trade, fair trade, inequalities, and international development.

**IRD 331      ASEAN Studies      3(3-0-6)**

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

**IRD 333      Development and Human Rights      3(3-0-6)**

The concept of equality with the application to mainstream development and human rights discourses. It also introduces the world's most important human rights documents and includes the full text of the Universal Declaration of Human Rights (UDHR). For example, universality, rights versus responsibility, rights versus development, economic and social rights. The crucial role of gender perceptions and the role of female in development processes in any society across the globe. Analysis ideology and practice in the field of Human Security. The role of United Nations Office of the High Commissioner for Human Rights (UN OHCHR), Regional Human Rights Institution, National Human Rights Institute including NGOs who works for human rights protection including Universal Periodic Review (UPR) report to hand in to United Nations Human Rights Council in every 4 years cycle.

**IRD 356      Comparative Public Policy      3(3-0-6)**

Methods, theories, and platform for Comparative Public Policy, Compare Public Policy of Thailand with other developing and developed countries. Analysis on problems of administrative problems from other countries that effecting from politics, legal system, culture, and economy.

**IRD 357      Regionalism in East Asia      3(3-0-6)**

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

- IRD 361 Introduction to International Law 3(3-0-6)**  
International law and key concepts; sources of international law; international law on the use of force and terrorism; law of the sea; treaty law; multinational environmental law; dispute settlement.
- IRD 403 Current Issues in International Relations and Development 3(3-0-6)**  
Studying major issue in international situation; important foreign policies on Palestine problem, problem in the Middle-East, problem in Southeast Asia, Korean Peninsula problem; significant national and regional development, i.e., economic development in East Asia and Southeast Asia, One Belt One Road Initiative, Indo-Pacific Initiative, Future trends.
- IRD 404 International Ethics and Global Justice 3(3-0-6)**  
Consequentialist, deontological and virtue theories of normative ethics; egalitarian and minimalist theories of global justice; applied theory regarding global issues, including: the ethics of war, global poverty, global inequality, international migration, the justification and content of human rights, the distribution of natural resources, international trade, climate change, and global governance.

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

## Foundation Course

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

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

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

## Required Course

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

**IDB 602 Digital Technology for Business 3(3-0-6)**  
Defining digital business; adopting new digital technology in new and traditional industry sector; web and applications: characteristics, development and life cycle; web design; new trends and technologies; embedding new technology in organizations; developing competitive

advantages through technology; diverse venture teams and socio-technical systems needed to create successful digital models; sharing economy; ecosystem; IT in supply chain management; creation and development of a digital transformation plan; cyber security.

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

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

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

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

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

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

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

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

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

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

## Elective Course

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### Innovation and International Business Management

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

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

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

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

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

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

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

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



## Digital Business Technology

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- IDB 621 Business Data Analytics 3(3-0-6)**  
Data analytics and data-driven decision making; descriptive analytics; Data visualization principles; tools for data visualization; predictive analytics; advanced tools for data analytics; principles of databases; data management; programming for data analytics; data analytics solutions development; data-related business challenges and problems; business solutions with data analytics.
- IDB 622 Digital Transformation (3-0-6)**  
Digital transformation: from products to platforms, network effects; digital transformation concepts: markets, environment, and structure; designing your digital business model for success; launching and growing a digital platform; leveraging open innovation; governing digital platform; strategy and competition in the digital age; digital transformation across industries for a futuristic view.
- IDB 623 Data Science for Business 3(3-0-6)**  
Introduction to data-analytic thinking; business problems and data science solutions; introduction to predictive modeling and machine learning; supervised and unsupervised learning; artificial intelligence; data mining; fitting a model to data; overfitting and its avoidance; similarity, neighbors and clusters; decision analytic thinking; visualizing model performance, representing and mining text; other data science tasks and techniques; applying data science with business strategy.
- IDB 624 Big Data in Digital Business 3(3-0-6)**  
Business opportunity in the era of Big Data; Smart Data; business analysis for big data and business intelligence: customer journey analytics; behavior analytics; chat analytics; methods, techniques and tools for Big Data; data and information management for Big Data; Big Data visualization; developing a Big Data strategy; professional, leadership and ethical issues in Big Data solutions.

## Marketing

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- IDB 631 International Marketing Communication and Media Management 3(3-0-6)**  
Principle knowledge on international marketing communication; global strategic marketing concepts and theories; online media in international marketing; international marketing mix, targeted audience; product and brand decision in international marketing; communication process; advertising; strategy and media planning; image, brand management and packaging; direct marketing; digital and interactive media; managing old and new media.
- IDB 632 International Consumer Behavior and Customer Insights 3(3-0-6)**  
A concepts and theories in consumer studies; understanding consumers in global market; consumer culture in global market; consumer experiences, consumer purchase decisions; consumer satisfaction; consumer evaluations; a typology of consumer in a new era; active and passive consumer behavior; consumer as a prosumer.
- IDB 633 Innovative Brand Management and Strategy 3(3-0-6)**  
Theories in brand management; value of a brand in a marketing and business; building brand, value of brand creation; value of a brand to consumer, firm and retailer; brand positioning; cost leadership, differentiation strategy; brand diversity: types of the brands; logo and slogan innovative design and creation; endorser, presenter and ambassador; re-branding; brand equity.
- IDB 634 Product Development in Creative Marketing 3(3-0-6)**  
Theories, technologies and practical applications in the product design; development and management over a product life cycle; an integrated approach for product design and development; skills of innovation and how to apply skills within the context of a marketing strategy framework: product design, development and management process; relationship of tangible product and brand; creativity and innovation in product design; exploiting ideas for creating work; product market transformation; value co-creation in product development.

## Finance and Investment

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### **IDB 641 Financial Reporting and Analysis**

**3(3-0-6)**

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

### **IDB 642 Securities Analysis and Portfolio Management**

**3(3-0-6)**

Investment environment and asset classes: bonds and common stocks, IPOs, warrants; understanding the return, risk, asset allocation; theories of active portfolio management; equity portfolio investments, bond portfolio management; execution of portfolio decisions and performance evaluations; Review and studying of financial anomalies and investment opportunities: stock price movement and their abnormal returns, investment value of analyst recommendations.

### **IDB 643 Corporate Risk Management and Financial Derivatives**

**3(3-0-6)**

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

### **IDB 644 Innovation and Financial Technology**

**3(3-0-6)**

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

## Special Course

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

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

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

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

## Thesis / Independent Study

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

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

### **IDB 698 Independent Study 6(0-18-9)**

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

### **IDB 699 Thesis 12(0-36-18)**

Research proposal writing; research design; researching; research article writing; thesis writing; research presentation.

## General Education Program (International Programe)

### Group 1: RSU Identity

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

**IRS111 Social Dharmacracy 2(2-0-4)**

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

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

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

### Group 2: Internationalization and Communication

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

#### 2.1 English Language

**ILE124 English Bridging 3(2-2-5)**

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

**ILE125 English for Global Exploration 3(2-2-5)**  
*Pre-requisite: ILE124 English Bridging*  
 Communicative English language skills with multiple literacies, language learning strategies, listening, speaking, reading and writing in multicultural communication.

**ILE126 English in TED - Technology, Entertainment, and Design 3(2-2-5)**  
*Pre-requisite: ILE125: English for Global Exploration*  
 Listening, speaking, reading and writing English based on articles and lectures about innovations, entertainments, plays, music, and designs of buildings, architectures as well as beauty and health. English expressions and vocabulary in context of articles, information, description, narration, adverts, mass media and information from the Internet. Converse, discuss, and give opinions in English.

## 2.2 International Language and International Experience

**ILE127 English at Work 3(2-2-5)**  
*Pre-requisite: ILE126 English in TED - Technology, Entertainment, and Design*  
 Elements and functions of digital camera; various kinds of digital camera, lens, accessories; principles of taking pictures by using a digital camera, selecting picture files, setting picture resolution, applying saving-pictures file system, setting ISO balance, measuring light, and setting f-stop to balance with speed shutter; picture composition, light setting, various types of taking pictures, and editing pictures for communicative purposes.

**ILE128 Presentations in English 3(2-2-5)**  
*Pre-requisite: ILE126 English in TED - Technology, Entertainment, and Design*  
 Language and strategies in delivering a good presentation. Features of an effective presentation. Planning and delivering presentations. Researching for information about the audience and the conference topics Organizing information and ideas. Strategies in delivering a presentation using contextually appropriate verbal and non-verbal language and technology supports. Self-assessment. Strategies for monitoring progress in delivering presentations.

**ILE129 English for Meeting 3(2-2-5)**  
*Pre-requisite: ILE126 English in TED - Technology, Entertainment, and Design*  
 Language and strategies for participating in a meeting. Characters of good participants. Essential skills for participating in a meeting: listening, reading and note taking. Presenting arguments and counter arguments. Practices in participating in simulated meeting.

- ITA126 Thai Language for Communication 3(2-2-5)**  
Practice of the Thai language usage and development of skills in listening, speaking, reading, and writing for effective communication; focusing on standard writing skills in official and business contexts in order to serve higher levels of professional and educational purposes.
- ITA127 Thai Language for Beginners 3(2-2-5)**  
Thai language as a foreign language; vocabulary and syntactic structure; skills in listening and speaking used in everyday life; practice of pronunciation through phonetic symbols.
- ITA128 Listening and Speaking Skill Development 3(2-2-5)**  
The listening and speaking principles; listening and speaking development methods; practices in listening for main ideas; analyses and evaluation of the information obtained through listening; personality development; practice speaking in different contexts.
- ITA129 Review of Thai Wisdom 3(2-2-5)**  
Meaning and characteristics of Thai wisdom, its cultural contexts, and regional natural surrounding affecting its development. The application of Thai wisdom to adaption and local development to keep up with the pace of social changes.
- IRS127 Intercultural Communication 3(2-2-5)**  
Intercultural communication; definition of intercultural communication, types of culture, factors of intercultural communication; the culture shock, cultural dimension, nonverbal communication, gestures, eye contact, facial expressions personal distance, haptics, paralanguage, types of communication, contexts, values, and understanding international languages that reflect the cultural values of each race.
- IRS128 Intercultural Communication 3(2-2-5)**  
Learning of living together with foreigners in Thai community; realization of management of difference in stereotype, ethnocentrism, attitude, perception, interpretation; understanding of culture shock, as well as international business communication.
- IRS129 Intercultural Communication in World Community 3(2-2-5)**  
Project-based activities through oversea trips/ MOU connections/ cooperative education in foreign organizations or countries/ Passage to ASEAN (P2A)/or other kinds of exchange trips under the faculty's consent (The experience should cover no less than 10 days.)

- IJP101 Japanese for Everyday Communication I 3(2-2-5)**  
Japanese pronunciation and basic sentence structures, emphasizing on communicative listening, speaking, reading, and writing in everyday situations: greeting, leave taking, introductions, telephone conversation, asking and answering about directions.
- IJP102 Japanese for Everyday Communication II 3(2-2-5)**  
*Pre-requisite: IJP101 Japanese for Everyday Communication I*  
Further study of Japanese pronunciation vocabulary, and basic sentence structures, emphasizing on communicative listening, speaking, reading, and writing in everyday situations: buying and selling things, job interviewing, and giving opinions.
- IJP110 Japanese Language and Culture for Communication 3(2-2-5)**  
*Pre-requisite: IJP101 Japanese for Everyday Communication I*  
The Japanese language through various aspects of Japanese social and cultural contexts: culture and customs of Japan, history, economy, and lifestyles, with an emphasis on listening, speaking, reading and writing in different situations.
- ILC101 Chinese for Everyday Communication I 3(2-2-5)**  
Fundamental Chinese language, with a focus of 200 Chinese characters; basic sentence structures and expressions; pronunciation and conversations in everyday situations: greeting and introductions.
- ILC102 Chinese for Everyday Communication II 3(2-2-5)**  
*Pre-requisite: ICH101 Chinese for Everyday Communication I*  
A focus of additional 250 Chinese characters; basic expressions and conversations in everyday situations: telephone conversations, shopping, eating in restaurants.
- ILC110 Chinese Language and Culture for Communication 3(2-2-5)**  
*Pre-requisite: ICH101 Chinese for Everyday Communication I*  
The Chinese language through various aspects of Chinese social and cultural contexts for effective everyday conversation; with an emphasis on listening, speaking, reading and writing in different situations.
- IFR101 French for Beginners I 3(2-2-5)**  
French phonology and fundamental grammar; basic vocabulary and expressions, with focus on listening, speaking, reading, and writing in various situations: speaking about one-self, family, schools, environment, food and beverage, relationships between persons, leisure and recreations, education and careers, purchase and sale, places and directions.



- IFR102 Chinese for Everyday Communication II 3(2-2-5)**  
*Pre-requisite: IFR101 French for Beginners I*  
Further study of French grammar, vocabulary and expressions; practice in French speaking about weather, services, travels and journeys; use of French in accordance with social etiquette, interpersonal relationship; expressing one's feeling, ideas, and needs regarding various aspects of time: past, present, and future.
- IFR110 French Language and Culture for Communication 3(2-2-5)**  
*Pre-requisite: IFR101 French for Beginners I*  
The Chinese language through various aspects of Chinese social and cultural contexts for effective everyday conversation; with an emphasis on listening, speaking, reading and writing in different situations.
- ISL111 Arabic for Everyday Communication I 3(2-2-5)**  
Basic Arabic language, emphasizing on communicative listening, speaking, reading, and writing in everyday situations: greeting, leave taking, introductions, telephone conversation, asking and answering about directions.
- ISL112 Arabic for Everyday Communication II 3(2-2-5)**  
*Pre-requisite: ISL111 Arabic for Everyday Communication I*  
Further development of the Arabic language skills and vocabulary; basic expressions and conversations in everyday situations: telephone conversations, shopping, eating in restaurants.
- ISL113 Arabic Language and Culture in Muslim Countries 3(2-2-5)**  
*Pre-requisite: ISL111 Arabic for Everyday Communication I*  
The Arabic language through various aspects of social and cultural contexts of Muslim countries for effective everyday conversation; with an emphasis on listening, speaking, reading and writing in different situations.
- IKO101 Korean for Everyday Communication I 3(2-2-5)**  
Korean pronunciation and basic sentence structures, emphasizing on communicative listening, speaking, reading, and writing in everyday situations: greeting, leave taking, introductions, telephone conversation, asking and answering about directions.
- IKO102 Korean for Everyday Communication II 3(2-2-5)**  
*Pre-requisite: IKO101 Korean for Everyday Communication I*  
Entrepreneurship in various types of communication business, concepts of modern

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

**IKO110 Korean for Everyday Communication II 3(2-2-5)**

*Pre-requisite: IKO101 Korean for Everyday Communication I*

The Japanese language through various aspects of Japanese social and cultural contexts: culture and customs of Japan, history, economy, and lifestyles, with an emphasis on listening, speaking, reading and writing in different situations.

**IRU101 Russian for Beginners 3(2-3-6)**

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

**IRU102 Russian for Daily Life 3(2-2-5)**

*Pre-requisite: IRU101 Russian for Beginners*

Further study of Russian vocabulary and basic sentence structures in various aspects of everyday communication: greeting, introductions, telephone conversation, asking and answering about time, traveling, buying and selling things.

**IRU110 Russian Language and Culture for Communication 3(2-2-5)**

*Pre-requisite: IRU101 Russian for Beginners*

The Russian language through various aspects of Russian social and cultural contexts: culture and customs of Russian native speaking countries, history, economy, and lifestyles, with an emphasis on listening, speaking, reading and writing in different situations.

**ISP101 Spanish for Everyday Communication I 3(2-3-6)**

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

**ISP102 Spanish for Everyday Communication I 3(2-3-6)**

*Pre-requisite: ISP101 Spanish for Everyday Communication I*

Further study of Spanish grammar, vocabulary and expressions; practice in Spanish speaking about weather, services, travels and journeys; use of Spanish in accordance with social

etiquette, interpersonal relationship; expressing one's feeling, ideas, and needs regarding various aspects of time: past, present, and future.

**ISP110 Spanish for Everyday Communication I 3(2-3-6)**

*Pre-requisite: ISP101 Spanish for Everyday Communication I*

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

**IGE121 German for Everyday Communication I 3(2-3-6)**

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

**IGE122 German for Everyday Communication II 3(2-3-6)**

*Pre-requisite: IGE121 German for Everyday Communication I*

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

**IGE110 German Language and Culture for Communication 3(2-3-6)**

*Pre-requisite: IGE121 German for Everyday Communication I*

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

**ISW121 Swedish for Everyday Communication I 3(2-3-6)**

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

**ISW122 Swedish for Everyday Communication II 3(2-3-6)**

*Pre-requisite: ISW121 Swedish for Everyday Communication II*

Further study of Swedish grammar, vocabulary and expressions; practice in Swedish speaking about weather, services, travels and journeys; use of Swedish in accordance with social

etiquette, interpersonal relationship; expressing one's feeling, ideas, and needs regarding various aspects of time: past, present, and future.

**ISW110 Swedish Language and Culture for Communication 3(2-3-6)**

*Pre-requisite: ISW121 Swedish for Everyday Communication II*

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

**IVT101 Vietnamese for Everyday Communication I 3(2-2-5)**

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

**IVT102 Vietnamese for Everyday Communication II 3(2-2-5)**

*Pre-requisite: IVT101 Vietnamese for Everyday Communication I*

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

**IVT110 Vietnamese Language and Culture for Communication 3(2-2-5)**

*Pre-requisite: IVT101 Vietnamese for Everyday Communication I*

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

**IML101 Malay for Everyday Communication I 3(2-2-5)**

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

**IML102 Malay for Everyday Communication II 3(2-2-5)**

*Pre-requisite: IML 101 Malay for Everyday Communication I*

Further study of Malay vocabulary, pronunciation and basic sentence structures,

emphasizing on communicative listening, speaking, reading, and writing in everyday situations: buying and selling things, job interviewing, and giving opinions.

**IML 110 Malay Language and Culture for Communication 3(2-2-5)**

*Pre-requisite: IML101 Malay for Everyday Communication I*

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

**IBH 101 Bahasa Indonesia for Everyday Communication I 3(2-2-5)**

Meaning, roles, and importance of marketing communication; characteristics and procedure of marketing communication; roles of product and brand, target audience behavior, marketing promotion; media planning and selection; tools of effective integrated marketing communication; evaluation of marketing communication plans.

**IBH 102 Bahasa Indonesia for Everyday Communication II 3(2-2-5)**

*Pre-requisite: IBH101 Bahasa Indonesia for Everyday Communication I*

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

**IBH 110 Indonesia Language and Culture for Communication 3(2-2-5)**

*Pre-requisite: IBH101 Bahasa Indonesia for Everyday Communication I*

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

**ILO 101 Lao for Everyday Communication I 3(2-2-5)**

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

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

*Pre-requisite: ILO101 Lao for Everyday Communication I*

Further study of Bahasa vocabulary, pronunciation and basic sentence structures,

emphasizing on communicative listening, speaking, reading, and writing in everyday situations: buying and selling things, job interviewing, and giving opinions.

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

*Pre-requisite: ILO101 Lao for Everyday Communication I*

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

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

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

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

*Pre-requisite: IBR121 Burmese for Everyday Communication I*

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

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

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

**Group 3: Leadership and Social Responsibility**

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

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

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

**IR S131 Leadership for Changes 3(2-2-5)**  
Inspiration by the ideas and practices of social, business and political leaders, with the concept that everyone can lead change. To find guidelines of self-development Community Development And the development for sustainable society.

**IRS 132 Corruption Literacy 3(2-2-5)**  
History and the fundamentals of advertising, roles within a professional advertising agency; the function of the advertising designer relative to this hierarchy; accurate communication of the advertiser's message through appropriate development of concepts, words and visuals reflecting strategy, positioning and brand personality.

**IRS 133 King Bhumibol Adulyadej's Philosophy 3(2-2-5)**  
Sufficiency Economy Philosophy of His Majesty King Bhumibol Adulyadej. Self-reliance. Understanding life and society. Analysis of family, community, social and world relationships in social, economic and political dimensions. Coordinating learning from real life outside the classroom to apply for a happy and sustainable life.

**IRS 134 Legal Awareness 3(2-2-5)**  
Definition and value of the Constitution, mechanisms and enforcement of the law. Civil law on the person, property, contract law, family and inheritance that are important to life from birth to death. Criminal law It is a law that deals with offenses and punishments. The offender will be punished according to the law. Criticize, and apply laws for daily life by studying case studies such as family and social issues.

**IRS 135 Happy Life and Society Design 3(3-0-6)**  
Happiness definition Types of happiness Design thinking Future thinking Happy life design Happy society design Happy policy design.

#### **Group 4: Arts and Culture**

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

**IRS 140 Intercultural Communication through Overseas Experiences 3(0-35-18)**  
Project-based activities to gain language communication experience, intercultural cultural experience, life-style and occupational experiences through overseas trips according to the agreements written in the MOU; connections in organizations in foreign countries or other kinds of long trips under the faculty's consent (The experience should cover no less than 6 weeks.)

- IRS 141      Seminars in Overseas Experiences      3(3-0-6)**  
Analysis and investigation of interesting issues of languages and cultures in various aspects: presenting and discussion on topics encountered from overseas experiences or from working in Thailand-based foreign organizations through seminars.
- IRS 142      Sciences and Arts of Living      3(3-0-6)**  
Creative living for true meaning and value of life, skills and factors affecting creative lifestyles, creative reasoning, positive thinking, forming a happy life and awareness toward social development.
- IRS 143      Pathum Thani Study      3(3-0-6)**  
Interdisciplinary study of Pathumthani Province in various topics of interest: history, geography, ecology, identities, economy, politic, society, culture, and local wisdom.
- IRS 144      Sciences and Arts of Living      3(3-0-6)**  
History, culture, philosophy, religion, lifestyles, and beliefs through the selected role models of interest; analysis of personal principles, propositions, and relationship with social contexts: application to quality life development for the benefit of an individual person and society.
- IRS 145      Life Reflection through Media      3(3-0-6)**  
Topics in history, culture, philosophy, religion, lifestyle, wisdom and beliefs through media forms of interest: songs, movies, documentary films, literature, and various fields of art.
- IRS 146      World Society Awareness      3(3-0-6)**  
Status and roles of Thailand in terms of economy, politics, society, and culture in global context of 21st century; Thailand's current strategies and their future trends.
- IRS 147      Thainess      3(2-2-5)**  
Definition of "Thai"; Thai national identity and its unique characteristics; Thai conventional wisdom, beliefs, traditions, ritual practices, literature/literary works clearly reflecting Thai uniqueness; understanding of Thai culture in various aspects: social manners, dress code, foods, Thai children's games; Thai unique characteristics as perceived by the world outside.
- IRS 148      Thai Dimension in Media      3(2-2-5)**  
Language and thoughts, various forms of language in media, reflection of thoughts through the language; meaning and types of media, characteristics of media forms, components of media, media rights and responsibilities towards society; relationship between media and thoughts,



language usage, values as reflected through media forms; analysis of idea expression through media as case studies.

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

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

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

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

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

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

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

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

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

An introduction to the major artistic discipline in the humanities: visual arts, architecture, music, and performing arts. Examination of humanistic values and how they are reflected in the development of arts and cultures from around the world. Varied art forms and media explored

as integral parts of the processes of reading, attending arts events, critical writing, and creative projects.

### Group 5 Innovative Entrepreneurship

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

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

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

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

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

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

Think: an introductory analysis; new principle, new ways of thinking, new dimension of Code of Ethics in Social Sciences; creation of a new Social Innovation Team armed with the principle of a new ethical dimension and courage in answering social issues; bringing of new workable knowledge in real life to the workplace; sharing and propagating the new knowledge to society through social media.

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

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

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

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

## Group 6 Digital Media Literacy

- IRS 160 Digital Media Literacy 3(2-2-5)**  
Definition, digital media literacy, citizenship in digital era, learn to use digital technology, digital tools in communication. Access, exchange and the use of digital media knowingly based on legal responsibility and ethics in communication. Critical thinking on controversial case studies regarding reliability of information. Valuation of information from digital media for proper application in daily life.
- IRS 161 Design and Production of Media 3(2-2-5)**  
Concept development for digital content; target audience analysis; production process for digital media content; effective production and publishing of the digital content.
- IRS162 Investment Literacy in the Digital Age 3(3-0-6)**  
Cashless society, e-payment, debit card and credit card, business owner in digital age, Crypto Currency, digital investment, risk free investment, Securities investment, Pyramid Scheme, insurance.

## Group 7 Essence of Science

- IRS 170 Essence of Science 3(2-2-5)**  
Study evolutionary overview of science from the past to the present. Encourage the formulating of hypothesis that leads to research, experiment for answers by applying scientific principles, mathematics and related information technology in order to prove the concept based on the formulated hypothesis, and propose possible future development.
- IRS 171 Healthy Life-Styles 3(2-2-5)**  
Well-being concepts and literacy in the changing world, care and holistic well-being enhancements of the body, mind, and spirituality, daily medicine uses, first-aids and basic life support.
- IRS 172 Environmental -friendly Life 3(2-2-5)**  
Changes of environment at both the community and global levels that influence people ways of living. Development and environmental friendly life. Coping with changes and self-adjustment during the environmental crisis. The use of sufficiency economics to appropriately handle national resources and environment in the living processes.

**IRS 173 Nutrition and Health Promotion 3(2-2-5)**

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

**IRS 174 Physical Body Design 3(2-2-5)**

Types and variety of resistance training for muscle building and firming. Using equipment and not using equipment to applying for muscle building and firming to all body. Involve planning and designing resistance training appropriate program for all ages.

**Group 8 RSU My-Style**

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

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

**IRS 181 Recreation 3(2-2-5)**

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

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

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

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

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

**IRS 184      Cross Generations in Aging Society**

**3(2-2-5)**

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

**IRS 185      Information Technology Skills for Professionals**

**3(2-2-5)**

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

# รายชื่ออาจารย์

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