

COURSE DETAILS

12305 The Arts and Thai Society

(6 credits)

Course Learning Outcomes

1. To possess knowledge and understanding on the relation of performing arts to life.
2. To possess knowledge and understanding on the responsibility and roles of performing arts as important elements of the society.
3. To possess knowledge and understanding in conserving and developing the performing arts.

Course Description

Meaning and importance of the arts and society; classical and folk art as expressed in architecture, paintings, sculpture, and handicrafts, language and musical instruments; relation of the performing arts to life and society; concepts behind works of art; historical background; historical background and events; inspiration in the creation of arts in terms of conservation or development of the performing arts.

12310 Thai Living

(6 credits)

Course Learning Outcomes

1. To acquire knowledge in the multidimensional of aspects, which affiliated with Thai people's living environment.
2. To acquire knowledge about the dynamic of Thai people's living environment in each period.
3. To acquire knowledge about internal and external factors, which led to the pattern of Thai's livings.

Course Description

The multidimensional aspects of a Thai's living; the Thai people ways of lives, which have been reflected through Thai cultures, for instance, customs, traditions, folk plays, crafts and so on; the external and internal factors which are associated with Thai people's living environment from premodern times up to present.

12313 Thai Localities

(6 credits)

Course Learning Outcomes

1. To know about Thai local history and local history research methods.
2. To gain knowledge of local culture and society in each region in Thailand.
3. To realize the social and cultural diversity of each locality.

Course Description

Concept and method for historical study; Thailand's local society and culture; the relationship between the local community and culture in Thailand among globalization; apply the knowledge of Thai localities in the different context.

12402 Culture and Tourism

(6 credits)

Course Learning Outcomes

1. To gain knowledge and understanding about cultural tourism.
2. To be able to indicate the value and significance of culture and tourism in Thailand.
3. To be able to analyze and propose the solutions on cultural tourism problems.

Course Description

Meaning, significance and categories of tourism; Cultural resource management; development of cultural tourism activity and planning of sustainable cultural tourism considered economic, cultural and environment impact; The role of public and private sector in development of sustainable tourism; basic principles of tourism; Special interest tourism and new form of tourism; present creative cultural tourism innovation.

13201 Introduction to Information Science**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge and understanding of the concepts of information and information systems, and the development of Information Science.
2. To gain knowledge and understanding of users, personnel, organizations and information profession.
3. To gain knowledge and understanding of information retrieval and the applications of digital technology for information work.
4. To gain knowledge and understanding of information ethics and important legislation regarding information work.

Course Description

Concepts of information and information systems; the development of Information Science; users, personnel, organizations and the information profession; information retrieval; the applications of digital technology for information work; information ethics; important legislation regarding information work.

13202 Communication in Information Work**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge and understanding of the concepts, theories, processes and formats of communication, and ethics related laws.
2. To gain knowledge and be able to use the Thai language for communication in information work.
3. To gain knowledge and be able to apply digital technology for communication in information work.

Course Description

Concepts, theories, processes and formats of communication; the role of communication in information work; use the Thai language for communication in information work; development of listening, speaking, reading and writing skills in information work; use digital technology for communication in information work; ethics and related laws of communication.

13311 Collection Development and Management**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge and understanding of information resources, sources of production and dissemination of information resources.
2. To gain knowledge and understanding of information resource collection development and management processes.
3. To gain knowledge and understanding of the role of technology in information resource collection development and management.

Course Description

Concepts about information resources; open information resources; information resource creators and distributors; information resource collection development and management processes; formulation of collection development policy: user need analysis and use studies; acquisitions; collection analysis and evaluation; budget management; technological application; cooperation and networking; ethics and laws related to collection development and management.

13312 Information Analysis**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge and understanding of concepts, principles, and information analysis processes.
2. To gain knowledge and be able to classify and catalog information.
3. To gain knowledge and be able to apply technology in information analysis.

Course Description

Concepts, principles and processes of information analysis; information classification systems; cataloging; important standards; metadata; indexing; abstracting; vocabulary control; information analysis tools; standard of information analysis; technology application in information analysis; cooperation and information analysis networking.

13313 Information Services and Dissemination**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge and understanding of the concepts, principles and organizing information services and dissemination.
2. To gain knowledge and understanding of information search sources and information search tools in information services.
3. To gain knowledge and understanding of management and evaluation of information services and dissemination.
4. To gain knowledge and understanding of the applications of digital technology in information services and dissemination.

Course Description

Concepts, principles and organizing information services and dissemination; information search sources and information search tools; forms and information services channels; user behavior and promotion of information services; roles and competencies of information professionals; evaluation of information services and dissemination; the applications of digital technology in information services and dissemination.

13314 Management of Information Organizations**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge and understanding of the concepts, theories and principles of modern organization management.
2. To gain knowledge and understanding of the management process for information organizations.
3. To gain knowledge and understanding of environments and important factors related to the management of information organizations.
4. To gain knowledge and understanding of quality, standards and networks of information organizations.

Course Description

Concepts, theories and principles of modern organization management; functions of management; the information organization management process; context of, environments and factors related to management of information organizations; organization structure; planning; resource management; administration; evaluation of information organizations; quality and standard management; cooperation and networks of information organizations.

13315 Digital Preservation**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge and understanding of the concepts and theories of digital preservation.
2. To gain knowledge and understanding of the practical methods and technology used in digital preservation.
3. To comprehend the metadata and digital archives.
4. To gain knowledge and understanding of the standards, fundamental laws and important issues related to digital preservation.

Course Description

Concepts and principles of digital preservation; the digital information life cycle; methods and technology used in digital preservation, conversion of analog data to digital data; metadata; digital repositories and archives; standards and related laws; important issues regarding digital preservation.

13321 Business Communication in the Digital Age**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge and understanding of business, business communication and digital marketing.
2. To be able to use business language for business communication and presentations.
3. To be able to use media and digital technology for business communication in the digital age.

Course Description

Concepts of business, business communication and digital marketing; forms, tools, principles and strategies of business communication; business language and presentations; using media and digital technology for business communication in the digital age.

13411 Special Information Resources**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge and understanding of the concepts of special information.
2. To gain knowledge and understanding of the principles, development and special information management.
3. To gain knowledge and understanding of systematization, resource creators, services and special information dissemination.
4. To be able to apply technology in special information management.

Course Description

Concepts and characteristics of special information; principles, development and special information management; systematization, resource creators, services and special information dissemination; conservation and preservation of special information; technology application in special information management; related laws.

13412 Information Sources in Social Sciences, Humanities and Sciences**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge and understanding of academic communication processes in the social sciences, humanities and sciences.
2. To gain knowledge and understanding of important information resources in the social sciences, humanities, and sciences.
3. To gain knowledge and understanding of sources of production, dissemination, and servicing of information resources in the social sciences, humanities, and sciences.
4. To gain knowledge and be able to evaluate, select and use information resources in the social sciences, humanities, and sciences.

Course Description

Concepts and scholarly communication processes in the social sciences, humanities and sciences; important information resources; sources of production, dissemination, and servicing of information resources in the social sciences, humanities, and sciences; evaluation, selection and use of information resources in the social sciences, humanities, and sciences.

13413 Digital Technology and Data Science**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge and understanding of the concepts of digital technology and data science.
2. To gain knowledge and understanding of information management with data science.
3. To gain knowledge and competence in applying digital technology and data science in information work.
4. To gain knowledge and understanding of ethics, law and key issues related to digital technology and data science.

Course Description

Concepts of digital technology; data science; big data; data mining; tools used to analyze data; application of digital technology and data science in information; ethics, law and key issues related to digital technology and data science.

13416 Community Engagement and Information Work**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge and understanding of the concepts and fundamental principles of community engagement.
2. To gain knowledge and understanding of mission and role of information organizations, information professionals with community and society.
3. To gain knowledge and understanding of management concepts for local information, local wisdom, learning resources and information organizations for lifelong learning.
4. To gain competence in integrating information work with community engagement.

Course Description

Concepts and fundamental principles of community engagement; community partnership; information work integration with community engagement; strategies and best practices in management for local information, local wisdom and open educational resources for lifelong learning; collaboration between galleries, libraries, learning centers and museums; case studies of community engagement and information work.

13421 Office Work Management**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge and understanding of the concepts of office work.
2. To gain knowledge and understanding of the principles and theories of office work management.
3. To gain knowledge and competence in applying digital technology in office work management.

Course Description

Concepts of office and secretarial work; roles, duties and competencies of office administrators and secretaries; principles and theories of office work management; office environment management; management of office information and office documents; meeting management; communication in the office work and application of information technology in office work management.

13423 Office Information System**(6 credits)*****Course Learning Outcomes***

1. To gain knowledge and understanding of the concepts of office information systems.
2. To gain knowledge and understanding of the development of office information systems.
3. To gain knowledge and understanding of good governance and security in the work.
4. To gain knowledge and competence in applying technology for office information management.

Course Description

The concepts of office information systems; the development of office information systems; guidelines and case studies of the development of office information systems; service level agreements; good governance in the office; the security of information systems; application of technology for office information management; main points and case studies of office information systems.

20303 Psychology and Learning Methodology**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge and understanding of principles, concepts and psychological theories related to teachers and educational professionals.
2. To be able to apply psychological principles, concepts and theories to develop learners and manage learning effectively.
3. To acquire knowledge and understanding of principles, concepts and theories relating to learning patterns both in formal and non-formal educational teaching.
4. To possess ability in practical application of knowledge in efficient development of learners and instructional management through both formal, non-formal and informal system.

Course Description

Principles, concepts and theories of child developmental psychology, adolescents and adults educational psychology popular intellectual group Humanist group and behavior groups psychology for guidance counseling psychology theoretical group that emphasizes thought and reason Group of theories that emphasize emotions and feelings and theoretical groups that emphasize behavior personality psychology social psychology community psychology.

Learning psychology and informal education and informal education and applying psychological principles, concepts and theories in learning management science and art in formal and informal education management learning theory and teaching both in the system and outside the system.

26403 Community Resources for Lifelong Learning**(6 credits)*****Course Learning Outcomes***

1. To develop knowledge and insight into characteristics and types of community resources.
2. To develop knowledge and ability in analysis and survey of community resources, planning and developing community resources, and administering and coordinating to make use of community resources to organize lifelong learning through community participation.
3. To develop knowledge and ability in managing and making use of various types of community resources for organizing lifelong learning to serve community.

Course Description

Community resources in Learning society for lifelong education; studying, surveying and analyzing community resources; administering managing community resources; community network and community resources management; Thai local wisdom and local technology and lifelong education; community resources and lifelong education; ancient building, ancient materila, museaum, art gallery, zoo, park, botanical garden, science and technology park, sport and recreation center, education park and lifelong education; Company and lifelong education; natural resources and lifelong education; present state, problems and future trends of learning resources and lifelong education.

26406 Development and Application of Learning Media for Lifelong Learning

(6 credits)

Course Learning Outcomes

1. To develop knowledge and insight into concept, principles, definition and types of learning media for lifelong learning.
2. To develop knowledge and insight into the application of learning media for organizing non-formal education in the aspects of basic education, vocational and skills development and quality of life development and the application of learning media for organizing informal education for lifelong learning.
3. To develop knowledge and ability in system management, designing, production, application and evaluation of learning media in organizing non-formal and informal education activities for lifelong learning.

Course Description

Basic concept on learning media for lifelong learning; media evolution; types of media; media system management; management and coordination for media application; designing, production, application and evaluation of learning media for lifelong learning; present state, problems, needs and future trends of learning media for lifelong learning.

27112 Administration of Educational Media Center

(6 credits)

Course Learning Outcomes

1. To acquire knowledge and understanding of principles and fundamental concepts regarding organization and its administration structure.
2. To develop skill in the administration of personnel, bugetting, information technology and network communication, infrastructure and facilitation resources.
3. To make awareness and appreciate the values of infrastructure and facilitation resources, and environment for work and services.
4. To study and develop the appropriate organization for educational technology and communications that suitable for its role in present society.

Course Description

Principles and fundamental concepts of administration of educational technology and communication center is essential basic for administration and organization of the center. This has aim to emphasize on effective management in marketing for producing media, personnel administration, budget administration, information technology and network administration in educational technology and also building administration for good environment. Research to facilitate the education for good technology and communication of the organization.

32210 Organization and Management and Strategic Management**(6 credits)***Comprises 2 courses of 3 credits each***32210-1 Organization and Management*****Course Learning Outcomes***

1. To acquire knowledge about organizations, principles and approaches for organizational management, and management roles.
2. To acquire knowledge in depth to apply in organization, principles and approach for organization management, and management roles in organizations.

Course Description

Definitions, models, concepts and theories about organizations; principles and approaches for organizational management; authorities and functions within an organization; principles and roles of management, planning, organization control; leadership and motivation; pursuance and supervision; organizational behaviour; change management.

32210-2 Strategic Management***Course Learning Outcomes***

1. To acquire knowledge and understanding about concepts and process of strategic management.
2. To be able to evaluate and analyse an organization's environment.

Course Description

Definition, significance and components of strategic management; levels and types of strategy; strategic management process; internal and external environment analysis and inspection; strategic planning; strategy employment; strategy control.

32335 Introduction to Tourism and Tourism Industry**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge on concepts, components, types and development of tourism, factors impacting upon the tourism industry, and tourism industry's effect on economy, society and environment.
2. To acquire knowledge about tourism planning and development, sustainable tourism management, and tourism related laws.
3. To acquire knowledge about business in tourism industry, organizations and institutions which play important roles in tourism industry, and service psychology in tourism industry.
4. To acquire knowledge about global tourism situation and international tourism standard to develop a deeper understanding of the tourism industry.

Course Description

Concepts, components and relationships between various sectors in the tourism industry; types of tourism; history and development of tourism and hotel; factors impacting upon the tourism industry; tourism industry's effect on economy, society and environment; tourism industry management and promotion; sustainable tourism management; tourism related laws; business in the tourism industry; organizations and institutions which play important roles in the tourism industry; service psychology in the tourism industry with reference to the global tourism situation and international tourism standards.

32342 Leadership and Organizational Behaviour**(6 credits)*****Course Learning Outcomes***

1. To have knowledge and understanding about leaders and leadership.
2. To be able to apply leadership in the organization.
3. To have knowledge and understanding of organizational behavior.

Course Description

Concepts and Theories about Leaders and Leadership, Characteristics, Skills, and Roles of Leaders, Leadership Development, Decision Making and Problem Solving, Leadership Style, Factors that Determine Leaders, Strategic Thinking, Management Method, Adaptation of leaders to Suit the Situation, and the Moral and Ethics of Leaders.

Concepts and Theories about Organizational Behavior, Personal Behavior, Motivation, Stress Management, Group Behavior, Internal Communication, Power and Politics in Organizations, Conflict Management and Negotiation, and Organizational Culture.

32452 Human Resource Strategy and Learning Organization**(6 credits)*****Course Learning Outcomes***

1. To acquire knowledge about concept and principles for human resource.
2. To be able to integrate related topics to relatively specifying human resource strategy.
3. To acquire knowledge about learning organization.

Course Description

Human resource management strategy concepts for business organization; human resource management structure and system design; evaluation system development; leadership creation; high-competency team creation; human resource development techniques and principles; human resource development process and types.

Knowledge creating and collecting of employees in different levels; knowledge transmission from employee to organization; five basis of learning organization; personnel expertise; psychological model; shared vision; team learning; systematic thinking.

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