Prospectus

Bachelor of Science Program in Digital Business (International Program)

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

2. **Program Director**
   - ✓ Ayuth Intrapradit

   - ✓ COLLEGE OF COMPUTING, Prince of Songkla University Phuket Campus
     80 M.1 Vichitsongkram Road, Kathu, Phuket 83120
     Email: ayuth.i@phuket.psu.ac.th

3. **Duration of Study**
     2 semesters/Year (4 Years)

4. **Program Overview**
   a) Objectives

      The program offers a Bachelor of Science in Digital Business (International Program), a unique blend of academic rigor and real-world applicability. Rooted in the pillars of business management and digital technology, our curriculum is strategically engineered to confront and resolve complex business challenges, while also cultivating a culture of research and discovery in the burgeoning field of digital business.

      Step into a world of diverse, yet focused courses such as Digital Marketing Technology, Business Analytics and Visualisation, Financial Technology (FinTech), Digital Business Transformation and Web Design and Search Engine Optimization. Each of these subjects has been hand-picked and tailored to provide you with the comprehensive skills vital for optimizing efficiency and spearheading effective strategies in both private and public organizations.

   b) Career Opportunities
      - Business analytics specialist
      - Digital marketing specialist
      - Web design and SEO specialist
      - Business integration specialist

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

6. **Tuition + Enrollment Fees**
   45,000 Baht (+ entrance fee 15,000 Baht)

7. **Curriculum Structure and Components**
   The curriculum is designed according to the 2015 National Standard Criteria for the Undergraduate Program set by the Ministry of Education. The students must complete a minimum requirement of 120 credits to graduate.

Courses	Credits
1. General Education (GE) Courses	**24**
1.Compulsory GE Courses	18
2.Elective GE Courses	6
2. Specific Education Courses	**90**
Core Course	24
Major Courses	66
- Compulsory Major Courses	36
- Specialised Major Courses	24
- Cooperative Education Courses	6
3. Free Elective Courses	**6**
TOTAL	**120**

8. Study Plan

First Year		
Semester 1		
Course Code	**Course Title**	**Credits**
xxx-xxx	General Education	4((X)-Y-Z)
976-101	Principles of Digital Business and Marketing	3((3)-0-6)
976-111	Business Mathematics	3((3)-0-6)
976-102	Principles of Accounting	3((3)-0-6)
976-103	Principles of Enterprise Resource Planning	3((2)-2-5)
Total		**16((X)-Y-Z)**
Semester 2		
Course Code	**Course Title**	**Credits**
xxx-xxx	General Education	4((X)-Y-Z)
976-104	Principles of Economics	3((3)-0-6)
976-161	Digital Media for Business	3((2)-2-5)
976-191	Seminar I	1(0-2-1)
xxx-xxx	Free Elective Courses 1	3((X)-Y-Z)
Total		**17((X)-Y-Z**

Second Year		
Semester 1		
Course Code	**Course Title**	**Credits**
xxx-xxx	General Education	4((X)-Y-Z)
976-201	Knowledge Management in Digital Business	3((2)-2-5)
976-261	Business Analytics and Visualization	3((2)-2-5)
976-262	Introduction to Social Media Analytics	3((2)-2-5)
976-263	Web Design and Search Engine Optimization	3((2)-2-5)
Total		**16((X)-Y-Z)**
Semester 2		
Course Code	**Course Title**	**Credits**
xxx-xxx	General Education	6((X)-Y-Z)
976-202	Organizational and Consumer Behavior	3((3)-0-6)
976-271	Digital Business Transformation	3((3)-0-6)
976-203	System Analysis and Design	3((3)-0-6)
976-264	Financial Technology	3((2)-2-5)
Total		**18((X)-Y-Z)**

Third Year		
Semester 1		
Course Code	**Course Title**	**Credits**
xxx-xxx	General Education	4((X)-Y-Z)
976-361	Digital Marketing Technology	3((3)-0-6)
976-311	Research Method and Statistics for Business	3((3)-0-6)
976-39x	Compulsory Specialized Module Courses (*Select 1 Module) * Module: Advanced Business Analytics * Module: Search Engine Website Optimization * Module: Customer Experience	9((X)-Y-Z)
Total		**19((X)-Y-Z)**
Semester 2		
Course Code	**Course Title**	**Credits**
xxx-xxx	General Education	2((X)-Y-Z)
976-301	Project Management and Quality Assurance	3((3)-0-6)
976-xxx	Compulsory Specialized Course 1	3((X)-Y-Z)
976-39x	Compulsory Specialized Module Courses (*Select 1 Module) * Module: Advanced Business Analytics * Module: Search Engine Website Optimization * Module: Customer Experience	9((X)-Y-Z)
Total		**17((X)-Y-Z)**

Fourth Year		
Semester 1		
Course Code	**Course Title**	**Credits**
976-481	Project in Digital Business	3(0-9-0)
976-491	Seminar 2	1(0-2-1)
976-492	Pre-cooperative Education	1(0-3-0)
976-xxx	Compulsory Specialized Course 2	3((X)-Y-Z)
xxx-xxx	Free Elective Courses 2	3((X)-Y-Z)
Total		**11((X)-Y-Z)**
Semester 2		
Course Code	**Course Title**	**Credits**
976-493	Cooperative Education	6(0-36-0)
Total		**6(0-36-0)**

9. Course Descriptions

805-011G1   English for Fundamental Listening & Speaking   (4-0-(2))2

Prerequisite courses: -

Reinforcement of listening and speaking skills; development of effective communication in both daily life and academic settings; an approach to self-studying and the application of knowledge for the development of learning academic context

805-012G1   English for fundamental reading and writing   (4-0-(2))2

Prerequisite courses: -

Reinforcement of reading and writing skills, development of understanding authentic text, and basic academic text, an approach to the self-study and application of knowledge for development to learning academic context, paragraph writing

805-013G1   English for Intermediate Listening and Speaking   2((2)-0-4)

Prerequisite courses: -

Reinforcement of reading and writing skills, development of understanding authentic text, and basic academic text, an approach to the self-study and application of knowledge for development to learning academic context

805-014G1   English for Intermediate Reading and Writing   2((2)-0-4)

Prerequisite courses: -

Reinforcement of intermediate listening and speaking skills; intermediate-level development of effective communication in both daily life and academic settings; an approach to self-studying and the application of

knowledge for the development of learning academic context at an intermediate level

805-015G1 English for Upper Intermediate Listening and Speaking   2((2)-0-4)

Prerequisite courses: -

Consolidation on exchanging ideas and expressing on self related to academic issues; writing process with an emphasis on answering essay questions; reading literature and writing academic essays, citation and reference; developing an autonomous process approach to writing

805-016G1 English for Upper Intermediate Reading and Writing   2((2)-0-4)

Prerequisite courses: -

Reinforcement of advanced listening and speaking skills; academic level development of effective communication in both daily life and advanced settings; an approach to self-studying and the application of knowledge for the development of learning academic context at an advanced level

805-017G1 Basic Thai Listening and Speaking for Daily and Campus Life   2((2)-0-4)

Prerequisite courses: -

Simple conversations in daily life; chat language and slang; socializing with Thai students; communication with different people on campus; Etiquette of using the Thai language

805-018G1 Thai Language and Culture   2((2)-0-4)

Prerequisite courses: -

Overview of characteristics of Thai Language; Thai language communication in the digital era; Thai culture and traditions; concepts and values in Thai society; Thai ways of life; Thai language usage in socio-cultural contexts

969-021G2A   Financial Management   2((2)-0-4)

Prerequisite courses: -

Introduction to financial management; type of financial statement, balance sheet, profit- loss statement, cash flow statement; Financial markets; Financial instruments; Investment decision process; Risk tolerance; Asset allocation; Basic portfolio management; Personal income tax planning and tax calculation tools, case studies

988-021G2A   Mathematics in Daily Life   2((2)-0-4)

Prerequisite courses: -

Ratios, percentage, financial mathematics, basic statistics and their applications for everyday life.

810-021G2B   Keys to Success   2((2)-0-4)

Prerequisite courses: -

Goals setting; time management; critical and creative thinking in problem solving; knowledge acquisition; communication strategies; money management

969-022G2B   Change Your Thoughts, Change Your Life   2((2)-0-4)

Prerequisite courses: -

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

969-023G2B	CrOM Thinking: Creative and Open Minded Thinking	2((2)-0-4)

Prerequisite courses: -

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

969-024G2B	Systematic Solving	2((2)-0-4)

Prerequisite courses: -

Lifelong learning skills, pursuit of knowledge and management, positive thinking, problem solving and decision making skills in a systematic way, critical thinking, emotional intelligence, practices of systematic solving skills

969-025G2B	Growth Mindset	2((2)-0-4)

Prerequisite courses: -

Growth mindset concept, self-assessment, practices of growth mindset skills, application of growth mindset in real-life

810-031G3   Entrepreneurial Ideas for Young Blood   2((2)-0-4)

Prerequisite courses: -

Introduction to new entrepreneur creation; entrepreneurship appraisal; business opportunity analysis; Business model canvas; market survey and research; marketing strategy for new business; production management; financial planning; investment funding sources; introduction to investing; the risk-return relationship

810-033G3   Innovative Thinking in Business   2((2)-0-4)

Prerequisite courses: -

Innovative thinking; creativity, basic business knowledge, and earnestness; turning problems into opportunities through the process of using various tools by doing something different or creating new ideas for problem solving and product/service development based on customer co-creation

969-031G3   Digital Entrepreneurship   2((2)-0-4)

Prerequisite courses: -

Leaning and understanding the importance of the transformation caused by digital disruption, Analysis of sustainable economic models, Using technology to improve competitiveness, Defining company strategy, goals, vision and mission, competitive factor, company function, Define internal and external digital driving factors, Organizational structure planning, Demonstrating entrepreneurial attitudes towards opportunities in the new economy.

969-032G3   Product or Service Development for Becoming an Entrepreneur   2((2)-0-4)

Prerequisite courses: -

Product or service development for becoming an entrepreneur starting with the understanding on how your customers plan their personal finances for buying a product or a service. Selection criteria of your customers for that product or service; Analysis of features, strengths, weaknesses and target groups of that product or service; Risk and opportunity analysis of that product or service from the impact of changes in the environment, economy, politics, and society; Taking the analyzed information to develop or create a new product or a new service that align to global changes in a timely manner; Identifying the strengths, weaknesses and customer groups of that new product or service; Gathering support information and designing the new product or service; Creating a simple financial management, investment and marketing business plan for that product or service

041-969G4   Global Digital Literacy   (4-0-(2))2

Prerequisite courses: -

Basic knowledge and usage of digital technology; usage of searching tools and accessibility of digital content; digital content creation and presentation; digital communication; data and collaboration sharing; digital commerce; digital security; digital ethics and laws

969-042G4   Uses of Artificial Intelligence in Daily Life   2((2)-0-4)

Prerequisite courses: -

Basic knowledge, mechanism of artificial intelligence; artificial intelligence technology; use of artificial intelligence concepts and tools in daily life

and work; application of artificial intelligence to work through case studies; ethics of artificial intelligence

051-810G5   Beauty from Inner   (4-0-(2))2

Prerequisite courses: -

Importance of positive attitude for daily lives and career; guidelines of professional development including how to motivate oneself and how to convert problems and setbacks into encouragement; health, nutrition and exercise tips and practice; techniques of weight control; appropriate dress code and personality for careers; guidelines of skin care

810-052G5   Living in a Diverse Society   2((2)-0-4)

Prerequisite courses: -

Concepts and elements of diversity in society including social diversity and value diversity; identity, and equality of opportunity in organizations; the benefits, challenges of diversity and the strategies of successfully managing diversity in a workplace

805-052G5   Positive Psychology   2((2)-0-4)

Prerequisite courses: -

Positive psychology and well-being; creating self-confidence and self-esteem; resilience; fear and anxiety management; growth mindset;

positive relationship in personal life and at work; adjustment to changing society

969-051G5   Wellness Experience Enhancement   2((2)-0-4)

Prerequisite courses: -

Definition of wellness, body treatment, mind treatment, intellectual development, social management, wellness experience enhancement, wellness events, alternative medicine for wellness, technology for wellness

988-051G5   Participatory public policy for well-being   2((2)-0-4)

Prerequisite courses: -

Knowledge, policies and good governance and of reproductive health of emerging diseases, re-emerging diseases, non-communicable diseases, human trafficking, and children/ women and domestic violence; participation of policy making"

061-980G6   PSU Volunteer and Sustainable Development Goals   (4-0-(2))2

Prerequisite courses: -

understand concept, principles, goal of the Philosophy of sufficiency and Sustainable Development Goals; thinking, analyzing, planning an applying the Philosophy of sufficiency in volunteer projects including individual, business or community sectors in local and national level; The volunteer projects follow Sustainable Development Goals for the benefit of mankind

07-8101G7   Sustainable Future   (4-0-(2))2

Prerequisite courses: -

Concepts and definition of sustainability; sustainable development goals; major sustainability challenges in a global context such as environmental changes, pollutions, and disasters; drivers for a sustainable future including

economic, social, technology, and environmental aspects; links between innovation and sustainability

071-988G7   Global Citizenship for the Environment   (4-0-(2))2

Prerequisite courses: -

Knowledge and understanding about ecological systems, natural resources, relationships between human and the environment, global environmental changes and related factors; water management, renewable energy, conservation of marine resources, soil, forest and biodiversity; analyzing the connections between the environment in the past and present, their impacts and measures to manage global environmental changes; responsibilities and participation in reducing impacts from human activities on natural resources and environmental solutions at community, national and international levels.

988-072G7   SDGs Go Green   (4-0-(2))2

Prerequisite courses: -

Sustainable Development Goals (SDGs) for management of natural resources and the environment such as Water Resources, Terrestrial Resources, Marine Resources, Urban Environment, Clean Energy, Green Industry, Responsible Consumption, Global warming and Climate change

810-002G8   Social Psychology   2((2)-0-4)

Prerequisite courses: -

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

805-083G8   Social Awareness   2((2)-0-4)

Prerequisite courses: -

Social and environmental awareness; the relationship between people and society; acceptance of social differences to adjust and live in the society and culture; resolving problem facing according to Sustainable Development Goals (SDGs) for the benefit of society and community

969-001G8   Art Creation using Touch Typing   2((2)-0-4)

Prerequisite courses: -

Type of computer keyboards; basic ergonomics, touch-typing skills; touch-typing techniques; touch-typing practice with edutainment-based learning; speed typing contest, art creation using touch typing skills

969-002G8   Office Tools Usage for Students   2((2)-0-4)

Prerequisite courses: -

Using Internet searching tool safely and legally, basic computer skills for office tools, fundamental laws and ethics of copyrighted and open-source tools, using online platforms for group work, using an online appointment and calendar tools, using a tool to create a poster media, resume writing with tools or templates, and Personal Data Protection Act

988-001G8   Wisdom of Living   2((2)-0-4)

Prerequisite courses: -

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

988-002G8   Contemporary Scientific Innovation   2((2)-0-4)

Prerequisite courses: -

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

988-003G8   Science and the Sea   2((2)-0-4)

Prerequisite courses: -

Oceanography; marine science; marine and coastal resources; wave of the
ocean; sea surface temperature; climate change; sea level rising; ocean
circulation; ocean acidification

988-005G8   Sufficient Communities   2((2)-0-4)

Prerequisite courses: -

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

988-007G8   Life in the Oceans   2((2)-0-4)

Prerequisite courses: -

The ocean as a habitat; the origin of life in the ocean; diversity, life history, and benefits of significant groups of marine organisms; potential threats to human health posed by marine organisms and first aids, the sustainable use of marine biological resources; field trips

805-085G8   Thai Civilization and Global Citizen   2((2)-0-4)

Prerequisite courses: -

Concepts and processes of Thai civilization, covering dimensions of politics, economy, society, and culture from the past to the present; Topics reflect the origins of social identity within Thai civilization; Concepts of global citizen development; Global values such as Human Rights, Human Dignity, and Human Equality, including respect for individual differences, social diversity, principles of good governance and peaceful coexistence; Connections between Thai civilization and its role in the development of a global citizen

805-084G8   Indonesian Angklung   2((1)-2-3)

Prerequisite courses: -

Developing emotional and social skills for living together among different diversities. It is based on working together with others in a team to create responsibility, effective communication, listening to each other, self-awareness, sympathy and self-control through the Indonesian Angklung activities

810-003G8   Social Responsibility Organizations   2((2)-0-4)

Prerequisite courses: -

Concepts, theories, and best practice of corporate social responsibility of public and private organizations, sustainable management and development, green business operations, fair operations, ethics of private and public organizations

969-003G8   Dealing with Technostress   2((2)-0-4)

Prerequisite courses: -

Definition of technostress, types of technostress, technostress symptoms, technostress management, technostress diagnosis, practices to reduce technostress, technology for dealing with technostress

969-004G8   Exercises for Working Society   2((2)-0-2)

Prerequisite courses: -

The importance of sports in organizational development; selection of sports for health and personality improvement; human relation and leadership in sports; planning and implementing sporting activities; technology for exercises

969-005G8   E-Sport   2((2)-0-4)

Prerequisite courses: -

History, development, operations, and management of e- sport; current situations and trends in game industry; discussion on elements relevant in e- sport; discussion, debate and organizing on e- sport competition; numerous concerns and considerations of playing game

988-009G8   Camping   2((2)-0-4)

Prerequisite courses: -

how to plan a camping trip (principles and procedures); basics of first aid; Camping tools and equipment; camp activities; recreation; trekking; campfire; photography techniques; pitching tents; boating; stargazing; acts, rules, and regulations

988-010G8   Swimming   2((2)-0-4)

Prerequisite courses: -

Basic knowledge, rules, swimming skill practice

988-011G8   Scuba Diving   2((2)-0-4)

Prerequisite courses: -

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

988-012G8   Snorkeling   2((2)-0-4)

Prerequisite courses: -

Principle of snorkeling; use of snorkeling equipment; protection of danger and accident that might occur while snorkeling; practice of snorkeling in swimming pool and outside

805-087G8   Thai Arts for Happiness   2((2)-0-4)

Prerequisite courses: -

Fundamental knowledge about Thai arts; the science and art of Thai music and Thai dance application and creation of Thai arts to create aesthetics for physical and mental well-being; understanding and acceptance of cultural differences; adapting to a changing society; living happily in society

805-001G8   ENGLISH FOR PRONUNCIATION   2((2)-0-4)

Prerequisite courses: -

Provide teaching and (English)learning interactions for the production of spoken English texts focusing on pronunciation, speed of speech, and intonation

805-008G8   English for Effective Communication   2((2)-0-4)

Prerequisite courses: -

Provide teaching and learning interactions that increase student's capacity to plan and deliver effective communication in a variety of work related contexts

805-002G8   ENGLISH FOR CREATIVE WRITING   2((2)-0-4)

Prerequisite courses: -

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

805-007G8   ENGLISH FOR TOURISM   2((2)-0-4)

Prerequisite courses: -

Particular characteristics and topics related to tourism, explaining and giving information about tourism

805-004G8   ENGLISH FOR JOB APPLICATION   2((2)-0-4)

Prerequisite courses: -

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

805-005G8   English for Presentation and Discussion   2((2)-0-4)

Prerequisite courses: -

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

805-080G8   Basic Japanese for Life in Japan   2((2)-0-4)

Prerequisite courses: -

Reading and writing Japanese characters; basic Japanese communication skills for daily life in Japan; greetings in different occasions; self-introduction; basic Japanese for the situations in the restaurant+

805-081G8   Basic Japanese for Working Life in Japan   2((2)-0-4)

Prerequisite courses: -

Basic Japanese communication skills in daily life and at work in Japan; communication skills for speaking and interacting with surrounding people and coworker; basic Japanese for inviting and joining an event

805-082G8   **Basic Thai Listening and Speaking for Travelling**   2((2)-0-4)

Prerequisite courses: -

Festivals and tourist destinations in Thailand; basic Thai conversations for traveling; dos' and don'ts; booking services and tour packages; booking accommodation and transportation; shopping and bargaining; impressive socializing with Thai people; talking about travel experience in Thailand

988-004G8   **Nutritional and Toxicology**   2((2)-0-4)

Prerequisite courses: -

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

988-008G8   **Climate crisis**   2((2)-0-4)

Prerequisite courses: -

Greenhouse gases; Global warming and changes in the climate system; Impact on life and property from climate change-related disasters; Greenhouse mitigation; Low carbon development; Climate change adaptation

988-006G8   **Earth System and Environment**   2((2)-0-4)

Prerequisite courses: -

Geology and Hydrology of the earth ; Water resource of the earth ; national disaster and human risk ;Climate changes and human impacts ; Human with natural disaster ; Ecosystem and Environment cycle with human existence; Environmental pollution and problem from human ; Environmental problem in daily and processes solve problem

805-003G8   **English for Business**   2((2)-0-4)

Prerequisite courses: -

Particular characteristics of English in business context; making suitable intercultural business communication through listening, speaking, reading and writing; learning to write business memoranda, business letters and business reports

805-009G8   **English through Films**   2((2)-0-4)

Prerequisite courses: -

Practicing language skills of listening, speaking, reading and writing skills through films; developing critical thinking; discussing intercultural differences; analyzing characters, reading and writing film reviews

805-086G8   **Introduction to Thai Political and Economy in the World Dynamics**   2((2)-0-4)

Prerequisite courses: -

An introduction to the various and current political regimes and economic system of Thailand; Political and economic developments since the Second World War; The discussion of connections between prominent

political and economic issues of Thailand and Thai adjustment in the world dynamics

976-101	Principles of Digital Business and Marketing	3((3)-0-6)

Prerequisite courses: -

Introduction to digital business electronic business components and architectures electronic commerce technology business processes business models principles of electronic commerce, Introduction to digital marketing analysis of market strategic planning trading plan product selling and distribution channels pricing and policy technology usage in marketing

976-111	Business Mathematics	3((3)-0-6)

Prerequisite courses: -

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

976-102	Principles of Accounting	3((3)-0-6)

Prerequisite courses: -

Basic concept of accounting posting a simple account inventory depreciation financial report fundamentals of cost accounting classification and interpretation of business performance applying computer in accounting

976-103	Principles of Enterprise Resource Planning	3((2)-2-5)

Prerequisite courses: -

Enterprise resource planning concept, principle and management method including situations and trends functionality, technology and key success factors of implementing enterprise resource planning systems and relevant case studies supply chain processes analysis, prediction and planning for production inventory policy and management, sales prediction warehouse management product distribution logistics systems and strategies

976-104   Principles of Economics   3((3)-0-6)

Prerequisite courses: -

Fundamentals of economics pricing by demand and supply consumer behavior theory and concept production theory cost marketing national

income financial international business applications of economic theory in business

976-161   Digital Media for Business   3((2)-2-5)

Prerequisite courses: -

Creative advertising ideas, graphic design theories, typography, color theory, graphic design elements, metaphors in advertising

976-162   Technology and Software Programming for Business   3((3)-0-6)

Prerequisite courses: -

Computer system, communication technology and networking, deployment of computer system in an organization computer data storing and processing, internet, intranet and extranet internet/web technologies and applications applications of software programming in business basics of software programming for business purposes relevant elements

needed in software programming i.e. data types, iterating and making
decisions, functions and arguments, OOP concept, version control and
container concept programming languages used in business

976-201   Knowledge Management in Digital Business   3((2)-2-5)

            Prerequisite courses: -

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

976-261   Business Analytics and Visualization   3((2)-2-5)

            Prerequisite courses: -

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

976-262   Introduction to Social Media Analytics   3((2)-2-5)

            Prerequisite courses: -

            Basic concept of social media analytics, web analytics, data extraction
            and visualization, improve strategy based on data, R for web analytics,
            exit rate and bounce rates, multiple time-frame analysis

976-263	Web Design and Search Engine Optimization	3((2)-2-5)

Prerequisite courses: -

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

976-202	Organizational and Consumer Behavior	3((3)-0-6)

Prerequisite courses: -

Behavior of Organization members relationship among Organization members environment affecting organization behavior leadership motivation conflict and human resource development consumer behavior concept and models consumer behavior and marketing relationship analysis patterns of consumer behavior factors affecting decision making on purchasing consumer behavior analysis: psychology, sociology, humanities, and economics

976-203	System Analysis and Design	3((3)-0-6)

Prerequisite courses: -

Behavior of Organization members relationship among Organization members environment affecting organization behavior leadership motivation conflict and human resource development consumer behavior concept and models consumer behavior and marketing relationship analysis patterns of consumer behavior factors affecting

decision making on purchasing consumer behavior analysis: psychology, sociology, humanities, and economics

976-264	Financial Technology	3((2)-2-5)

Prerequisite courses: -

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

976-361	Digital Marketing Technology	3((2)-2-5)

Prerequisite courses: -

Marketing attribution software, email marketing, content management system, customer experience software, customer relationship management software, search engine optimization tools, social media management

976-311	Research Method and Statistics for Business	3((3)-0-6)

Prerequisite courses: -

Marketing attribution software, email marketing, content management system, customer experience software, customer relationship management software, search engine optimization tools, social media management

| 976-311 | Project Management and Quality Assurance | 3((3)-0-6) |

Prerequisite courses: -

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

| 976-481 | Project in Digital Business | 3(0-9-0) |

Prerequisite courses: -

Digital business project development under academic supervision

| 976-482 | Project in Digital Business II | 3(0-9-0) |

Prerequisite courses: 976-481 Project in Digital Business

Digital business project development under academic supervision

| 976-191 | Seminar I | 1(0-2-1) |

Prerequisite courses: -

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

| 976-192 | Seminar II | 1(0-2-1) |

Prerequisite courses: -

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

976-492   Pre-cooperative Education   1(0-3-0)

Prerequisite courses: -

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

976-371   Digital Business Transformation   3((3)-0-6)

Prerequisite courses: -

Designing for digital transformation, achieving operational plan, customer
desires and digital solutions, digital design to enabling rapid innovation,
creating an effective innovation culture, implementing digital
transformation

976-362   Digital Tourism Business   3((3)-0-6)

Prerequisite courses: -

Enhancing practical dimensions of a tour service business innovation and
development, including marketing environment analysis and innovation
in the digital era, tour service product and process innovation, managerial
skills required for a tour service business, strategic management
applications of business operation in different environment

976-302   Social Enterprise   3((3)-0-6)

Prerequisite courses: -

Basic concepts and methods of business operations of social enterprises,
application of digital technology used in social enterprises, analysis of

problems and obstacles with emphasis on the use of innovation to create sustainability of social enterprises, analyzing and writing business plans for social enterprises including case studies from social enterprises both domestically and internationally

976-303	Business Process Design and Innovation	3((3)-0-6)

Prerequisite courses: -

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

976-363	Global Marketing	3((3)-0-6)

Prerequisite courses: -

Globalisation Imperative and environmental considerations, global cultural environment and buying behavior, global marketing research, segmentation and positioning, global marketing and market entry strategies, developing new products for global markets, global marketing of goods and services, international and global market plans, global pricing, communicating with the world consumer

976-364	Mobile Commerce	3((2)-2-5)

Prerequisite courses: -

The benefits of selling online, essential m-commerce strategies, perform a competitive analysis, researching and sourcing products, m-commerce platforms, building an m-commerce store, adding product listings, advertise online, checkout process, get products to customers

| 976-365 | Blockchain and Business Applications | 3((2)-2-5) |

Prerequisite courses: -

Decentralizing the enterprise, transaction costs and the structure of the firm, opportunities for blockchain, distributed business entities, dapps, blockchain governance, leadership for transformation

| 976-304 | Innovation and Entrepreneurship | 3((3)-0-6) |

Prerequisite courses: -

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

| 976-381 | Workshop I | 1-3((x)-y-z) |

Prerequisite courses: -

Workshop on current technologies related to digital business

| 976-382 | Workshop II | 1-3((x)-y-z) |

Prerequisite courses: -

Workshop on current technologies related to digital business

| 976-383 | Workshop III | 1-3((x)-y-z) |

Prerequisite courses: -

Workshop on current technologies related to digital business

976-384	Special Topics in Digital Business I	1-3((x)-y-z)

Prerequisite courses: -

Special topics novel theories or technologies related to Digital Business

976-385	Special Topics in Digital Business II	1-3((x)-y-z)

Prerequisite courses: -

Special topics novel theories or technologies related to Digital Business

976-386	Special Topics in Digital Business III	1-3((x)-y-z)

Prerequisite courses: -

Special topics novel theories or technologies related to Digital Business

976-493	Cooperative Education I	6(0-36-0)

Prerequisite courses: 976-492 Pre-cooperative Education

Special topics novel theories or technologies related to Digital Business

976-494	Cooperative Education II	6(0-36-0)

Prerequisite courses: 976-493 Cooperative Education I

Special topics novel theories or technologies related to Digital Business

976-391	Module : Advanced Business Analytics	9((7)-4-16)

Prerequisite courses: -

Introduction to business intelligence system business intelligence project lifecycle multidimensional analysis Online Transaction Processing (OLTP) Online Analytical Processing (OLAP) OLAP modeling and deployment ETL

process (Extract Transform and Load), data preprocessing reporting and visualisation big data enabling technologies data placement strategies, machine learning, decision Trees, Application programming interface, data collecting from social media, data processing, analyze unstructured data, R metrices, R data frames, R lists, Strategic data needs, using data to improve decision, understand customer and markets, intelligent service, intelligent product, using data to improve business process, monetising data, data governance, data insight

976-392   Module : Search Engine Website Optomization   9((7)-4-16)

Prerequisite courses: -

Content marketing ecosystem, strategic context, 7A framework, content marketing strategy, strategic types of content, managing content, Internet architecture and web technology web processing web application development scripting language and web programming, UX research, UX wireframing tools, moodboards inspiration, user testing tools, ethnographic eye tracking, UX reporting

976-393   Module : Customer Experience   9((9)-0-18)

Prerequisite courses: -

Concept of CRM, benefits delivered by CRM, technologies and implementation, sales and service objectives, retention and development, customer relationship management strategies, long-term sustainability, Film theory theory of perspective for video production script writing storytelling storyboard development, video production process, case study of video advertisement, Customer Needs, Customer Insight Research, Lead Users, Voice of the Customer, House of Quality, Customer Personas, Customer Journey Maps