



College of Communication Arts

Suan Sunandha Rajabhat University

Thai Qualification Framework for Higher Education (TQF3) : Course Specification

Course Title : GEN0103 THAI SOCIETY IN GLOBAL CONTEXT

Credit : 3(3-0-6)

Semester : 3

Academic Year : 2023

Curriculum : Bachelor of Fine Arts in Creativity and Digital Media (International Program)

Lecturer : Assist. Prof. Dr. Tawipas Pichaichanarong
College of Communication Arts

Section 1. General Information

1. Code and Course Title : GEN0103 THAI SOCIETY IN GLOBAL CONTEXT
2. Credit : 3(3-0-6)
3. Curriculum and Course Category:

This course offering, a part of the Bachelor of Fine Arts, Creativity and Digital Media Program, Suan Sunandha International School of Art, Suan Sunandha Rajabhat University is categorized as Creativity and Digital Media Free Elective Course.

4. Lecturer : Assist. Prof. Dr.Tawipas Pichaichanarong
E-mail: tawipas.pi@ssru.ac.th
5. Semester / Year Level of Students: Semester 2 / 2nd Year Students
6. Pre-Requisite (if any) : None
7. Co-Requisite (if any) : None
8. Learning Location : College of Communication Arts,
Suan Sunandha Rajabhat University Nakhon Pathom Campus
9. Late Date for Preparing and Revising this Course:

Section 2. Aims and Objectives

1. Objectives of Course
 - 1.1 To develop a comprehensive understanding of the historical, cultural, economic, and political factors that have shaped Thai society.
 - 1.2 To critically analyze the impacts of globalization and modernization on Thai society, including cultural change, economic development, and political transformations.
2. Objectives of Developing/Revising Course -

Section 3. Course Structure

1. Course Outline

Students will be explores the multifaceted dynamics of Thai society within the broader global context. Through interdisciplinary lenses, students will critically examine the historical, cultural, economic, political, and environmental dimensions that shape Thailand's role and identity in the global arena. The course will delve into the complexities of globalization, modernization, and their impacts on Thai society, as well as the ways in which Thailand interacts with and responds to global trends and challenges. Special attention will be given to issues such as cultural hybridity, socio-economic development, political transitions, environmental sustainability, and the role of technology in shaping Thai society's engagement with the world.

2. Time Length per Semester (Lecture-Hours / Practice-Hours / Self Study-Hours)

Lecture	Practice	Self-Study	Addition
2 hours per week	2 hours per week	5 hours per week	upon student request

3. Time Length per Week for Individual Academic Consulting and Guidance

3.1 Lecturer will be available every Thursday from 13:00 to 16:00 at
Suan Sunandha International School of Art or an appointment can be made upon request.

3.2 Lecturer can also be reached via e-mail for any short consultations: tawipas.pi@ssru.ac.th

Section 4. Developing Students' Learning Outcomes

Learning Standard/Outcomes	Learning Activities	Learning Assessment
1. Ethics and Morals		
1.Honesty 2.Integrity 3.Responsibility 4.Punctuality	1. Rules setting such as attending the class on time and regularly 2. Group discussion 3. Group work 4. Responsible for given tasks	1. Evaluation of on time class attendance 2. Evaluation of on time assigned tasks sending 3. Evaluation of harmony in students group working

5.Tolerance 6.Confidence	and be honest in working and examination	
2. Knowledge		
<ol style="list-style-type: none"> 1. Can apply knowledge in real working time 2. Dare to use creativity that's profit for film production development 3. Understand in working process rightly in standard 4. Good attitude to profession and work based on moralities and ethics of mass communicators 	<ol style="list-style-type: none"> 1. Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet 2. Single and group assignment and discussion 3. Games for case studies understanding and conclusion 4. Quiz in class 	<ol style="list-style-type: none"> 1. Evaluation by behaviors, attention and class participation 2. Evaluation by group working of film production and discussion 3. Evaluation by quiz, midterm examination and final examination

Learning Standard/Outcomes	Learning Activities	Learning Assessment
3. Cognitive Skills		
<ol style="list-style-type: none"> 1. Can apply theoretical section and practical part to Digital Graphic 2. Can analyze situations in Digital Graphic 	<ol style="list-style-type: none"> 1. Practice and ideas conclusion by program of Microsoft PowerPoint 2. Assignment of group discussion and report 3. Group analysis based on at present Digital Graphic principles 	<ol style="list-style-type: none"> 1. Evaluation by behaviors, attention and class participation 2. Evaluation by group discussion 3. Evaluation by class practice 4. Evaluation by students' ideas conclusion, analysis including with in class evaluation
4. Interpersonal Skills and Responsibilities		
<ol style="list-style-type: none"> 1. Relevant interpersonal skill 	<ol style="list-style-type: none"> 1. Explain and conclude ideas through teaching 	<ol style="list-style-type: none"> 1. Evaluation by behaviors, attention and class

<p>and classmate</p> <p>2. Skill of creation and maintenance of interpersonal relationship with colleagues and gain and loss people</p> <p>3. Professional practice with self-responsibility and public responsibility based on moralities and ethics of mass communicators</p> <p>4. Being leader and follower while working development</p>	<p>documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet</p> <p>2. Group works assignment</p> <p>3. Group presentation</p>	<p>participation</p> <p>2. Evaluation by group works</p> <p>3. Evaluation by in class practice</p>
5. Numerical Analysis, Communication and Information Technology Skills		
<p>1. Effective communication skill which are listening, speaking, reading and writing skills</p> <p>2. Information technology and new media usage skills to support film production such as information searching via internet and uploading produced Digital Graphic to youtube.com</p>	<p>1. Communicative technology usage practice such as assignment sending via e-mail and creation of forum for ideas sharing</p> <p>2. In class discussion or playing of case studies games</p> <p>3. Report presentation skill by using proper forms, tools and technology</p>	<p>1. Evaluation by behaviors, attention and class participation</p> <p>2. Evaluation by group discussion and presentation</p> <p>3. Evaluation by in class practice</p>

Section 5. Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturer
1	- Course Orientation - Introduction to Thai Society and Globalization	3	- Group Discussion	Assist. Prof. Dr. Tawipas Pichaichanarong
2	- Economic Dimensions: Globalization and Development	3	- Group Discussion - Group Workshop	Assist. Prof. Dr. Tawipas Pichaichanarong
3	- Political Transformations: Democratization and Governance	3	- Group Discussion	Assist. Prof. Dr. Tawipas Pichaichanarong
4	- Cultural Hybridity and Identity Politics	3	- Group Workshop	Assist. Prof. Dr. Tawipas Pichaichanarong
5	- Environmental Sustainability and Resource Management	3	- Group Workshop	Assist. Prof. Dr. Tawipas Pichaichanarong
6	- Technology and Society: Digital Transformations	3	- Group Workshop	Assist. Prof. Dr. Tawipas Pichaichanarong
7	Midterm Break Week			
8	Midterm Examination Week			
9	- Thailand's Role in Regional and Global Affairs	3	- Group Workshop	Assist. Prof. Dr. Tawipas Pichaichanarong
10	- Global Citizenship and Cross-Cultural Communication	3	- Group Workshop	Assist. Prof. Dr. Tawipas Pichaichanarong
11	- Future Directions: Prospects for Thailand in a Changing	3	- Online Course	Assist. Prof. Dr. Tawipas Pichaichanarong

	World			
12	Final Break Week			
13	Final Examination Week			
	Total Hours	39		

2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
1. Ethics and Morals			
1. Honesty 2. Integrity 3. Responsibility 4. Punctuality 5. Tolerance 6. Confidence	Behaviors and Class Practical Participation	Every Week	Class Attendance 10%

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
2. Knowledge			
1. Can apply knowledge in real working time 2. Dare to use creativity that's profit for films production development 3. Understand in working process rightly in standard 4. Good attitude to profession and work based on moralities and ethics of mass communicators	Midterm and Final Examination Scores	Week 8 and 17	Midterm Examination 20% Final Examination 30%
3. Cognitive Skills			
1. Can apply theoretical section and practical part to films production 2. Can analyze situations in films production	Group Discussion and Analysis	Week 1, 2 and 11	Group Discussion 15%
4. Interpersonal Skills and Responsibilities			
1. Relevant interpersonal skill and classmate 2. Skill of creation and maintenance of interpersonal relationship with colleagues and gain and loss people 3. Professional practice with self-responsibility and public responsibility based on moralities and ethics of	Class Participation	Every Week	Class Participation 10%

mass communicators 4. Being leader and follower while working development			
5. Numerical Analysis, Communication and Information Technology Skills			
1. Effective communication skill which are listening, speaking, reading and writing skills 2. Information technology and new media usage skills to support Digital Graphic such as information searching via internet and uploading produced Digital Graphic to youtube.com	Group Presentation	Week 10 and 15	Group Presentation 15%

Section 6. Learning and Teaching Resources

Major books and documents

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Important document and information

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Suggested document and information

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Section 7. Course Evaluation and Improvement

Strategies for Course Evaluation by Students

- 1.1 Explain to students to understand significance of subject development and students' roles in subject effectiveness evaluation as gain and loss people of program management
- 1.2 Support subject effectiveness evaluation by students before and after studying
- 1.3 Create opinion sharing atmosphere about subject effectiveness between lecturer and students while studying

Strategies for Course Evaluation by Lecturer

- 2.1 Evaluation majorly based on students' participation such as students' behavior and participation consideration
- 2.2 Evaluation by lecturer's point of view such as teaching potential according to set teaching plan evaluation and teaching atmosphere consideration
- 2.3 Evaluation by students' scores
- 2.4 Evaluation of teaching by faculty's academic section

Teaching Revision

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Feedback for Achievement Standards

4.1 Students' outcomes, group works' quality and single assignment the whole semester harmony consideration

4.2 Proper teaching management plan evaluation, teaching activities creation, giving assignments, evaluation and score assessment with subject description and program objectives

4.3 Cooperation with the next subject lecturer for previous subject evaluation

Methodology and Planning for Course Review and Improvement

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Section 8. Grading System

Score (%)	Grade	Meaning	Value
86-100	A	Exceptional	4.00
82-85	A-	Excellent	3.75
78-81	B+	Very Good	3.50
74-77	B	Good	3.00
70-73	B-	Fairly Good	2.75
66-69	C+	Satisfactory	2.50
62-65	C	Quite Satisfactory	2.00
58-61	C-	Low Satisfactory	1.75

54-57	D+	Poor	1.50
50-53	D	Very Poor	1.00
46-49	D-	Extremely Poor	0.75
0-45	F	Fail	0.00
-	W	Withdraw	-