Bachelor of Arts Program in Innovation for Human and Social Development

(Revised Curriculum 2023)

Puey Ungphakorn School of Development Studies

Thammasat University

Section 1: General Information

1.1 Code and Curriculum Name

- **Curriculum Code:** 25590051100203
- **Curriculum Name:**
  - **Thai:** หลักสูตรศิลปศาสตรบัณฑิต สาขาวิชานวัตกรรมการพัฒนามนุษย์และสังคม
  - **English:** Bachelor of Arts Program in Innovation for Human and Social Development

1.2 Degree and Major Name

- **Thai:**
  - Full Name: ศิลปศาสตรบัณฑิต (นวัตกรรมการพัฒนามนุษย์และสังคม)
  - Abbreviation: ศศ.บ. (นวัตกรรมการพัฒนามนุษย์และสังคม)
- **English:**
  - Full Name: Bachelor of Arts (Innovation for Human and Social Development)
  - Abbreviation: B.A. (Innovation for Human and Social Development)

1.3 Major (if any)

- None

1.4 Curriculum Format

- **Format:** 4-year Bachelor's Degree
- **Type:** Academic Bachelor's Degree
- **Language:** Managed in both Thai and English
- **Collaboration:** It is a curriculum specific to the institution
- **Degree Conferral:** Granting one degree for a single major

1.5 Career Opportunities after Graduation

1. Developer and creator of social, cultural, and community innovations
2. Planner and policy maker for human, community, and social development
3. Independent professional entrepreneur and social entrepreneur
4. Human resource developer in government, private, and NGO sectors
5. Action researcher, academic, teacher, process facilitator
6. Volunteer manager, project manager for social, cultural, community, and environmental projects
7. Manager of Corporate Social Responsibility (CSR) business tasks
8. Community developer, social developer, innovation developer
9. Practitioner in project evaluation, CSR activities, and social/cultural impact assessment
10. Thinker, writer, analyst, and critic in the field of development
11. Social fundraiser

1.6 Study Location

- Rangsit Center

1.7 Expenses

- Managed as a Special Program
- Cost for Thai students: Approximately 360,000 Baht

Section 2: Admissions

2.1 Student Intake

- Accepts both Thai and International students who are proficient in Thai

2.2 Applicant Qualifications

- Must comply with Thammasat University Regulations on Bachelor's Degree Education B.E. 2561, Clause 14
- Selection is based on university announcements or central university admission systems

2.3 Student Intake Plan

- Intake of 100 students per academic year

Section 3: Philosophy, Objectives, and Learning Outcomes

3.2 Philosophy

"Innovation" refers to something newly invented, which can be technology, ideas, or products. It consists of 3 key dimensions: 1) It is new or improved from the original; 2) It has economic benefit and can add positive value; 3) It uses knowledge and creativity as a base. Therefore, "Innovation for Human and Social Development" means creating concepts and processes for social development using new tools and methods necessary for development work. It is multidisciplinary, integrating knowledge such as contemporary community development, CSR, social enterprise, and volunteer management

3.3 Curriculum Objectives

Graduates will have the following characteristics:

1. Knowledge and understanding of innovation for human and social development; able to think, analyze, synthesize, and create development concepts suitable for real situations

2. Leadership skills in seeking knowledge, holistic worldview, and creating knowledge through Integrative Research and Development (IR&D); leadership in volunteerism and social innovation for social change

3. Ethics, morals, creativity, outside-the-box integration, social responsibility, volunteer participation, and upholding peace

3.4 Program Learning Outcomes (PLOs)

- **Knowledge (K):**
    - **K1:** Understand principles/theories of human and social development
    - **K2:** Analyze and apply development principles to solve area-based problems (economic, social, environmental) sustainably
    - **K3:** Use development knowledge to analyze communities and design social innovation projects
- **Skills (S):**
    - **S1:** Lifelong learning skills and keeping up with global changes

- **S2:** Holistic, critical, creative, and entrepreneurial thinking

- **S3:** Competency in designing/managing projects, evaluation, and lesson-drawing from fieldwork

- **S4:** Use tools to search, filter, and verify information reliability

- **S5:** Use statistics for quantitative/qualitative analysis for creative problem solving

- **S6:** Use diverse tools for online collaboration, sharing, and conferencing

- **Ethics (E):**

  - **E1:** Work with communities with a public mind and ethics

  - **E2:** Discipline, punctuality, responsibility, and respect for rules

  - **E3:** Respect rights, opinions, and human dignity

- **Character (C):**

  - **C1:** Good human relations, effective communication in Thai and English

  - **C2:** Work effectively with others, accepting social/cultural diversity

  - **C3:** Use development knowledge to lead society appropriately and initiate solutions

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Section 4: Curriculum Structure, Courses, and Credits

4.1 Educational System

- Bi-semester system (2 regular semesters per year, not less than 15 weeks each)

4.3 Curriculum Structure

Total credits required: 126 credits

1. **General Education Courses:** 30 Credits

2. **Specific Courses:** 90 Credits

   - Fundamental Courses: 30 Credits

   - Core Courses: 18 Credits

   - Required Elective Courses: 15 Credits

   - Thesis/Practicum/Co-op Education: 12 Credits

   - Minor or Elective Courses: 15 Credits

3. **Free Elective Courses:** 6 Credits

Course Descriptions

1) General Education Courses (Selected Examples)

- **TU101 Thailand, ASEAN, and the World:** Study of significant phenomena in political, economic, and sociocultural dimensions using social science research frameworks to build a global mindset.

- **TU109 Innovation and Entrepreneurial Mindset:** Risk assessment, creating opportunities, entrepreneurial planning, decision making, and social shared value creation.

- **TU121 Human, Societies and Cultures:** Introduction to understanding humans from social/cultural perspectives, social institutions, and analyzing contemporary issues.

- **TU100 Civic Engagement:** Instillation of social conscience and awareness of roles as good global citizens through campaigning or changing areas of interest.

(Note: The document lists numerous General Education courses from Thammasat University central pool including courses on Law, Economy, Sustainability, Digital Skills, Finance, and AI.)

2) Specific Courses

2.1) Fundamental Courses

- **PCD201 Organization and Management for Sustainability:** Fundamentals of organization, management processes (planning, staffing, controlling), leadership, ethics, CSR, strategic management, and sustainability management concepts applied to various organizations (NGOs, public, private, social enterprises).

- **PCD202 Basic Communitology and Sociology:** Concepts and theories regarding the truth of community, culture, and society; their characteristics, goals, and preservation processes.

- **PCD203 Political Economy and Social Development:** Structural analysis of society considering economic, political, legal, and cultural contexts affecting development; relationship between economic changes and other sectors.

- **PCD204 Aesthetics of Development:** Concepts of beauty, value, and human satisfaction in arts, inventions, and development products; criteria for aesthetic judgment leading to happiness and goodness.

- **PCD205 Introduction to Development Studies:** Key concepts in development studies, poverty causes, inequality, role of health/education, credit markets, national income growth, and contemporary issues like migration and globalization.

- **PCD206 Innovative Concepts and Critical Thinking:** Definition of innovation, innovator skills, critical thinking theories, cognitive processes integrated with creativity and problem-solving for 21st-century needs.

- **PCD208 Introduction to Statistics and Data Analysis:** Basic statistics, quantitative/qualitative analysis principles, using statistics for research, computer programs for analysis, and data presentation.

- **PCD301 Research Methodology for Social Sciences:** Importance of research in life and social development; relationship between knowledge-research-development; quantitative and qualitative research processes.

- **PCD302 Project Management for Social Impact:** Concepts/theories of development projects; design, monitoring, management, and evaluation tools for complex situations.

- **PCD303 Introduction to Social Impact Assessment:** Study of social impact assessment from investments; learning from public/private investment cases affecting communities.

2.2) Core Courses

- **PCD207 Design Thinking for Development:** Human-centered thinking process to understand problems deeply; using creativity and diverse perspectives to prototype and test solutions/innovations.

- **PCD211 Contemporary Community Development:** Theories of community and development paradigms; rural-urban transformation problems in Thailand/region; community development in the 21st century.

- **PCD221 Corporate Social Responsibility (CSR):** Meaning, types, and importance of CSR; related theories; domestic/international case studies; Sustainable Development Goals (SDGs) and CSR.

- **PCD231 Introduction to Social Enterprise:** Development and meaning of social entrepreneurship; global movements; ecosystems for social enterprise; case studies on business models, social impact, and management.

- **PCD241 Volunteerism for Human and Social Development:** Volunteer paradigms/ideologies; theories on volunteering conditions; case studies; value of volunteering; writing volunteer projects; policy trends.

- **PCD422 Sustainable Report and Management:** Meaning/importance of sustainability reports; preparation process per international standards (e.g., GRI); case analysis; applying reports for management.

2.3) Required Elective Courses

- **PCD304 Social Innovation for Development:** Concepts, characteristics, and patterns of social innovation as a foundation for solving social problems (includes field visits/practice).

- **PCD305 Skills for Social Change:** Concepts, tools, and techniques for "Direct action" to create fair social change in economic/social/environmental dimensions; individual/group movements.

- **PCD306 Psychology for Social Development:** Psychological principles of individuals/groups related to perception, thought, behavior; group/community processes; social influence; creating alliances/networks.

- **PCD311 Management of Community Economy System:** Self-reliance concepts; managing human/social/physical capital; Sufficiency Economy Philosophy; community enterprise success/failure; simulation games.

- **PCD321 Strategic CSR Management:** Strategic management; strategic CSR; planning CSR to meet corporate strategies; risk management; stakeholder management.

- **PCD331 Social Marketing:** Marketing theories/consumer behavior; marketing for CSR/Social Enterprises; analysis of success/failure in advertising; creative marketing plans.

- **PCD341 Volunteer Management:** Meaning of volunteers; global/Thai situations; management problems; guidelines for managing volunteers in various organizations efficiently.

- **PCD351 Population Dynamics and Development:** Demographic transition; fertility/mortality/migration theories; interaction between demographics and economic/social factors; aging society issues.

- **PCD352 Urban Economy and Society:** Concepts of city changes; rural-urban links; environment; urban problems; lifestyles of diverse urban groups.

2.4) Thesis / Field Practicum / Co-operative Education

- **PCD491 Seminar and Field Study Trip in Innovations for Human and Social Development:** Seminar and field visits to learn techniques from organizations/speakers; gaining experience for internship preparation.

- **PCD492 Co-operative Education:** Practical work experience in organizations (min 16 weeks); applying theory to practice; employee-like work.

- **PCD493 Field Practicum:** Working in human/social development organizations using innovation suitable for the 21st century (min 270 hours).

- **PCD494 Senior Thesis in Innovations for Human and Social Development:** Presentation of a thesis or creative work.

2.5) Elective Courses (Selected)

- **PCD312 Community Development of Contemporary Ethnic Community:** Structure of ethnic communities; development principles for the 21st century.

- **PCD322 Human Resource Development in Organization and Social Contexts:** HRD theories; designing HRD activities; role of HR developers.

- **PCD323 CSR Standard:** Standards/laws related to CSR (ISO 26000, GRI, UN Global Compact, etc.); application of standards.

- **PCD342 Preparing for Volunteer Works:** Necessity of preparation for short/long-term volunteering; physical/mental preparation.

- **PCD343 Psychology for Volunteer Work:** Psychology/behavior in volunteering; counseling in volunteer work.

- **PCD401 English for Social Development:** Study of documents/literature in English related to social development issues.

- **PCD411 Community Cultural Development and Cultural Heritage Management:** Cultural dimension of development; community archaeology; museum processes.

- **PCD421 Strategic Human Resource Management:** Strategic HRM; job design/analysis; recruitment; training; performance appraisal; compensation.

- **PCD423 Good Governance Sustainable:** Concepts of good governance; sustainability dimension; stakeholder relations; driving governance in public/private sectors.

- **PCD424 Conflict Management and Peace Studies:** Concepts of conflict/peace; human rights; creative conflict management at various levels.

- **PCD431 Social Enterprises Business Plan:** Designing and creating a social enterprise business plan under advisor supervision.

- **PCD441 Laws and Policy for Thai Volunteers:** Laws/policies regarding volunteers, social welfare, and government policies.

- **PCD451 Demography of Aging and Development:** Aging process; human capital development in aging society; policies for active aging.

- **PCD452 Development Studies through Films:** Study of films as media influencing socio-cultural change; debating development issues seen in films.

- **PCD453 Rural Transformation in the Greater Mekong Sub-region:** Critical questions on rural society changes; environmental/economic changes in the GMS.

- **PCD454 Issues in Gender and Development:** Gender issues in household/market/state; feminist movements; women empowerment.

- **PCD455 Civil Society and Social Movements:** State failure; civil society concepts; civil society as indicators of social movements.

- **PCD456 Seminars in Contemporary Social Issues:** Understanding interesting contemporary social trends/issues through reading/debate/visits.
- **(PCD511-542):** Special Topics courses in Community Development, CSR, Social Enterprise, and Volunteer Management.