

Master of Arts Program in Development Management and Practice

1) Curriculum Name and Degree Name

1.1 Curriculum Code and Name

- **Thai Name:** หลักสูตรศิลปศาสตรมหาบัณฑิต สาขาวิชาการจัดการการพัฒนาและปฏิบัติการพัฒนา (หลักสูตรปรับปรุง พ.ศ. 2568)
- **English Name:** Master of Arts Program in Development Management and Practice

1.2 Degree Name and Major

Language	Full Name	Abbreviation
Thai	ศิลปศาสตรมหาบัณฑิต (การจัดการการพัฒนาและปฏิบัติการพัฒนา)	ศศ.ม. (การจัดการการพัฒนาและปฏิบัติการพัฒนา)
English	Master of Arts (Development Management and Practice)	M.A. (Development Management and Practice)

2) Philosophy and/or Objectives of the Curriculum

2.1 Educational Philosophy

The Master of Arts Program in Development Management and Practice aims to produce and mold graduates who possess broad and in-depth knowledge, capable of integrating diverse concepts, theories, and practices. They should be able to think, analyze, and critique holistically for community and contemporary social development, keeping pace with current situations. Through research and development processes, they create appropriate alternatives to foster creative changes consistent with the context of Thai society, linking to the global context. They adhere to ethics and morality in academia or profession, based on reason and good values

consistent with the ideology of "Santi Pracha Dhamma" (Peaceful Means) of Professor Dr. Puey Ungphakorn. They aim to create change and be leaders in encouraging others in society to create creative changes through peaceful means, with a consciousness of caring for all things coexisting in the ecosystem.

2.2 Curriculum Objectives

The teaching and learning management in this program aims for students to apply knowledge and skills, both Hard Skills and Soft Skills, for practical use and to extend learning to a higher level, consisting of:

1. Creating and molding graduates to have morality and ethics in learning and working, coordinating with others, possessing public consciousness, and cherishing "Santi Pracha Dhamma" consistent with the ideology of Professor Dr. Puey Ungphakorn.
2. Creating graduates with a holistic worldview, capable of analyzing knowledge and theories, developing learning processes, and solving problems in an integrated manner covering social, economic, political, and environmental aspects that are complexly interconnected. This is to create new knowledge or clarify existing knowledge, keeping pace with global social changes.
3. Creating graduates with knowledge at both local and international levels, in theory and integrated disciplinary principles, to learn and manage complex and sensitive problems using research methodologies.
4. Creating graduates with the potential to learn, develop knowledge, and communicate knowledge by applying technology and interacting to communicate development works to the public from local to international levels efficiently.

2.3 Program-level Learning Outcomes (PLOs)

Upon completion of the curriculum, graduates will be able to:

- **PLO1:** Understand, analyze, integrate, and develop knowledge regarding development management and development practice.
- **PLO2:** Demonstrate critical thinking, search, monitor, and process data on development issues.
- **PLO3:** Express opinions to the public, demonstrate leadership, and organize dialogue processes and social group activities for community and social development.
- **PLO4:** Possess professional ethics of a developer, respect human rights, equality in human dignity, and coexistence in a society with cultural diversity.
- **PLO5:** Work with government, private, and public development organizations in researching and finding solutions to development issues that are appropriate and consistent with the social and cultural context of the target area for development.

3) Careers after Graduation

1. Researcher or Academic in government agencies, private businesses, NGOs, and international development organizations.
2. Employee in the business sector with Corporate Social Responsibility (CSR) activities, involving missions to connect with contemporary communities in various areas and forms, or working in other contemporary community development organizations in the government, business, and NGO sectors.
3. Freelance developer in both traditional communities and new forms of contemporary communities, covering economic, social, cultural, and environmental aspects.
4. Entrepreneur in Social Enterprise or Community Enterprise.

5. Planner and creator of contemporary community development strategies for government and private agencies.
6. Executive of non-governmental, non-private, and civil society development organizations.
7. Social Communicator for Change (Social Influencer).

4) Student Admission

Admitting 15 students per academic year.

5) Educational System

5.1 Educational Management System and Duration

- **System:** Bi-semester system. 1 academic year is divided into 2 regular semesters. A regular semester has a duration of not less than 15 weeks.
- **Maximum Duration:** Part-time curriculum; maximum study duration not exceeding 10 regular semesters.

5.2 Curriculum Operation

- **Date-Time:** Saturday – Sunday, 09.00 – 16.00 hrs.
- **Semesters:**
 - Semester 1: August – December
 - Semester 2: January – May
- **Mode of Study:** Onsite.

6) Curriculum Structure and Components

6.1 Total Credits: 36 Credits throughout the curriculum.

6.2 Curriculum Structure

1) Plan 1: Academic (36 Credits)

- **Option 1.1: Thesis only**
 - Thesis: 36 Credits.
- **Option 1.2: Coursework and Thesis**
 - Required Courses: 9 Credits.
 - Elective Courses: 15 Credits.
 - Thesis: 12 Credits.

2) Plan 2: Professional (No Thesis) (36 Credits)

- Required Courses: 9 Credits.
- Elective Courses: 21 Credits.
- Independent Study: 6 Credits.

6.3 Study Plan

Year 1

Semester	Plan 1 (Coursework + Thesis)	Plan 2 (Professional)	Plan 1 (Thesis Only)
Sem 1	PCD600 Dev. Paradigm, Concepts & Theories (3)	PCD600 Dev. Paradigm, Concepts & Theories (3)	PCD890 Thesis (9)
	PCD601 Research Methodology (3)	PCD601 Research Methodology (3)	
	PCD602 Principle/Practice Area Based Dev. (3)	PCD602 Principle/Practice Area Based Dev. (3)	
Total	9 Credits	9 Credits	9 Credits
Sem 2	Elective 1 (3)	Elective 1 (3)	PCD890 Thesis (9)
	Elective 2 (3)	Elective 2 (3)	
	Elective 3 (3)	Elective 3 (3)	
		<i>Comprehensive Exam</i>	
Total	9 Credits	9 Credits	9 Credits

Year 2

Semester	Plan 1 (Coursework + Thesis)	Plan 2 (Professional)	Plan 1 (Thesis Only)
Sem 1	Elective 4 (3)	Elective 4 (3)	PCD890 Thesis (9)
	Elective 5 (3)	Elective 5 (3)	
		<i>Comprehensive Exam</i>	
Total	6 Credits	6 Credits	9 Credits
Sem 2	PCD890 Thesis (12)	Elective 6 (3)	PCD890 Thesis (9)
		Elective 7 (3)	
		PCD790 Independent Study (6)	
		<i>Comprehensive Exam</i>	
Total	12 Credits	12 Credits	9 Credits

7) Courses

1) Required Courses

- PCD600 Development Paradigm, Concepts and Theories (3 credits)
- PCD601 Research Methodology in Development (3 credits)
- PCD602 Principle and Practice of Area Based Development Management Process (3 credits)

2) Elective Courses

- PCD616 Corporate Sustainability Management (3 credits)
- PCD617 Management of Innovative Design for Sustainable Development (3 credits)
- PCD618 Social Development Administration (3 credits)
- PCD619 Ethics of Development (3 credits)
- PCD626 Natural and Social Resources Management for Sustainable Development (3 credits)
- PCD627 Information Management and Knowledge Management for Development (3 credits)
- PCD628 Creative Management in Multicultural Society (3 credits)
- PCD629 Selected Topic of Study 1 (3 credits)
- PCD656 Development Evaluation (3 credits)
- PCD657 Development Practice Field Project (9 credits)
- PCD658 Qualitative Research Design for Social Development (3 credits)
- PCD659 Quantitative Research Design for Social Development (3 credits)
- PCD666 Civil Society and Development (3 credits)

- PCD667 Rural - Urban Transformation and Sustainable Development (3 credits)
- PCD668 Youth Empowerment for Social Change (3 credits)
- PCD669 Selected Topic of Study 2 (3 credits)

3) Independent Study / Thesis

- PCD790 Independent Study (Plan 2) (6 credits)
- PCD890 Thesis (Plan 1 - Thesis only) (36 credits)
- PCD891 Thesis (Plan 1 - Coursework + Thesis) (12 credits)

Course Descriptions

1) Required Courses

PCD600 Development Paradigm, Concepts and Theories 3(3-0-9)

Explore concepts and theories of Development Paradigms laid out under different socio-economic contexts and methods from the pre-modern and modern periods to the present. Discuss the shift from modern reductionist-mechanistic to alternative development and postmodernist paradigms. Address emerging problems of developmental outcomes becoming social movements and development practice from below. Include new development paradigms gradually constructed under the conditions of new ways of living.

PCD601 Research Methodology in Development 3(3-0-9)

Research paradigms, principles, and processes, along with the creation of conceptual frameworks, with a focus on social science research for development. This includes both quantitative and qualitative research approaches.

PCD602 Principle and Practice of Area Based Development Management Process 3(3-0-9)

Principles and processes of development in a specific area, studying and analyzing for development strategic planning, working with governmental agencies, non-governmental organizations, and people's organizations. Practice skills of organizers and other necessary skills, applying development management tools, including monitoring and assessing projects.

2) Elective Courses

PCD616 Corporate Sustainability Management 3(3-0-9)

Concepts and principles of sustainable development and Sustainable Development Goals (SDGs), along with key sustainability-related situations at national and global levels, encompassing environmental, social, and governance (ESG) dimensions. Key ideas regarding Corporate Social Responsibility (CSR) and the roles and collaborations among government agencies, private sector organizations, and civil society organizations in driving sustainable development goals. The organizational sustainability management process covers planning, implementation, evaluation, and reporting. Case studies on sustainability management in organizations, both domestically and internationally.

PCD617 Management of Innovative Design for Sustainable Development 3(3-0-9)

The course covers theories of creativity and foundational principles of innovation design and development, including models, design thinking processes, strategic planning, and innovation management. Emphasis is placed on understanding and integrating cultural differences and social diversity. Students will analyze and discuss the social impacts of local and global examples of social innovation. The course culminates in developing innovative project concepts designed to support sustainable development.

PCD618 Social Development Administration 3(3-0-9)

Concepts, theories, and practices essential for social development administration in various dimensions. Policies, plans, strategies, and projects related to human resource development, addressing societal issues, and promoting social development at local, national, and global

levels. Analyze case studies on social development administration involving various types of organizations, encompassing political, economic, social, and environmental dimensions.

PCD619 Ethics of Development 3(3-0-9)

The conceptual ethics influencing the paradigm of development of human and society from the past to the present, focusing on understanding ethical theories and dilemmas directly related to development such as human-being, liberalism, freedom, justice, human rights, community rights, etc.

PCD626 Natural and Social Resources Management for Sustainable Development 3(3-0-9)

Assessing the situation of natural and environmental resources. Management of natural and environmental resources from the perspectives of social, economic, political, and cultural contexts. Conflicts and constructive solutions for government and civil society to manage natural resources.

PCD627 Information Management and Knowledge Management for Development 3(3-0-9)

This course covers concepts and theories of information and knowledge, emphasizing key principles in data analysis and management. Topics include data collection, survey methods, and knowledge acquisition as tools for sustainable development in the 21st century. The course incorporates seminar-style discussions and knowledge exchange activities, leveraging ready-made data management tools and reliable academic sources to support effective project planning and research development.

PCD628 Creative Management in Multicultural Society 3(3-0-9)

An in-depth examination of creative management within a multicultural society, focusing on fostering understanding, awareness, respect, and appreciation for diverse cultural perspectives. Through case study analysis, students will explore innovative management approaches that promote peaceful coexistence and cohesion within society.

PCD629 Selected Topic of Study 1 3(3-0-9)

Studying topics in development science relevant to students' interests; the seminar aims to encourage students to come up with new perspectives and knowledge.

PCD656 Development Evaluation 3(3-0-9)

This course explores the meaning, significance, and ethical dimensions of development evaluation. Students will learn key paradigms, evaluation models, and indicators within dynamic social contexts. Topics include formulating evaluation questions, designing and facilitating evaluation processes, and utilizing diverse evaluation tools for development. Emphasis is placed on communicating findings to foster social change, with case studies providing critical insights into real-world development evaluation.

PCD657 Development Practice Field Project 9(0-27-9)

The course offers service learning through real situations in Thai society or a neighboring country. By taking this course, students will learn about living, working, and studying development processes in a different sociocultural context. The course will develop a volunteer mind and civic consciousness consisting of development practice of community service as follows: creating, planning, operating, evaluating, and extending development projects.

PCD658 Qualitative Research Design for Social Development 3(3-0-9)

Philosophy, paradigms, and methodologies in qualitative research, highlighting the significance of qualitative research in social development. Major approaches include participatory action research, ethnography, phenomenology, case studies, and grounded theory. The course covers research design, data collection methods, including mixed methods, data analysis techniques, interpretation, triangulation, and research ethics.

PCD659 Quantitative Research Design for Social Development 3(3-0-9)

Concepts and fundamental principles of quantitative research, techniques for designing quantitative research, development of research frameworks, creation of data collection

instruments, basic statistics for quantitative research, principles of statistical data analysis to test research hypotheses and evaluate development projects, reading statistical tables and interpreting data, and compilation of research findings and recommendations that are useful for decision-making and planning for social development.

PCD666 Civil Society and Development 3(3-0-9)

Meaning and theoretical concepts about civil society. Roles of civil society in determining development policy through different forms of activity, especially the social movement in foreign countries and Thailand.

PCD667 Rural - Urban Transformation and Sustainable Development 3(3-0-9)

Concepts and forms of change in Thai rural communities relating to world trends including the concept of sustainable city, transformation from agricultural to industrial societies, modern to postmodern societies, as well as socio-economic and cultural structural transformation, changes in processes of social movement, and ways of living due to rural-urban hybridization in contemporary development.

PCD668 Youth Empowerment for Social Change 3(3-0-9)

Examine the processes through which youth act as agents of social change, emphasizing positive youth development, empowerment, leadership strategies, and community partnerships.

Through case studies and the implementation of action projects grounded in asset-based community development and a co-creative community's approach, this course supports the empowerment of youth as creators of meaningful social change.

PCD669 Selected Topic of Study 2 3(3-0-9)

Studying topics in development science relevant to students' interests; the seminar aims to encourage students to come up with new perspectives and knowledge.

3) Independent Study / Thesis

PCD790 Independent Study (Plan 2) 6 Credits

Research processes, along with the creation of theoretical frameworks, with a focus on development studies including quantitative or qualitative research approaches.

PCD890 Thesis (Plan 1 - Thesis Only) 36 Credits

Conducting research inquiry based on the conceptual framework of development studies allowing students to integrate social science and other knowledge with their educated experience in terms of a research report or one of the creation types under the supervision of a dissertation advisor. Results of studies demonstrate knowledge, innovation, or development practice principles of development.

PCD891 Thesis (Plan 1 - Coursework + Thesis) 12 Credits

Conducting research inquiry based on the conceptual framework of development studies allowing students to integrate social science and other knowledge with their educated experience in terms of a research report or one of the creation types under the supervision of a dissertation advisor. Results of studies demonstrate knowledge, innovation, or development practice principles of development.