



TQF 3

Suan Sunandha International School of Art , Suan Sunandha Rajabhat  
University  
(SISA)

Semester: 1 Academic Year: 2020

**Course Title** : GEN 0103 : Thai Society in a Global Context

**Credit** : 3 (3-0-6)

**Semester** 1

**Academic Year** : 2020

**Curriculum** : Bachelor of Fine Arts (International Program)

**Lecturer** : Dr. Niracharapa Tongdhamachart

Suan Sunandha International School of Art (SISA)

**Section 1 General Information****1. Code and Course Title:**

Course Code: GEN 0103  
Course Title (English): Thai Society in Global Context

**2. Credits: 3 (3-0-6)****3. Curriculum and Course Category:**

3.1 Curriculum: Bachelor of Fine Arts,  
Suan Sunandha International School of Art (SISA)

**3.2 Course Category:**

<input checked="" type="checkbox"/> General Education	Required Course
<input type="checkbox"/> Elective Course	Others

**4. Lecturer Responsible for Course and Instructional Course****Lecturer (s):**

4.1 Lecturer Responsible for Course: Dr. Niracharapa Tongdhamachart  
4.2 Instructional Course Lecturer(s): None

**5. Contact/Get in Touch**

Room Number Mini Theatre 1 E-mail: [niracharapa.to@ssru.ac.th](mailto:niracharapa.to@ssru.ac.th)

**6. Semester/ Year of Study**

6.1 Semester: 1 Year of Study: 2020  
6.2 Number of the students enrolled: 40 students

**7. Pre-requisite Course (If any)**

None

**8. Co-requisite Course (If any)**

None

**9. Learning Location**

Building: SISA Room Number: Mini Theatre I

**10. Last Date for Preparing and Revising this Course:**

Date January 10 Year 2020

**Section 2 Aims and Objectives****1. Course Aims**

At the end of this course, the student will reach to five domains in the following areas of performance:

**1.1 Morals and Ethics**

- (1) The ability to deliver or to complete a required task at or the appointed time,
- (2) The ability to do the right thing according to morals and traditional values, beliefs and principles they claim to hold,
- (3) The ability to make business decisions according to moral concepts and judgments.

**1.2 Knowledge**

- (1) The ability to understand business theories and solve case studies,
- (2) The ability to analyze and solve real practical problems and issues,
- (3) The ability to apply business knowledge integrated with other disciplines.

**1.3 Cognitive Skills**

- (1) The ability to gather and summarize information, and conduct research,
- (2) Self-studying and sharing information with others,
- (3) The ability to find original solution and their own method.

### 1.4 Interpersonal Skills and Responsibility

- (1) The ability to have two responsibilities; they learn for themselves and help group member to learn,
- (2) The ability to use adequate method for interpersonal communication and discussion,
- (3) The ability to create some business ideas and to have leadership skills.

### 1.5 Numerical Analysis, Communication and Information

#### Technology Skills

- (1) The ability to use basic ICT skills and apply them to daily life,
- (2) The ability to use statistics data to solve business problems,
- (3) The ability to use business statistic methods in market analysis.

## **2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)**

According to TQF (Thailand Quality Framework: HEd.) with the standards of professional knowledge and experience for General Education Courses, undergraduate students should have essence of knowledge in cultural characteristics of Thai society on the benefits and the effects of being a part in global society.

## Section 3 Characteristics and Operation

### 1. Course Outline

Basic concept, social evolution, economy, politics, and law, relation and roles of Thailand in global context paying an emphasis on the benefits and the effects of being a part in global society, the procession of good conscious and attitude towards living together peacefully as world citizen.

### 2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self Study (hours)
48 hours	-	6 hours / week	3+ (if any)

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

(The lecturer responsible for course identifies the information, for example, 1 hour / week)

3.1 Self consulting at the lecturer's office: Room Number Mini Theatre 1 Building SISA Salaya

3.2 Consulting via office telephone/mobile phone: 0816562775

3.3 Consulting via E-Mail : [niracharapa.to@ssru.ac.th](mailto:niracharapa.to@ssru.ac.th)

3.4 Consulting via Social Media (Line): niracharapa

3.5 Consulting via Computer Network (Internet/Web board)  
Teacherwebsite

## **Section 4 Developing Student's Learning Outcomes**

### **1. Morals and Ethics**

#### **1.1 Morals and Ethics to be developed**

- (1) The ability to deliver or to complete a required task at or the appointed time,
- (2) The ability to do the right thing according to morals and traditional values, beliefs and principles they claim to hold,
- (3) The ability to make business decisions according to moral concepts and judgments.

#### **1.2 Teaching Strategies**

- (1) The team of students reminds other team members to be on time
- (2) Provide an example of integrity in classroom such as no plagiarism,
- (3) Provide a case study that explains business ethics.

#### **1.3 Evaluation Strategies**

- (1) Check student attendance every class,
- (2) Evaluate from number of students who cheat during the examinations,
- (3) Evaluate students' responsibility on their participation in group projects.

## **2. Knowledge**

### **2.1 Knowledge to be acquired**

- (1) The ability to understand theories and solve case studies,
- (2) The ability to analyze and solve real practical problems and issues,
- (3) The ability to apply knowledge integrated with other disciplines.

### **2.2 Teaching Strategies**

- (1) Use problem-based learning,
- (2) Use cooperative learning techniques,
- (3) Invite guest speakers who are expert in real business and business regulation.

### **2.3 Evaluation Strategies**

- (1) Pop-quiz, midterm, and final examination,
- (2) A group projects,
- (3) Class presentations.

## **3. Cognitive Skills**

### **3.1 Cognitive Skills to be developed**

- (1) The ability to gather and summarize information, and conduct research,
- (2) Self-study and sharing information to the class,
- (3) The ability to solve problems from case studies.

### **3.2 Teaching Strategies**

- (1) Group presentations,
- (2) Participate in real competitions such as business plan writing,
- (3) Problem-based learning.

### **3.3 Evaluation Strategies**

- (1) Evaluate individual and group research and studies,
- (2) Evaluate in class activities and personal involvement,
- (3) Class presentations and discussion.

## **4. Interpersonal Skills and Responsibility**

### **4.1 Interpersonal Skills and Responsibility to be developed**

- (1) The ability to have two responsibilities; they learn for themselves and help group member to learn,
- (2) The ability to use adequate method for interpersonal communication and discussion,
- (3) The ability to create some business ideas and to have leadership skills.

### **4.2 Teaching Strategies**

- (1) Implement student center learning method and problem-based learning.
- (2) Encourage students to work together in small groups,
- (3) Implement business manner practices and social skills,

### **4.3 Evaluation Strategies**

- (1) Assess students' participation in teamwork,
- (2) Observe students business manner and social skills,
- (3) Evaluate students' business creativities and innovativeness by keynote speaker involvement or students contest organization.



## **5. Numerical Analysis, Communication and Information**

### **Technology Skills**

#### **5.1 Numerical Analysis, Communication and Information**

##### **Technology Skills to be developed**

- (1) The ability to use basic ICT skills and apply them to daily life,
- (2) The ability to use statistics data to solve business problems,
- (3) The ability to use business statistic methods in market analysis.

#### **5.2 Teaching Strategies**

- (1) Use case studies that allow students to implement their knowledge of statistics to solve business problems,
- (2) Encourage students to use statistics and ICT in research and projects conduction,
- (3) Encourage students to actively use ICT and social media in daily life.

#### **5.3 Evaluation Strategies**

- (1) Evaluate the correct application of statistics to solve problems,
- (2) Evaluate effectiveness of ICT usage in research and presentations,
- (3) Evaluate their ability to use software and application in their work and studies.

## 6. Other Domain

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**Remark:** Symbol ● means 'major responsibility'

Symbol ○ means 'minor responsibility' No

symbol means 'no responsibility'

The above symbols were shown in 'Curriculum Mapping' of TQF 2.  
(Program Specification)

### Section 5 Lesson Plan and Assessment

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	<b>Topic 1: Introduction to Thai Society</b> <ul style="list-style-type: none"> <li>• Orientation</li> <li>• Thai Tradition and Culture and wisdom</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>• Pre-test</li> <li>• Direct instruction</li> <li>• E- learning</li> </ul>	Dr. Niracharapa Tongdhamachart
2	<b>Topic 2: The concept of Thai Society</b> <ul style="list-style-type: none"> <li>• The characteristics of Thai Society</li> <li>• Relationships in Thai Society</li> <li>• Thai culture and wisdom</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>• PBL</li> <li>• Direct instruction</li> <li>• Case study discussion</li> </ul>	Dr. Niracharapa Tongdhamachart
3	<b>Topic 3: The relationship between Thailand and world society</b> <ul style="list-style-type: none"> <li>• The relationship between Thailand and the East</li> <li>• The relationship between Thailand and the West</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Exercise</li> <li>• E- learning</li> </ul>	Dr. Niracharapa Tongdhamachart
4	<b>Topic 4: International society and Thailand participation</b> <ul style="list-style-type: none"> <li>• The age of Imperialism</li> <li>• The adaption of Thailand to the modern society</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>• PBL</li> <li>• Direct instruction</li> <li>• Case study discussion</li> </ul>	Dr. Niracharapa Tongdhamachart
5	<b>Topic 4: International society and Thailand participation (cont.)</b> <ul style="list-style-type: none"> <li>• Thailand's role in the global society</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Exercise</li> <li>• E- learning</li> </ul>	Dr. Niracharapa Tongdhamachart
	<ul style="list-style-type: none"> <li>• Changes in social values in the Thai society</li> </ul>			

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
6	<b>Topic 5: The political Power in Thailand</b> <ul style="list-style-type: none"> <li>Thailand towards a power system</li> <li>Third World countries</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>PBL</li> <li>Direct instruction</li> <li>Case study discussion</li> </ul>	Dr. Niracharapa Tongdhamachart
7	<b>Topic 5: The political Power in Thailand (cont.)</b> <ul style="list-style-type: none"> <li>Thailand among the major powers</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>PBL</li> <li>Direct instruction</li> <li>Case study discussion</li> <li>Exercise</li> <li>E-learning</li> </ul>	Dr. Niracharapa Tongdhamachart
8	<b>Midterm Examination</b>			
9	<b>Topic 6: World Society and Globalization</b> <ul style="list-style-type: none"> <li>The history of Globalization</li> <li>The impact of Globalization on Economic Growth</li> <li>The global economic crisis</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>Direct instruction</li> <li>Case study discussion</li> </ul>	Dr. Niracharapa Tongdhamachart
10	<b>Topic 6: World Society and Globalization (cont.,)</b> <ul style="list-style-type: none"> <li>Globalization and Social Change</li> <li>The social impact of globalization in the developing countries</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>Direct instruction</li> <li>Case study discussion</li> <li>Exercise</li> <li>E-learning</li> </ul>	Dr. Niracharapa Tongdhamachart
11	<b>Topic 7: Thailand and Neighboring Countries</b> <ul style="list-style-type: none"> <li>International Relations of great powers toward Thailand</li> <li>The relationship between Thailand and Neighboring Countries</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>Direct instruction</li> <li>Case study discussion</li> <li>Exercise</li> <li>E-learning</li> </ul>	Dr. Niracharapa Tongdhamachart

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
12	<b>Topic 7: Thailand and Neighboring Countries (cont.)</b> <ul style="list-style-type: none"> <li>• The role of Thailand in the world stage</li> <li>• Economic cooperation in Southeast Asia</li> <li>• Social and Economic Development in Thailand</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>• PBL</li> <li>• Direct instruction</li> <li>• Case study discussion</li> <li>• Exercise</li> <li>• E- learning</li> </ul>	Dr. Niracharapa Tongdhamachart
13	<b>Topic 8: Social Trends in Thailand</b> <ul style="list-style-type: none"> <li>• Changes in the context development towards Thai social trends</li> <li>• Conditions and Social change</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Case study discussion</li> <li>• Exercise</li> <li>• E- learning</li> </ul>	Dr. Niracharapa Tongdhamachart
14	<b>Topic 8: Social Trends in Thailand (cont.)</b> <ul style="list-style-type: none"> <li>• Thailand's society and structures</li> <li>• The Future Society</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Case study discussion</li> <li>• Exercise</li> <li>• E- learning</li> </ul>	Dr. Niracharapa Tongdhamachart
15	<b>Topic 9: The Selection of Thai Society</b> <ul style="list-style-type: none"> <li>• Thailand's economy in the era of globalization</li> <li>• The Management concepts based on sustainable self-reliance community approach</li> <li>• Concepts and principles of sufficiency economy</li> <li>• Principles of the Royal Development Projects</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>• PBL</li> <li>• Direct instruction</li> <li>• Case study discussion</li> <li>• Exercise</li> <li>• E- learning</li> </ul>	Dr. Niracharapa Tongdhamachart
16	<b>Student's Project Presentation</b>	3 hours	<ul style="list-style-type: none"> <li>• Presentation</li> <li>• Final Exam Review</li> </ul>	Dr. Niracharapa Tongdhamachart
17	<b>Final Examination</b>			

## 2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<b>Morals and Ethics</b> (1) The ability to deliver or to complete a required task at or the appointed time, (2) The ability to do the right thing according to morals and traditional values, beliefs and principles they claim to hold, (3) The ability to make business decisions according to moral concepts and judgments.	(1) Class attendance, class participation, and behavior in class; (2) On-time submission of report and assignments and their quality; and (3) Students' contribution on group assignments.	Throughout the semester	10%
2	<b>Knowledge</b> (1) The ability to understand theories and solve case studies, (2) The ability to analyze and solve real practical problems and issues, (3) The ability to apply business knowledge integrated with other disciplines.	(1) Quizzes (2) Midterm and final examination (3) Assignments	Week 8: Midterm Exam, Week 17: Final Exam	30% 40%

	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
3	<b>Cognitive Skills</b> (1) The ability to gather and summarize information, and conduct research, (2) Self-studying and sharing information with others, (3) The ability to find original solution and their own method.	(1) Quizzes (2) Midterm and final examination (3) Assignments	Throughout the semester	10%
4	<b>Interpersonal Skills and Responsibilities</b> (1) The ability to have two responsibilities; they learn for themselves and help group member to learn, (2) The ability to use adequate method for interpersonal communication and discussion, (3) The ability to create some business ideas and to have leadership skills.	(1) Students' contribution and behavior in group assignments (2) Class presentation	Throughout the semester	5%
5	<b>Numerical Analysis, Communication and Information Technology Skills</b> (1) Be able to use basic ICT skills and apply them to daily life, (2) Be able to use statistics and mathematics to solve business problems, (3) The ability to use business statistic methods in market analysis.	(1) Assignments (2) Project report and presentation (3) Observation technique for students' uses of English during students' discussions and presentations in front of class.	Throughout the semester	5%

## Section 6 Learning and Teaching Resources

### 1. Textbook and Main Documents

1.1 Thailand: History, Politics and the Rule of Law Paperback – January 7, 2020

by [James Wise](#) (Author)

1.2 A History of Thailand 3rd Edition by [Chris Baker](#) (Author), [Pasuk](#)

[Phongpaichit](#) (Author)

1.3 A History of Ayutthaya: Siam in the Early Modern World Paperback – May

11, 2017 by [Chris Baker](#) (Author)

### 2. Important Documents for Extra Study

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### 3. Suggestion Information (Printing Materials/Website/CD/Others)

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## **Section 7 Course Evaluation and Revising**

### **1. Strategies for Course Evaluation by Students**

1.1 Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. The topics include:

- (1) Content objectives
- (2) The instructional materials
- (3) The learning methods and assessment

1.2 Observing students' behavior in classroom.

1.3 Using students' suggestion during classroom.

### **2. Strategies for Course Evaluation by Lecturer**

2.1 Lecturers team observes the class and discuss the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulates interest in the course.
- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair dealing with students.
- (9) The lecturer makes students feel comfortable about asking questions.
- (10) Course assignments are interesting and stimulating.
- (11) The lecturer uses technology to enhance learning in the classroom.

2.2 The director/head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

### **3. Teaching Revision**

Lecturer revises teaching/ learning process based on the results from the students' survey questions, the lecturer team's observation, and classroom research.

### **4. Feedback for Achievement Standards**

SISA Administrator                      Committee                      monitors                      the  
assessment process and grading.

### **5. Methodology and Planning for Course Review and Improvement**

5.1 Revise and develop course structure and process every three years.

5.2 Assign different lecturers teach this course to enhance students' performance.

### Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

[illegible]

