



Course Specification

Subject Code GEN0307: Miracle of Thought

Innovation Management (Bilingual),

College of Innovation and Management

Suan Sunandha Rajabhat University

Semester 1 Academic Year 2022

Section 1 General Information

1. Subject Code and Title

Subject Code	GEN0307
Subject Title	Miracle of Thought
Number of Credits	3 (3-0-6)
2. Subject Course

3.1. Curriculum Type	Bachelor of Business Administration (Bilingual Program)
3.2. Subject Type	General Course
3. Responsible Lecturer

4.1. Subject Lecturer	Miss Patsara Sirikamonsin
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4. Contact Point

	College of Innovation and Management Suan Sunandha Rajabhat University
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5. Semester / Academic Year

6.1. Semester	1 /2022
6.2. Available for	40 Person Approximately / Section
6. Pre-requisite subject Yes / No
7. Co-requisite subject Yes / No (....)
8. Study Location Suan Sunandha Rajabhat University

Section 2: Goals and Objectives

1. Course Goal

1. It is there to educate students. Understanding the core and concepts of thought The importance of thought

Daily life

2. Knowledge can be applied in practice.

2. Course Objectives

Has improved teaching and learning arrangements. Teaching strategies or learning evaluations based on the results of the assessment to be appropriate and consistent with the knowledge and ideas related to the present. From experience or from integration with other sciences and integrating with research to maximize the benefits and to provide a basis for further study of other related subjects.

Section 3: Description and Work Implementation

1. Course Description

Principles and concepts of nature of thought, human's systematic thinking process, systematic thinking, critical thinking, analytic thinking, the integration of thought and the story composition, the analysis of data and information with reasons for application in creative daily life problem solving.

(ภาษาไทยจีน)

2. Teaching Hours (per semester)

Lecture (hours)	Additional tuition (hours)	Fieldwork / Training (hours)	Self-Study (hours)
51 (3 hours x 15 week)	-	-	(3 hours/week)

3. Advising Hours and Personnel Academic Advising Hours

3.1 Consult personally at the teacher's room, 3rd floor, College of International Trade Innovation

Section 4: Learning Outcomes Development of the Students

○ Morality, Ethics

6.3. The development of morality and ethics

- Self-discipline, punctuality, and high responsibility for oneself, career, and society
- Consistently showing honesty
- **Perform with morals and ethics**
- **Respect the rules and regulations of the organization and society.**

6.4. Teaching Methods

- Assigning the students to learn more outside the classroom about the issues of interest and relating to morality and ethics needed to strengthen so that the study results are used to discuss and share experiences between each other

6.5. Evaluation Methods

2. Evaluation based on involvement in education, assignment, work as team.
3. **Assessing by the discipline and readiness of students to participate in activities.**
4. The numbers of reports of exam cheating
5. Assessing from student's demonstration of his/her responsibility on the assigned tasks
 - Knowledge

⌚. The Development of Knowledge

- Understand and analyze the principles and basic theories of Innovation Management in Tourism and service Industry
- Understand and analyze the principles of other sciences related to Innovation Management in Tourism and service Industry
- Apply the knowledge or use it as the foundation of International Trade Innovation.

⌚. Teaching Methods

2. Education with focus on providing the students with abilities to learn in the classroom and acquire more knowledge outside the classroom

3. Education with emphasis on the students' interest in tandem by getting the students to study more the issues of interest through preparation of reports, determination of issues for group discussions and case studies

௩. Evaluation Methods

The evaluation based on student achievement as follows:

௩. Evaluation based on quiz
௪. Evaluation based on midterm examination and final examination
௫. Evaluation based on individual assignment
௬. Evaluation based on project assignment
௭. Evaluation based on presentation assignment
 - Cognitive Skills
௮. Developing Intellectual skills
 - Ability to remember, understand, apply, analyze, and synthesize, evaluate and create knowledge from the academic principles that have been studied
 - **The ability to solve Tourism and service management problems by applying principles to refer appropriately**
 - **Always pursuing new knowledge**

௪. Teaching Methods

- i. Education that focuses on providing the students with abilities to learn in the classroom and acquire more knowledge outside the classroom
- ii. Education with focus on the students' interest in tandem by getting the students to study additionally the issues of interest through preparation of reports, determination of issues, group discussions and case studies
- iii. Focus on practicing and participation in co-curricular activities to integrate the knowledge into practice concretely

௫. Evaluation Methods

Assessment based on behavior, interest and participation in education, questioning and answering questions, research, group reports, group discussions, analyzing case studies and reporting

- Interpersonal Skills and Responsibility
 - Developing Interpersonal Skills and Responsibility
 - Having skills in interpersonal communication related to public relations and corporate communications
 - **Responsible for assigned tasks**

- Adjusting yourself well to the context and organizational culture in which the students take professional practice

- Developing Leadership skills

- Teaching Methods

Incorporating experiences, including related and actual events in the society to explain in support of education

Study by analyzing case studies related to interpersonal relationships and responsibility

Practicing group work such as reports, discussions, special projects or business models

Education with focus on the exchange of knowledge and experiences between the teacher and students and between the students and students

- Evaluation Methods

Evaluation based on participation in education, questioning and answering questions, analysis of case studies, practicing group work

- Skills in Numerical Analysis, Communication and Using Information Technology

9. Skills in Numerical Analysis, Communication and Using Information Technology needed to Develop

- Using information technology to collect data and producing reports together with report presentation

- **Basic knowledge of mathematics and statistics for situation analysis and statistical data presentation.**

10. Teaching Methods

Incorporating experiences as well as related and actual events in the society

Study by analyzing case studies related to interpersonal relationships and responsibility

11. Evaluation Methods

Evaluation based on involvement in education presentation with information technology or numerical analysis

Assessment based on the analysis of case studies

Notes

Symbol ● represents the main responsibility and ○ represents the minor responsibility

Which will appear on the map showing the distribution of responsibilities, learning outcome standard from the curriculum to course (Curriculum Mapping)

Section 5: Teaching Schedule and Evaluation

- Course Schedule

Week	Topic	Number of Hour
1	Chapter 0: Course Introduction: Course Syllabus, Assignments, Rule and Regulation, Schedule.	3
2	Chapter 1: THINKING PROCESS	3
3	Chapter 2: ANALYTICAL THINKING	3
4	Chapter Review 1 – 2	3
5	Chapter 3: Critical Thinking	3
6	Chapter 4: Systematic Thinking	3
7	Chapter Review 3 – 4	3
8	Midterm Examination	
9	Chapter 5: Innovative Thinking	3
10	Chapter 6: Design Thinking	3
11	Chapter Review 5 – 6	3
12	Chapter 7: Story Telling	3
13	Chapter 8: Emphatic Listening	3
14	Group Assignment Presentation	3
15	Group Assignment Presentation	3
16	Chapter 9 : Emphatic Questioning Chapter 10 : Mind Cleaning	3
17	Final Examination	

- Plan for Evaluating the Learning Outcomes

(Specify the ways to evaluate the results of learning each sub topic as shown on the map showing the distribution of responsibilities of the course.)

Learning Outcomes	Ways to Assess the Learning Outcomes	Week of Evaluation	Proportion of Evaluation (%)
Chapter 1 - 10	Behavior and participation in the classroom	Every week	10
Chapter 1 - 5	Individual Assignments I	Week 7	7.5
Chapter 6 - 10	Individual Assignments II	Week16	7.5
Chapter 1 - 10	Group Assignment	Week 14,15	15
Chapter 1 - 5	Midterm exam	Week 8	30
Chapter6 - 10	Final exam	Week 17	30

Section 6: Teaching and Learning Resources

1. Main Textbook / Document
 - Instructor's instructional materials
 - THINK AGAIN

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Curriculum Mapping for responsibility distribution, standardized learning outcomes from courses to subject.

Course Syllabus	Morality, Ethics							Knowledge						Cognitive Skills				Interpersonal Skills and Responsibility						Philosophical and thought-provoking analytical skills.					
	● Main responsibilities							○ Secondary responsibilities																					
Compulsory course	1	2	3	4	5	6	7	1	2	3	4	5	6	1	2	3	4	1	2	3	4	5	6	1	2	3			
GEN 0307 Miracle of Thought	●	○	●	●	○	○	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○

** Responsibilities in each area can be increased and decreased according to responsibility.