

**Course Specification)**

**Course Code GEN0304 Title Digital Literacy**

**Management Innovation (Bilingual) College of Innovation and Management**

**Suan Sunandha Rajabhat University**

**Semester 2 Academic Year 2023**

**Section 1 General Information**

**1. Subject Code and Title**

Subject Code GE0304

Subject title in English Digital Literacy

**2. Number of Credits** 3 (3-0-6)

**3. Subject Course**

3.1 Program Bachelor of Business Administration

3.2 Major Management Innovation (Bilingual)

**4. Responsible Lecturer**

4.1 Subject Representative Lecturer

4.2 Teacher

**5. Contact / E – Mail** 37th Building College of Innovation and Management

**6. ภาคการศึกษา / ชั้นปีที่เรียน**

6.1 Semester 2/2022

6.2 Available for 60 persons

**7. Pre-requisite subject** No

**8. Co-requisite subject** No

**9. Study Location** 37th Building College of Innovation and Management

**10.** **Date of preparation or revision / Last Adjustment** 1 November 2023

**Section 2: Goals and Objectives**

**1. Subject’s Goals**

To provide students with knowledge and understanding of the importance of digital information. Efficient access to resources Information behavior and assess information critically. manage information creatively ethically Laws related to information in everyday life

**2. The objectives in developing / updating the course**

To improve teaching and learning management teaching strategies or learning assessments from the assessment results to be appropriate and consistent with the body of knowledge relevant innovations to be up-to-date from research experience or from integration with other sciences and integrate them with research for maximum benefit. and to serve as a basis for further study of other related subjects

**Section 3: Description and Work Implementation**

**1. 1. Course Description**

Development of Digital literacy, Information behavior, Digital Humanities, Digital skill, Digital Quotient, Integration of digital technology, Digital Ethics, Digital Citizenship, Digital Environment, Digital media literacy.

**2. Teaching Hours (per semester)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Lecture**  **(hours)** | **Additional tuition (hours)** | **Fieldwork / Training (hours)** | **Self-Study**  **(hours)** |
| 15 Class/Semester | Upon request | - | 3 Hours/Week |

**3. Advising Hours and Personnel Academic Advising Hours**

3 Hours/Week

3.2.1 Consult personally at the teacher’s room

3.2 3 Consult via office phone or mobile phone

3.3 3 Consult via E-Mail

3.4 3 Consult via social media (Facebook/Twitter/Line)

3.5 3 Consult via computer network (Internet/Web board)

**Section 4: Learning Outcomes Development of the Students**

**1. Morality, Ethics**

**1.1 Morality, Ethics to be Developed**

● (1) Aware of the value of morality, ethics, honesty and sacrifice to the profession and society.

🞅 (2) Discipline, punctuality and self-responsibility and dedicate time to work in the profession

🞅 (3) Be generous and have good human relations with those involved and people in society.

🞅 (4) Respect the rights and listen to the opinions of others. Including respect for the value and dignity of human beings. Based on the principles of the 2007 constitution

● (5) Respect rules and regulations of the organization and society

🞅 (6) Have self-confidence and dare to express opinions in public in the right way

● (7) have their own strict academic and professional ethics

**1.2 Teaching Methods**

(1) Explain, give examples, insert the content to provide relevant content, and ask students to discuss the guidelines.good practice and proper

(2) Ask students to find relevant examples that they like to present.

(3) study from case study

**1.3 Evaluation Methods**

(1) Considered from the behavior of attending classes and performing assigned tasks accurately and on time.

(2) Considered from the discussion that is reasonable, appropriate and constructive.

(3) Evaluate the presentation of the assigned case study.

**2. Knowledge**

**2.1 Developing Knowledge**

🞅 (1) Basic knowledge in related sciences, both academic and professional fields, is good enough to be able to apply appropriately. and continue to study at a higher level

🞅 (2) have modern knowledge and can develop knowledge of their own for use in development planning in the line of work and social development

● (3) knowledge, competence and cutting-edge is always available for bringing information technology efficiently

🞅 (4) Be able to follow academic progress and business evolution, especially in the management of business information systems. efficiently and can be applied very well

● (5) Have knowledge, understanding and are interested in developing their own knowledge and expertise continuously.

● (6) Have extensive knowledge in the field of study in order to foresee changes that may occur in the future

**2.2 Teaching Methods**

Lecture content using PowerPoint, use of teaching materials, exercises. Teachers encourage students to develop learning skills. By trying to get all students involved in class activities such as Have students role-play. Give an opportunity to ask questions. By focusing on specific vocabulary, which will use the methods of listening, speaking, reading, writing in order to know, understand and remember, can be applied in practice as appropriate and consistent with course content

**2.3 Evaluation Methods**

Assessment Both pre-tests are used to measure knowledge bases and post-tests to measure proficiency understand counter Multiple choice-subjective tests were used as midterm and final exams.

**3. Intellectual Skills**

**3.1 Developing Intellectual skills**

🞅 (1) The concept must be discretionary and the thinking must be systematic.

🞅 (2) Able to search, interpret and evaluate information data to be used to solve problems creatively

● (3) Able to collect, study, analyze and summarize problems and needs

🞅 (4) be able to apply knowledge and skills in professional expertise to solve problems happen properly

**3.2 Teaching Methods**

(1) Case Study of a variety of contexts

(2) Group discussion, emphasizing on explaining the principles and reasons, such as analysis of the need for development person and training

**3.3 Evaluation Methods**

Midterm exams for cognitive skills This memory and thinking at the end of the semester, learn understanding and don't forget to put it into practice.

**4. Interpersonal Skills and Responsibility**

**4.1 Developing Interpersonal Skills and Responsibility**

🞅 (1) Able to effectively communicate in both Thai and foreign languages ​​with diverse groups of people

🞅 (2) Able to assist and facilitate problem solving in various situations both in leadership roles or in the role of working teammates

🞅 (3) able to use knowledge in science to guide society on appropriate issues

🞅 (4) Take responsibility for one's own actions and take responsibility for group work.

🞅 (5) Be able to take the initiative to show issues in resolving both personal and public situations. as well as showing appropriate stances for one's own and those of the group

🞅 (6) Responsible for continuous development of personal and professional learning

**4.2 Teaching Methods**

(1) Organize group activities to analyze case studies.

(2) Assign tasks both to groups and individually.

**4.3 Evaluation Methods**

(1) Evaluate the results of the student's report presentation.

(2) Evaluate results from group discussions.

**5. Skills in Numerical Analysis, Communication and Using Information Technology**

**5.1 Skills in Numerical Analysis, Communication and Using Information Technology needed to Develop**

🞅 (1) Have the skills to use the tools that are needed to work efficiently, especially computers.

🞅 (2) Able to communicate effectively orally and in writing along with choosing the form of media properly presented

● (3) Able to use information technology appropriately

**5.2 Teaching Methods**

(1) Assign work to study by yourself on the website, explaining how to analyze the table of reference numbers.

(2) present the results of the study Ready to analyze and present in the correct technology form.

**5.3 Evaluation Methods**

(1) Assessed by participating in discussions after listening to fellow students' presentations.

(2) Assessment from written reports and presentations in the form of technology media

**6. Other**

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**หมายเหตุ**

Symbol ⚫ represents the main responsibility

Symbol ⭘ means the secondary responsibility

Blank means no 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**

**1. Teaching Schedule**

| **Week** | **Topic / Details** | **No. of**  **hours** | **Educational Activities / Mediums for Use** | **Lecturer** |
| --- | --- | --- | --- | --- |
| 1 | Subject Introduction | 3 | Pretest  Direct instruction | Pimploi Tirastittam |
| 2 | Chapter 1 The Concept of Digital Literacy | 3 | Lecture and group discussion | Pimploi Tirastittam |
| 3 | Chapter 2 Concept of Digital Technology | 3 | Lecture and group discussion | Pimploi Tirastittam |
| 4 | Chapter 3 How to Use and Information Assessment in Digital Era | 3 | Lecture and group discussion | Pimploi Tirastittam |
| 5 | Chapter 4 Information Usage and Management | 3 | Lecture and group discussion | Pimploi Tirastittam |
| 6 | Chapter 5 Ethics and Law in Information | 3 | Lecture and group discussion | imploi Tirastittam |
| 7 | Chapter 6 Digital 4.0 | 3 | Lecture and group discussion | Pimploi Tirastittam |
| 8 | **Midterm Exam** | | | |
| 9 | Chapter 7 Digital Technology of The Future | 3 | Lecture and group discussion | Pimploi Tirastittam |
| 10-11 | Chapter 8 Digital Transformation | 3 | Lecture and group discussion | Pimploi Tirastittam |
| 12 | Chapter 9 Digital Business | 3 | Lecture and group discussion | Pimploi Tirastittam |
| 13 | Chapter 10 Start The Business 4.0 | 3 | Lecture and group discussion | Pimploi Tirastittam |
| 14 | Chapter 11 Digital Citizenship | 3 | Lecture and group discussion | Pimploi Tirastittam |
| 15 | Chapter 12 ChatGPT for Education in The Digital Era | 3 | Direct instruction and Workshop | Pimploi Tirastittam |
| 16 | Special Issue in Digital literacy | 3 | Seminar | Pimploi Tirastittam |
| 17 | **Final Exam** | | | |

**2. Plan for Evaluating the Learning Outcomes**

|  |  |  |  |
| --- | --- | --- | --- |
| **Learning Outcomes** | **Ways to Assess the Learning Outcomes** | **Week of Evaluation** | **Proportion of Evaluation** |
|  | Behavior and participation in the classroom | Every week | 15 |
|  | Individual Classroom Quiz |  |  |
|  | Practicing of individual groups |  |  |
|  | Midterm exam | 8 | 30 |
|  | Final exam | 17 | 30 |

**Section 6: Teaching and Learning Resources**

**1. Main Textbooks and Documents**

**2. Important Documents and Information**

**3. Recommended Documents and Information**

**Section 7: Evaluation and Improving the Implementation of the Course**

**1. Strategies to Evaluate Effectiveness of the Course by Students**

Evaluation of the effectiveness of this course is done by students from activities in bringing ideas and opinions.

from the following students:

- Answering questionnaires to assess instructors and assess courses

- Group conversations between instructors and learners.

- Giving feedback through electronic media As the teacher made a channel to communicate with students.

**2. Strategies for Teaching Assessment**

Data collection for teaching evaluation has the following strategies.

- Student's grade level

- verification of learning assessment results

**3. Teaching Improvement**

When the results of the assessment of peer teaching The data will be analyzed to find ways to improve and improve teaching and learning by improving the content taught Methods for measuring and evaluating results

**4. Verification of Achievement Standard of Students in the Course**

1. During the teaching and learning process, there is an achievement test on the learning outcomes measured.

2. At the final exam, important learning outcomes are again measured and evaluated.

3. Accuracy of reports prepared

4. A random interview will be conducted for performance review.

**5. Action to review and plan the improved effectiveness of the course**

From the evaluation and verification of course achievement and effectiveness There is a plan to improve teaching and subject details. To create more quality as follows

- Revise the course at least every 4 years according to the recommendations and the results of the achievement verification.

- Change or organize teaching as a team or share topics responsible for evaluation criteria

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**Map to show the distribution of responsibilities, learning outcome standard from the curriculum to course (Curriculum Mapping)**

**As shown in Program Specification TQF:HEd. 2**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course** | **Morality, Ethics** | | | | | | | **Knowledge** | | | | | | **Intellectual Skills** | | | | **Interpersonal Skills and Interpersonal Responsibility and Responsibility** | | | | | | **Skills in Numerical Analysis, Communication and using Numerical Information Technology, Communication and using Information Technology** | | | |
| ●Main Responsibility ○ Secondary Responsibility | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Type: General Education** | 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 |
| **Course Code** GEN0304  **Cpurse Title** Digital Literacy | ● | ○ | ○ | ○ | ● | ○ | ● | ○ | ○ | ● | ○ | ● | ● | ○ | ○ | ● | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ● |