



Course Description

School/Faculty/Department.....Rangsit University International College.....

Program Bachelor in Business Administration (International Business) **Academic Year**2025.....

1. General Information

IBM 375	ความหลากหลายทางวัฒนธรรมและสังคมในเอเชีย (Social and Cultural Diversity in Asia)	3	(3-0-6)
Co-requisite course(s)	-		
Pre-requisite course(s)	-		
Semester	1/2568		
Section	160		
Curriculum	☐ Preparatory Courses ☐ General Education Courses ☒ Specialized Core Courses ☐ Free Elective Courses		
Responsible faculty member	Srisongruk Prohmvitak	Full-time Lecturers	
Instructors	Krita Narinrangkur Na Ayutthaya	☐ Full-time Lecturers ☒ Guest Lecturers	
Place of study		☒ Onsite ☐ Off-site	
Date of preparation	August 2568		

2. Course Objectives and Components

1. Learning objectives

- 1) The aim of this course is to allow students to explore the concepts and approaches relating to understand the roles of culture in shaping social and individual behavior in Asia contexts.
- 2) Analyze how social institutions such as family, kinships, and religion influence Asian Societies.
- 3) Compare and contrast case studies from various Asian countries.

4) Reflect critically on issues of inequality, social solidarity, and cultural symbolism.

2. Course description

The content of this course will include the Culture and its role in Asia ways of life, spatial, organization, ritual family, inequality, construction of individual identities and social solidarities, culture, symbolism belief, kinship, gender and class ; case studies to be drawn from different countries.

(As specified in the TQF 2)

3. Number of weekly hours for advising and academic counseling for individual students.

.....3.....hours/week

☒ e-mail:...kritanapha2010@gmail.com....

☐ Facebook:.....

☐ Line:.....

☐ Other Specify.....

4. Course Learning Outcomes (CLOs):

(For courses that use the standard curriculum criteria of B.E. 2565 only.)

CLO 1: สามารถเข้าใจความหมาย ความสำคัญของ วัฒนธรรม และ ความหลากหลายทางวัฒนธรรม

Able to understand the meaning, importance of cultural and cultural diversity.

CLO 2: สามารถเข้าใจถึงอิทธิพลที่สืบทอดจากอดีตถึงปัจจุบัน

Able to understand the persist influence from past to present.

CLO 3: สามารถเข้าใจความคล้ายคลึงและความแตกต่างทางวัฒนธรรม

Able to understand the similarities and the differences that define Asian societies.

3. Student Learning Outcomes

Development of subject learning outcomes following the desired learning standards for each domain is as follows:

1. Knowledge

PLOs	Course Learning Outcomes (CLOs)	Teaching methods	Assessment methods
1	Able to understand the meaning, importance of Cultural Diversity	Lecture Students are expected to participate in all questions	- Group Assignments and Presentations - Class Participations

2	Able to understand the Asian ways of life, shared and Divergent Value	Lecture discussions - Group Assignments and Presentations	- Group Assignments and Presentations Analysis - Class Participations
3	Able to understand the persist influence from past to present	Lecture discussions - Group Assignments and Presentations	- Group Assignments and Presentations Analysis - Class Participations

2. Skills

PLOs	Course Learning Outcomes (CLOs)	Teaching methods	Assessment methods
1	Able to apply analytical thinking to pinpoint social issues and find solutions, relate the influences persist the societies.	Educate through lectures and Q&A sessions, giving students assignments that encourage methodical, analytical thought.	Assess and assign grades in accordance with the tasks completed.

3. Ethics

PLOs	Course Learning Outcomes (CLOs)	Teaching methods	Assessment methods
1	Maintain discipline, be on time, be accountable to others and to oneself, and be orderly.	Include lessons about self-discipline, timeliness, and accountability to society.	To teach students to be accountable for their work, work well with others, and be on time, assignments must be

			turned in on time.
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4. Characteristics

PLOs	Course Learning Outcomes (CLOs)	Teaching methods	Assessment methods
1	Take ownership of the responsibilities given.	Tasks should be assigned with due dates.	Pay attention to conduct and work submission.

(The development of learning outcomes in each desired standard must align with those specified in the plan that shows the distribution of responsibility for learning outcomes from the curriculum to the subjects (Curriculum Mapping), as defined in the curriculum details, by each learning standard.)

4. Course Planning and Assessment

1. Course planning

Week	Topics/Details	Learning Activities/Media	Hours	Instructor
1	Introduction to Cultural Diversity in Asia	- Lecture -Question -Discussion	3	A. Krita Narintarangkur Na Ayutthaya
2	Ways of Life	- Lecture - Discussion	3	A. Krita Narintarangkur Na Ayutthaya
3	Spatial Organization	- Lecture - Discussion	3	A. Krita Narintarangkur Na Ayutthaya
4	Ritual and Religion	- Lecture - Discussion	3	A. Krita Narintarangkur Na Ayutthaya
5	Family Systems and Kinship Structure	- Lecture - Discussion	3	A. Krita Narintarangkur Na Ayutthaya
6	Construction of Identities	- Lecture - Discussion	3	A. Krita Narintarangkur Na Ayutthaya

Week	Topics/Details	Learning Activities/Media	Hours	Instructor
7	Midterm Review	- Discussion - Research Case - Assessment	3	A. Krita Narintarangkur Na Ayutthaya
Mid-Term Examination				
8	Gender Roles and Expectation in Asian Cultural	- Lecture - Discussion	3	A. Krita Narintarangkur Na Ayutthaya
9	Class and Social Inequality	- Lecture - Discussion	3	A.Krita Narintarangkur Na Ayutthaya
10	Belief Systems and Cultural Symbolism	- Lecture - Discussion	3	A. Krita Narintarangkur Na Ayutthaya
11	Social Solidarity and communal Practices	- Lecture - Discussion	3	A. Krita Narintarangkur Na Ayutthaya
12	Case Study1 : Japan-Individualism Group Identity and Ritual	- Lecture - Discussion - Research Case - Assessment	3	A.Krita Narintarangkur Na Ayutthaya
13	Case Study 2 : India-Caste Class kinship	- Lecture - Discussion - Research Case - Assessment	3	A. Krita Narintarangkur Na Ayutthaya
14	Case Study 3 : Thailand-Religion Monarchy and Identity	- Lecture - Discussion - Research Case - Assessment	3	A. Krita Narintarangkur Na Ayutthaya
15	Case Study 4 : Indonesia / Philippines-Colonial Legacies and Cultural Hybridity	- Lecture - Discussion - Research Case - Assessment	3	A. Krita Narintarangkur Na Ayutthaya
Final Examination				
Total			45	

(Specify the topic/details, the week of instruction, the number of teaching hours (which must correspond with the number of credits), the teaching activities and the media used, and the instructor for each topic/detail of the course.)

2. Assessment

Activity	Learning Outcome	Assessment Method	Assessment Week
1.1, 1.2	Mid-Term Examination Final Examination	Approx. Week 8 Approx. Week 16	30% 30%
2.1, 2.2	Class Attendance and Participation	Entire Semester	10%
4.1, 4.2	Assignments, Presentations	Entire Semester	30%

3. The alignment of Course Learning Outcomes (CLOs) with learning results.

(For courses that use the standard curriculum criteria of B.E. 2565 only.)

CLOs	1. Knowledge		2. Skills		3. Ethics		4. Characteristics	
	1.1	1.2	2.1	2.2	3.1	3.2	4.1	4.2
CLO 1 Able to understand the meaning, importance of Cultural Diversity CLO 2 Able to understand the persist influence from past to present. CLO 3 Able to understand the similarities and the differences that define Asian societies.	✓							
CLO 1 Able to apply analytical thinking to pinpoint social issues and find solutions, relate the influences persist the societies.				✓				
CLO 1 Maintain discipline, be on time, be accountable to others and to oneself, and be orderly.					✓			
CLO 1 Take ownership of the							✓	

responsibilities given.								
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(Specify the CLOs for each item that aligns with the learning outcomes.)

5. Course Resources

1. Main textbooks and documents

Geertz, Clifford. The Interpretation of Cultures.
 Benedict, Ruth. The Chrysanthemum and Sword.
 Abu-Luzhod, Lila. Veiled Sentiments (Selected chapter)
 Varieties of Asia Cultural Studies Journals and country-specific ethnographic

(Identify the main textbooks and documents used in teaching.)

2. Essential documents and information

YouTube:documentaries or short film

(Identify books, journals, reports, electronic media, websites, regulations, computer programs, and other important references that students should study further)

3. Recommended documents and information

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(Identify books, journals, reports, electronic media, websites, regulations, computer programs, and other important references that students should study further.)

6. Course Feedback and Improvement

1. Course evaluation by students

- ☐ Student evaluation of teaching effectiveness
- ☐ Course evaluation form
- ☐ Group discussions between instructors and learners
- ☐ Reflections based on learners' behavior
- ☐ Suggestions through online channels prepared by the instructor for communication with students
- ☐ Others (please specify)

2. Other methods of course evaluation

- ☐ Instructor evaluation form
- ☐ Reflected by students
- ☐ Exam results
- ☐ Review of the assessment of learning outcomes
- ☐ Evaluation by the academic standards oversight committee
- ☐ Observation of teaching by the teaching team members
- ☐ Others (please specify)

3. Course development and improvement

- ☐ Seminar on teaching management
- ☐ Research inside and outside the classroom
- ☐ Others (please specify)

4. The process of reviewing students' learning outcomes for a course.

- ☐ Committees are established in the department to review students' learning outcomes by examining exam reports, grading methods, and behavioral assessments.
- ☐ Review of grading for student work by the department and faculty committee.
- ☐ Review of grading based on random inspections of student work by instructors or other qualified individuals who are not regular course instructors.
- ☐ Others (please specify)

5. Course revision and development plan

- ☐ Revise the course annually based on suggestions and the review results per section 4.
- ☐ Revise the course annually based on the instructor evaluation results by students.
- ☐ Others (please specify)

Note: Please **delete** the red text explaining information or sample message and note it when submitting information to the Office of Academic Standard.