Course Description

Name of University:	Rangsit University
School/Faculty/Department:	International College

1. General Information

1.	**Course ID and Course title** IDB 602 Digital Technology for Business
2.	**Credit units (Number of hours per week for lecture, lab, and self-study)** 3 hours (3-0-6)
3.	**Programme and Categorization of course** Master of Science in International Digital Business
4.	**Responsible faculty member and list of instructors** Asst.Prof.Dr.Kritsada Sriphaew
5.	**Semester/Year level** Semester 1/2025, Master Degree
6.	**Pre-requisite course(s) (if any)** None
7.	**Co-requisite course(s) (if any)** None
8.	**Place of study** Rangsit University International College
9.	**Date of preparation or latest update** 18 August 2025

2. Learning Objectives and Development Objectives

1.	**Learning objectives** Students should accomplish the following objectives. (i) To understand the current technology, digital transformation and digital business (ii) To analyze and evaluate the current technology to the business in the future (iii) To apply the advanced technology to the digital business
2.	**Objectives for course development/improvement** None

3. Course Content and Activities

1. Course Description

Defining digital business; adopting new digital technology in new and traditional industry sector; web and applications: characteristics, development and life cycle; web design; new trends and technologies; embedding new technology in organizations; developing competitive advantages through technology; diverse venture teams and socio-technical systems needed to create successful digital models; sharing economy; ecosystem; IT in supply chain management; creation and development of a digital transformation plan; cyber security.

2. Number of hours per each semester

Lecture	Tutorial	Lab/Field Study/Workshop	Self-study
Lecture 45 hours	Upon requested	-	90 hours

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

(i) Students can request for academic advices prior/after classes or in class hours.

(ii) Students can make appointment through email for academic advice.

(iii) Students will be provided teaching materials prepared from various sources: magazine, textbook, newspaper, journals, and seminar.

4. Learning Outcomes

1. Morals and ethics

The course aims to develop students to have morals, understand ethics and codes of conducts in their real life. The students will be able to possess ethical, moral and honest behavior academically and professionally.

1.1 Morals and ethics needed to develop

Realization of values, morality, ethics, commitment, and honesty

1.2 Methodology

(i) Use case-based learning which provides various cases for students to analyze and evaluate ethical and unethical performances of various business organizations and their staff.

	(ii) Based on real business situations provided in various cases students learn, encourage students to find out virtues which would be widely accepted by different groups of people and promote peaceful life. (iii) Encourage students to comply with university's regulations, important to develop quality of complying with good governance (iv) Encourage students to responsibly participate in discussion in class, students' activities and projects organized by International college.
1.3	**Assessment**
	(i) Observing student behavior and manner in class. (ii) Evaluating classwork, homework and assignment
2.	**Knowledge**
	The students will be able to understand the fundamental concept, problem solving and also apply theories into the real world applications.
2.1	**Expected knowledge to be gained**
	(i) Knowledgeable about principles and methods in the area of study
2.2	**Methodology**
	(i) Lecture and give case studies. (ii) Online course materials are available for students to do self-study and self-assessment in parallel to the lecture.
2.3	**Assessment**
	(i) Examinations on theories and application. (ii) Home works, quizzes and examinations on contents from time to time. (iii) Evaluating case study. (iv) Check class attendance.
3.	**Intellectual Skills**
	The students will be able to critically and logically analyze the concepts in problem solving and decision making and also utilize theoretical knowledge to design and implement small-sized applications.
3.1	**Intellectual skills needed to develop**
	(i) Able to think analytically and systematically
3.2	**Methodology**
	(i) Lecture and give case. (ii) Homework, quiz and examination on contents from time to time. (iii) Individual project, design and implementation of small-sized application

	(iv) Project presentation, discussion, analysis of other people works.
3.3	**Assessment**
	(i) Examinations on theories and application. (ii) Home works, quizzes and examinations on contents from time to time. (iii) Check class attendance.
4.	**Interpersonal skills and responsibility**
	The students will be able to cope with changing environmental issues and continuously engage in self and professional development
4.1	**Interpersonal skills and responsibility needed to develop**
	(i) Able to help others and facilitate the resolution of problems in different situations as the leaders or followers of the team
4.2	**Methodology**
	(i) Homework and quiz from time to time. (ii) Self-study materials. (iii) Implementation project assignment
4.3	**Assessment**
	(i) Examinations on theories and application. (ii) Homework, quiz and examination on contents from time to time. (iii) Evaluating case study analysis. (iv) Check class attendance.
5.	**Quantitative skills, communication skills, and ICT skills**
	Able to provide solutions through the creative use of mathematical or statistical information technology
5.1	**Quantitative skills, communication skills, and ICT skills needed to develop**
	(i) Possess and able to apply appropriate quantitative skills and techniques to solve problems. (ii) Possess discretion in the use of technology in an appropriate manner
5.2	**Methodology**
	(i) Self-study on modern topics, case study and issues from website. (ii) Assign individual assignments, presentation and encourage to discussion about individual technique.
5.3	**Assessment**
	(i) Examinations on theories and application. (ii) Homework, quiz and examination on the content from time to time. (iii) Evaluating case study analysis and report presentation. (iv) Check class attendance.

5. Course Planning and Assessment

1. Course planning				
Week	**Topics/Details**	**Hours**	**Learning Activities/Media**	**Instructor**
1	Introduction to Course	3	Lecture and Workshop	Dr.Kritsada
2	Business Technology Skills Assessment	3	Lecture and Workshop	Dr.Kritsada
3	Digital Transformation	3	Lecture and Workshop	Dr.Kritsada
4	Digital Business Technology Platform I	3	Lecture and Workshop	Dr.Kritsada
5	Digital Business Technology Platform II	3	Lecture and Workshop	Dr.Kritsada
6	AI and Data Analytics I	3	Lecture and Workshop	Dr.Kritsada
7	AI and Data Analytics II	3	Lecture and Workshop	Dr.Kritsada
8	Steps to Build a Successful Digital Business by Gartner	3	Lecture and Workshop	Dr.Kritsada
9	Augmented Reality & Virtual Reality	3	Lecture and Workshop	Dr.Kritsada
10	IoT	3	Lecture and Workshop	Dr.Kritsada
11	Company Visit	3	Lecture and Workshop	Dr.Kritsada
12	Blockchain technology applications and crypto currencies	3	Lecture and Workshop	Dr.Kritsada
13	Blockchain technology applications and crypto currencies	3	Lecture and Workshop	Dr.Kritsada
14	Digital Business Workshop	3	Presentation	Dr.Kritsada
15	Digital Business Project Presentation	3	Presentation	Dr.Kritsada
16	******* Final Examination *******			
2.	**Assessment**			

Activity	Learning Outcome	Assessment Method	Assessment Week	Marks Allocation
1	1-5	Quiz + Assignments	Every Week	40%
2	1-5	Project	Every Week	40%
3	2, 3	Final Exam	Week 16	20%

6. Course Resources

1.	**Required text books and readings** Teaching materials from various sources: internet, magazines, journals, textbooks, newspapers, seminar, and experiences.

7. Course Feedback and Improvement

1.	**Course evaluation by students** ● Discussion with students ● End-semester questionnaire
2.	**Other methods of course evaluation** ● Discussion with experts
3.	**Course development and improvement** ● Course mentor ● Seminars
4.	**Quality assurance of the course** ● Internal committee ● External committee ● Internal quality assurance ● External quality assurance
5.	**Course revision and development plan** ● Major revision every 5 years ● Minor revision where appropriate