Bachelor of Arts Program in Social and Cultural Management

The aim of this program is to produce graduates who have a base of good ethical and moral values and pragmatic managerial skills appreciated by social development organizations. The main objectives are to realize on social and cultural management with positive attitude, interpersonal, communication and presentation skills, IT skills and entrepreneurial skills.

Career Path : Researcher, Cultural Administrator, Columnist, Planning Administrator

Curriculum Structure

Number of credits: At least	130 Credits
1. General Education Courses	**30 Credits**
(1) Language and Communications Skills	12 Credits
(2) Social Sciences and Humanities	9 Credits
(3) Mathematics Sciences and Technology	9 Credits
2. Major Courses	**94 Credits**
(1) Core Courses	15 Credits
(2) Requirement Courses	79 Credits
Management of Social Development	
- Requirement Courses	57 Credits
- Elective Courses	15 Credits
- Field Experience Course	7 Credits
Management of Cultural	
- Requirement Courses	57 Credits
- Elective Courses	15 Credits
- Field Experience Course	7 Credits
3. Free Elective Courses	**6 Credits**
Total Credits at least	**130 Credits**
1. General Education Courses	**30 Credits**
(1) Language and Communication Skills	**12 Credits**
1.1.1 Requirement Courses	9 credits

Course code	subject	lecture-practice-self-study
GEL1101	Thai Usage	3(3-0-6)
GEL1102	English for Communication and Information Retrieval	3(3-0-6)
GEL1103	English for Communication and Study Skills	3(3-0-6)

1.1.2 Major Elective Courses		3 credits
GEL2201	Thai for Academic Purpose	3(3-0-6)
GEL2202	English for Academic Purpose	3(3-0-6)
GEL2203	ASEAN Languages	3(3–0–6)
GEL2204	Thai for careers	3(3–0–6)

(2) Social Sciences and Humanities — 9 credits

1.2.1 Requirement Courses		6 credits
GEH1101	Aesthetic Appreciation	3(3-0-6)
GEH1102	Thai Society in Global Context	3(3-0-6)

1.2.2 Major Elective Courses		3 credits
GEH2201	Self Development	3(3-0-6)
GEH2002	Truth of Life	3(3-0-6)
GEH2203	Life in Multicultural Society	3(3-0-6)
GEH2204	Civil Education	3(3-0-6)
GEH2205	Life Skills for The Absolute Human	3(3-0-6)

(3) Mathematics Science and technology — 9 credits

1.3.1 Requirement Courses		6 credits
GES1101	Information Technology for Communication and Learning	3(3–0–6)
GES1102	Science and Technology for Quality of Life	3(3-0-6)
1.3.2 Major Elective Courses		3 credits
GES2201	Science and Technology and Environment	3(3-0-6)
GES2202	Thinking and Decision Making	3(3-0-6)
GES2203	Information Literacy	3(3-0-6)
GES2204	Mathematics for Life	3(3-0-6)
GES2205	Recreation for Quality of Life	3(3-0-6)
GES2206	Life and Health	3(3-0-6)

2. Major Courses   94 credits

(1) Core Courses (for major and minor program)   15 credits

Course code	subject	lecture-practice-self-study
SCM1101	Introduction to Sociology and Anthropology	3(3-0-6)
SCM1102	Social, Cultural, Economics and Politics	3(3-0-6)
SCM1103	Social and Cultural Management	3(3-0-6)
SCM1104	Multi Socio-Culture of ASEAN	3(3-0-6)
SCM1105	Information Technology for Social and Culture	3(2-2-5)

(2) Requirement Courses   79 credits

Management of Social Development
- Requirement Courses   57 credits

Course code	subject	lecture-practice-self-study
SDM1201	Basic Social Development Paradigm	3(3-0-6)
SDM1202	Vision Creation and Strategic Management	3(3-0-6)
SDM1203	Good Governance in the Public and Private Organizations	3(3-0-6)
SDM2204	Rights, Liberty and Duty in the Participation of People	3(3-0-6)
SDM2205	Socio-Economic Under the Royal Initiatives	3(3-0-6)
SDM2206	Information System for Development Management	3(3-0-6)
SDM2207	Project Management of Social	3(3-0-6)
SDM2208	Community Studies	3(3-0-6)
SDM2209	Fiscal and Budgetary Management	3(3-0-6)
SDM2210	Social Laws	3(3-0-6)
SDM3211	Seminar in Social Development Management	3(2-2-5)
SDM3212	Research and Methodology in Social Science	3(3-0-6)
SDM3401	English for Social Development Management 1	3(3-0-6)
SDM3402	English for Social Development Management 2	3(3-0-6)
SDM3501	Organization Quality Management	3(3-0-6)
SDM3502	Leadership for Management Modern Organization	3(3-0-6)
SDM3503	Knowledge Management	3(3-0-6)

Course code	subject	lecture-practice-self-study
SDM3504	Management for Human Capital	3(3-0-6)
SDM3505	Innovation Vision for Social Development Management	3(3-0-6)

- Elective Courses   15 credits

Course code	subject	lecture-practice-self-study
SDM2301	Public Policy and Development Management	3(3-0-6)
SDM2302	Communication for Social Development Management	3(3-0-6)
SDM3303	Civil Society and Social Network	3(3-0-6)
SDM3304	Community and Social Innovation	3(3-0-6)
SDM4305	Human Rights	3(3-0-6)
SDM4306	Community Strengthening Management Innovation	3(3-0-6)
SDM4307	Innovations for Conflict Management and Peace	3(3-0-6)
SDM4308	Introduction to Intellectual Property Law	3(3-0-6)

- Field Experience Course   7 credits

Course code	subject	lecture-practice-self-study
SDM4601	Preparation for Field Experiencein Social Development Management	2(90)
SDM4602	Field Experience in Social Development Management	5(450)

Management of Cultural
- Requirement Courses   57 credits

Course code	subject	lecture-practice-self-study
CUM2201	Cultural Policy	3(3-0-6)
CUM2202	Culture Data-based Management	3(2-2-5)
CUM2203	Culture Exhibiton	3(2-2-5)
CUM2204	Cultural Anthropology	3(3-0-6)
CUM2205	Art History	3(2-2-5)
CUM2206	Religion and Belief	3(2-2-5)
CUM3207	Mankind and Civilization	3(3-0-6)
CUM3208	Cultural Heritage	3(3-0-6)
CUM3209	Research Methodology in Culture	3(2-2-5)

Course code	subject	lecture-practice-self-study
CUM3210	Seminar in Culture	3(2-2-5)
CUM4211	Cultural Project Management	3(2-2-5)
CUM4212	Independent Studies	3(90)
CUM2403	English for Cultural Communication	3(2-2-5)
CUM2404	Practical English for Cultural Affairs	3(2-2-5)
CUM1501	Team Working	3(2-2-5)
CUM1502	Small and Micro Community Enterprise	3(2-2-5)
CUM1503	Marketing for Cultural Affairs	3(2-2-5)
CUM2504	Economics for Culture Management	3(3-0-6)
CUM2505	Introduction to Business Law	3(2-2-5)
	- Elective Courses	**15 credits**
CUM2301	Thai Principles of Cultural Affairs	3(2-2-5)
CUM2302	Practical Thai for Cultural Affairs	3(2-2-5)
CUM3301	Performance Management	3(2-2-5)
CUM3302	Cultural Resource Management	3(2-2-5)
CUM3303	Art and Design for Culture	3(2-2-5)
CUM3304	Social Migration and Cultural Diversity	3(2-2-5)
CUM3305	Population Study and Culture	3(3-0-6)
CUM3306	Local History Studies	3(2-2-5)
CUM3307	Cross-Culture Communication	3(2-2-5)
CUM4308	Contemporary Culture	3(2-2-5)
CUM4309	Cultural Tourism Management	3(2-2-5)
CUM4310	Event Management	3(2-2-5)
CUM4311	Archaeological Site Management	3(2-2-5)
CUM4312	The Cultural Comparison	3(2-2-5)
CUM4313	Culture of Music and Performance	3(3-0-6)
CUM4314	Law for Culture Affairs	3(3-0-6)
CUM4315	National Cuisine and Drinks	3(2-2-5)
CUM4316	Art Gallery and Museum Management	3(2-2-5)

- Field Experience Course   7 credits

| CUM3601 | Preparation for Field Experience in Cultural Management | 2(90) |
| CUM4602 | Field Experience in Cultural Management | 5(450) |

3. Free Elective Courses   **6 credits**

Select 6 credits from any courses provided within Suan Sunandha University.