# Bachelor of Arts Program in Information Science

## Philosophy

"Creativity   Service-minded   Information Specialist"

## Degree

- Bachelor of Arts (Information Science)
- B.A. (Information Science)

  Now in the process of approval, the degree of Bachelor of Information Science: B.I.S.

## Branches/Concentrations

- Management Information System
- Information Studies

## Introduction

*Information science* is a science or subject field possessing natural characteristics, that is, transdisciplinary integration as it has a connection and relevance with many other fields whether humanity, social science, liberal art, linguistics, philosophy, law, economics, management, business, education, engineering, science and technology.  Importantly, it is the science having close relationship with information system and library science; it is considered as social technology being able to catch up with the change of data, news and knowledge as information science emphasizes on education regarding information storage, information and data classification, database system development, data analysis, data retrieval, data mining, data distribution and usage of information for decision making, analysis of needs and information accessibility of human, user behavior in seeking information to be in conformity with their needs, education regarding interaction between human and information retrieval system

Development of Bachelor of Liberal Art Curriculum, Information Science is in conformity with National Economic and Social Development Plan, 11th issue (B.E.2555-2559) which mentions the word "creative economy" meaning a concept for driving economics based on utilization of knowledge, education, work creation and intellectual property connected to cultural base, knowledge accumulation of society and modern technology/culture, creative and design works, including media resulting in the change in both opportunity and how to deal with economic and social threats; therefore, the preparation must be done in order to catch up with such change.

Moreover, Ministry of Information and Communication Technology issued the substantially crucial policy towards information specialist, that is, "*Digital Economy*" which is an important

policy related to application of information technology with economic and social activities by driving them to be digitalized, having importance with all aspects of development, especially economic development of Thailand in the future, which is necessary in emphasizing on the development of digital infrastructure by having target on all area coverage, sufficient size for usage, secured stability in suitable price in order to be the base leading to national development activities in both highest efficiency economics and society.

*Digital for economics and society* is an economic and social system having communication, production, consumption, usage and distribution, e-commerce, e-transaction, transportation, logistics, education, e-library, information database, digital journal, agriculture, industry, public health, finance and investment, taxation, data and content management or economic and social activities or any matters having digital or electronic process or operation in both broadcasting, television, radio broadcasting, telecommunication, satellite communication and spectrum management based on information technology infrastructure, including converging technology or other similar technology.

Therefore, the curriculum is designed for creating information specialist possessing knowledge and skills in information storage, data and information classification, database system development, data analysis, data retrieval, data mining, data distribution, information usage for decision making, need analysis and information accessibility of human, behavioral analysis of user in seeking information to be in conformity with the needs of people, studies of interaction between human and information retrieval system, systematic management and administration of knowledge having information system application to be suitable, as well as, specialist development in quality information work in order to respond to the needs of society.

## Curriculum Objectives

- To create undergraduate students possessing knowledge and skill in data management, information management, information resource, information service and information system.

- To allow undergraduate students to possess knowledge in information field in both theoretical and practical ways to allow undergraduate students for possessing information knowledge in both theoretical and practical ways by emphasizing on information science, information system for management, information studies, behavioral science, information technology, management and administration, service, as well as, at least one foreign language skill.

- To encourage research making in information science in both information system for management and/or information studies for developing instruction and knowledge to be in conformity with the needs of society.

- To allow undergraduate students to possess ethics and subconscious for providing good service.

- To encourage students to be able to apply knowledge for carrying on other occupation or further education in higher level.

## Employment Prospects

This course is designed for students who graduated Bachelor of Arts Program in Information Science course can work in the areas of education that specifically following branch.

- **Management Information System Branch**
  (1) Information Scientist
  (2) Data and Information Analyst
  (3) Database Administrator
  (4) Management Information System Analyst
  (5) Web System Developer
  (6) Information System Auditor
  (7) Information Technologist
  (8) Manager in e-Commerce and Customer Relationship Management
  (9) Policy and Planning Analyst
  (10) Researcher in Information Science and Management Information System
  (11) Secretary

- **Information Studies Branch**
  (1) Information / Data Scientist
  (2) Librarian
  (3) Documentalist
  (4) Informationist
  (5) Information Manager
  (6) Editor
  (7) Digital Content and Media Specialist
  (8) Information Project Operator / Agent
  (9) Information Professional
  (10) Researcher in Information Science and Information Studies
  (11) Secretary

## Curriculum Structure

**Number of credits:** At least 135 Credits

**Programme Structure**

| | | |
|---|---:|---|
| **1. General Education Courses** | **30** | **Credits** |
| (1) Language and Communication Skills | 12 | Credits |
| (2) Social Sciences and Humanities | 9 | Credits |
| (3) Mathematics Science and Technology | 9 | Credits |
| **2. Major Courses** | **99** | **Credits** |
| (1) Core Courses | 33 | Credits |
| (2) Requirement Courses | 66 | Credits |

Selected just one branch of the following fields.

- Management Information System
  - Branch Requirement Courses    48 Credits
  - Branch Elective Courses    18 Credits
- Information Studies
  - Branch Requirement Courses    48 Credits
  - Branch Elective Courses    18 Credits

| | | |
|---|---:|---|
| **3. Free Elective Courses** | **6** | **Credits** |
| **Total Credits at least** | **135** | **Credits** |

## Courses and Credits

**1. General Education Courses**    **30 Credits**

(1) Language and Communication Skills    12 Credits

| Course Code | Subject | Lecture-Practice-Self-Study |
|---|---|---|
| | (1.1) Requirement Courses | 9 Credits |
| 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) |
| | (1.2) Major Elective Courses | 3 Credits |
| GEL2201 | Thai for Academic Purposes | 3(3-0-6) |
| GEL2202 | English for Academic Purposes | 3(3-0-6) |
| GEL2203 | ASEAN Languages | 3(3-0-6) |
| GEL2204 | Thai for Careers | 3(3-0-6) |
| | (2) Social Sciences and Humanity | 9 Credits |
| | (1.1) Requirement Courses | 6 Credits |
| GEH1101 | Aesthetic Appreciation | 3(3-0-6) |
| GEH1102 | Thai Society in Global Context | 3(3-0-6) |

| Course Code | Subject | Lecture-Practice-Self-Study |
|---|---|---|
| (1.2) Major Elective Courses | | 3 Credits |
| GEH2201 | Self Development | 3(3-0-6) |
| GEH2202 | 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 |
| GES1101 | Information Technology for Communication and Learning | 3(3-0-6) |
| GES1102 | Science and Technology for Quality of Life | 3(3-0-6) |
| (Select one course from this categories) | | 3 Credits |
| GES2201 | Science and Technology for 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** | | **96 Credits** |
| (1) Core Courses | | 9  Credits |
| ISC1101 | Introduction to Information Science | 3(3-0-6) |
| ISC1102 | Fundamentals of Management Information System | 3(3-0-6) |
| ISC2101 | Introduction to Database System | 3(2-2-5) |
| ISC2102 | Statistics for Data Analysis | 3(2-2-5) |
| ISC2103 | Information Behavior | 3(3-0-6) |
| ISC2104 | Web Application Development | 3(2-2-5) |
| ISC3101 | Information Storage and Retrieval | 3(2-2-5) |
| ISC3102 | Information Communication and Networking | 3(2-2-5) |
| ISC3103 | Introduction to Digital Economy | 3(3-0-6) |
| ISC4101 | Social Networking Management | 3(2-2-5) |
| ISC4801 | Information Entrepreneurship and Laws | 3(3-0-6) |
| (2) Requirement Courses | | 66 Credits |
| | Branch Requirement Courses | 48 Credits |
| | Selected just one branch of the following fields. | |

- **Management Information System Branch**

| | | |
|---|---|---|
| MFS1101 | Introduction to Programming and Data Structure | 3(2-2-5) |
| MFS1102 | Object-Oriented Programming | 3(2-2-5) |
| MFS1103 | Responsive Web | 3(2-2-5) |

| Course Code | Subject | Lecture-Practice-Self-Study |
|---|---|---|
| MFS2101 | User Experience Design | 3(2-2-5) |
| MFS2102 | Database Management System | 3(2-2-5) |
| MFS2601 | English for Data and Information Management | 3(3-0-6) |
| MFS3101 | Management Information System Analysis and Design | 3(2-2-5) |
| MFS3102 | Enterprise Resource Planning | 3(2-2-5) |
| MFS3103 | Form and Reporting System | 3(2-2-5) |
| MFS3104 | Human Resource Information System | 3(2-2-5) |
| MFS3501 | Research Methodology for Management Information System | 3(2-2-5) |
| MFS4101 | Information System Control and Audit | 3(2-2-5) |
| MFS4501 | Management Information System Project | 3(2-2-5) |
| MFS4601 | English for Articles Development in Management Information System | 3(3-0-6) |
| MFS4701 | Preparation for Professional Experience in Management Information System | 1(0-90-0) |
| MFS4702 | Field of Professional Experience in Management Information System | 5(0-450-0) |

- **Information Studies Branch**

| | | |
|---|---|---|
| ISY1101 | Information Study in Learning Society | 3(3-0-6) |
| ISY1102 | Introduction to Programing for Information Studies | 3(2-2-5) |
| ISY1103 | Information Resources Development | 3(2-2-5) |
| ISY1104 | Information Services and Dissemination | 3(2-2-5) |
| ISY2101 | Organization of Information 1 | 3(2-2-5) |
| ISY2102 | Organization of Information 2 | 3(2-2-5) |
| ISY2103 | Reading and Reading Promotion | 3(2-2-5) |
| ISY2601 | English for Professional | 3(3-0-6) |
| ISY3101 | Organizational Information System Analysis and Design | 3(2-2-5) |
| ISY3102 | Administration and Management of Information Institutions | 3(2-2-5) |
| ISY3103 | Information Business | 3(2-2-5) |
| ISY3501 | Research in Information Studies | 3(2-2-5) |
| ISY3601 | English for Information Work | 3(3-0-6) |
| ISY4502 | Independent Study and Senior Project in Information Studies | 3(2-2-5) |
| ISY4701 | Preparation for Professional Experience in Information Studies | 1(0-90-0) |
| ISY4702 | Field of Professional Experience in Information Studies | 5(0-450-0) |
| | (3) Branch Elective Courses | 6  Credits |

- **Management Information System Branch**

| | | |
|---|---|---|
| ISC1201 | Knowledge Management | 3(2-2-5) |

| Course Code | Subject | Lecture-Practice-Self-Study |
|---|---|---|
| ISC1202 | Multimedia Design for Information Work | 3(2-2-5) |
| ISC1203 | Electronic Commerce | 3(2-2-5) |
| ISC2201 | Customer Relationship Management | 3(2-2-5) |
| ISC3201 | Data Warehousing | 3(2-2-5) |
| ISC4201 | Introduction to Natural Language Processing | 3(2-2-5) |
| MFS1301 | Principles of Web Design | 3(2-2-5) |
| MFS1302 | Content Management System | 3(2-2-5) |
| MFS1303 | Application Software for Office | 3(2-2-5) |
| MFS2301 | Marketing Information System | 3(2-2-5) |
| MFS2302 | Seminar in Management Information System | 3(2-2-5) |
| MFS2303 | Spreadsheet for Data Analysis | 3(2-2-5) |
| MFS3301 | Data Modeling and Web Services | 3(2-2-5) |
| MFS3302 | Accounting Information System | 3(2-2-5) |
| MFS3303 | Decision Support System | 3(2-2-5) |
| MFS3304 | Electronic Financial Transaction Systems | 3(2-2-5) |
| MFS3305 | Management Information System for Logistics and Supply Chain | 3(2-2-5) |
| MFS3306 | Project Management for Management Information System | 3(2-2-5) |
| MFS3307 | Selected Topics in Management Information System | 3(2-2-5) |

- **Information Studies Branch**

| Course Code | Subject | Lecture-Practice-Self-Study |
|---|---|---|
| ISC1201 | Knowledge Management | 3(2-2-5) |
| ISC1202 | Multimedia Design for Information Work | 3(2-2-5) |
| ISC1203 | Electronic Commerce | 3(2-2-5) |
| ISC2201 | Customer Relationship Management | 3(2-2-5) |
| ISC3201 | Data Warehousing | 3(2-2-5) |
| ISC4201 | Introduction to Natural Language Processing | 3(2-2-5) |
| ISY1401 | Psychology of Communication and Persuasion in Information Profession | 3(2-2-5) |
| ISY1402 | Record Management | 3(2-2-5) |
| ISY1403 | Literature for Children and Youth | 3(2-2-5) |
| ISY1404 | Information Services for the Disadvantaged | 3(2-2-5) |
| ISY2401 | Digital Library | 3(2-2-5) |
| ISY2402 | Information Resources in Humanities and Social Sciences | 3(2-2-5) |
| ISY2403 | Information Resources in Sciences and Technology | 3(2-2-5) |
| ISY2404 | Information in Business and Industry | 3(2-2-5) |
| ISY2405 | Scholarly Communication | 3(2-2-5) |

| Course Code | Subject | Lecture-Practice-Self-Study |
|---|---|---|
| ISY3401 | Information Repackaging | 3(3-0-6) |
| ISY3402 | Editing | 3(2-2-5) |
| ISY3403 | Local Information and Sources | 3(2-2-5) |
| ISY4401 | Information Services for the Elderly | 3(2-2-5) |
| ISY4501 | Seminar in Information Studies | 3(2-2-5) |

**3. Free Elective Courses                                                         6  Credits**

Select 6 credits from any courses provided within Suan Sunandha University or any other university with approval from the Advisors of Information Science Program.