MU Degree Profile

Undergraduate Program

1. Program Title

(Thai)   หลักสูตรศิลปศาสตรและวิทยาศาสตรบัณฑิต สาขาวิชาเทคโนโลยีสร้างสรรค์

(หลักสูตรนานาชาติ)

(English) Bachelor of Arts and Science in Creative Technology (International Program)

2. Degree Title

(Thai)   ศศ.วท.บ. (เทคโนโลยีสร้างสรรค์)

(English) B.A.Sc. (Creative Technology)

Program Overview	
Type of Program	Bachelor's Degree (International Program) Academic Program, Multidisciplinary Program
Number of Credits	168 credits
Duration of Program / Program Cycle	Four-year program
Program Status and Schedule of Program Start Dates	New program 2020 Program start: Trimester I Academic Year 2020
Degree Offered	One degree of one major
Institution Offering Degree (collaboration with other institutions)	Mahidol University
Organization Certifying the Standards of the Program	-

Degree Level ☑ Bachelor's ☐ Grad.Dip. ☐ Master's ☐ Higher Grad.Dip. ☐ Doctoral   Mahidol University International

College, Faculty of Information and Communication Technology, Ratchasuda College, College of Music

TQF2 Bachelor of Arts and Science Program in Creative Technology (International Program)   Science Division

Specific Data of the Program	
Purpose / Goals / Objectives	**Purpose/Goals** To produce competent graduates with professional ethics, and agility, who are trans-disciplinary and capable of integrating technology with creative initiatives that are in alignment with the needs of the industry and the society. **Objectives** To produce well-rounded liberal arts graduates who have the characteristics, knowledge and skills as follows: 1. knowledge and skills in computer science, graphic design, and communication design. 2. creative skills to find practical solutions drawn from the knowledge of diverse disciplines. 3. professional ethics and social responsibility. 4. open mindedness and awareness of the needs and expectations of inclusive societies. 5. the 21st century skills including good communication skills and the ability to work in teams.
Distinctive Features	1. This program is the first transdisciplinary program with a mix of computer science, transmedia design, and communication design offered at Mahidol University. 2. With its combination of arts and sciences, the program prepares the graduates for the newly emerging career opportunities of the 21st century. 3. This program offers additional curriculum flexibility with its distinctive I-Design electives allowing the learners to customize their individual learning choices.
Academic System	Trimester system

Advancement Path of the Graduates	

Career Opportunities	- Media creator
	  • Animator/modeler
	  • Digital media producer
	  • Multimedia designer
	  • Transmedia data illustrator
	- Technological creator
	  • Inclusive society technologist
	  • Interactive graphics technician (VR/AR/XR)
	  • Web designer
	  • UI/UX designer
	- Social media/online communicator
	- Creative storyteller

Further Study after Graduation	Continue their studies for a higher degree in Creative Technology and related disciplines abroad.
Educational Philosophy in Program Management	
Program Philosophy	To produce competent creative technology graduates with professional ethics, who can effectively research and develop multimedia and web related products with a learning environment inclusive of theoretical and practical knowledge. This educational philosophy springs from our beliefs in human potential, intelligence, and creativity. The educator's role is to expand those characteristics. Thus, we foster our students to the greatest level they are capable of achieving through the integration of arts and technology, and encouragement of inquisitiveness, independence, and empathy. Outcome based education is implemented with student as the center of the learning experience. Constructivism teaching and learning-centered education philosophy are combined within the curriculum to allow students to reach their personal potential and to cultivate a passion to innovate and develop curiosity to be lifelong learners.

	Our success reflects in our graduates' abilities to actualize their innovative potential in order to serve the needs of the society.
Strategy / Practice in Teaching and Learning	The implementation of our philosophy is reflected in our curriculum via the integration of knowledge in arts and technology through a wide variety of courses that allow for knowledge and skills development as well as practical experience offered by many faculties of Mahidol University. The teaching strategy follows the outcome-based learning style, with the program objectives established based on the feedback from faculty members, potential students, parents, and employers. The curriculum emphasizes on the use of various learning and teaching paradigms, such as active learning, problem-based learning, and project-based learning.
Strategy / Practice for Evaluating Learning Outcomes of Students	Different methods of formative and summative evaluation are used, for example, written examination, practical test, presentation, class participation and deliverables. Rubrics based on the outcomes of the course are used to score the students' achievement. The program aims to provide both internal and external assessments, training students to assess themselves realistically, and arranging for opportunities to be assessed by instructors, experts, and peers. Students receive grades according to the criteria stated in Mahidol University's regulations on undergraduate studies as well as MUIC's regulations and/or announcements.
Competencies Enhanced to the Students of the Program	
Generic Competences	- **English Communication:** Use academic writing skills to express opinion; apply critical and creative thinking through English communication; and develop a voice in written and spoken English that can be adapted to different audiences - **Life appreciation:** Demonstrate the ability to recognize, respect, and value diverse experiences for a healthy life

	- **Critical thinking:** Apply critical thinking to construct well-reasoned solutions or conclusions - **Global citizenship:** Examine the current state of the world and the connection between local and global issues - **Leadership:** Demonstrate the ability to take initiatives that bring about change for the well-being of the community - **Digital literacy:** Demonstrate the ability to use digital technology to manage communicate, and stimulate knowledge and reasoning
Subject-specific Competences Competences	- **Knowledge:** Apply transdisciplinary knowledge to work professionally and in teams. - **Design:** Ability to apply knowledge and skills in computer science, graphic design, and communication design which promotes inclusive society. - **Problem Solving:** Ability to apply transdisciplinary knowledge to find creative solution to problems
Learning Outcomes of the Graduates	
PLOs	At the end of the program, successful students will be able to: **PLO1** Use computer science, graphic design, and communication design knowledge to pursue new knowledge in the field of Creative Technology. **PLO2** Perform ethical standards, moral principles, professional code of conduct, and tech-related body of law in both professional and social settings **PLO3** Create original and innovative design solutions with unique approach using creativity-enhancing techniques. **PLO4** Appraise diversity, mutual respect and expectations of inclusive societies.

	PLO5 Develop effective communication to work with others in diverse environment and to facilitate teamwork as both leader and a follower.