

Master of Science Program in Innovative Intelligence Marketing and Data Sciences (Multidisciplinary) Curriculum Last Revised in 2023

Name of Higher Education Institution Naresuan University
Campus/Faculty/Department Faculty of Business, Economics and Communications,
 Department of Business Administration

1. CODE AND TITLE OF THE CURRICULUM

English Language : Master of Science Program in Innovative Intelligence Marketing and Data Sciences (Multidisciplinary)

2. TITLE OF THE DEGREE

Full Title : Master of Science in Innovative Intelligence Marketing and Data Sciences
 Abbreviation : M.Sc. (Innovative Intelligence Marketing and Data Sciences)

3. MAJOR (if any) : None

4. TOTAL CREDITS IN THE CURRICULUM STRUCTURE

4.1 Plan A, A1: The total number of credits shall not be less than 36 credits.

4.2 Plan A, A2: The total number of credits shall not be less than 36 credits.

4.3 Plan B: The total number of credits shall not be less than 36 credits.

5. CURRICULUM STRUCTURE

Program structure		Curriculum Last Revised in 2023 (Credits)		
Courses		Plan A A 1	Plan A A 2	Plan B
1	Course work - a minimum of		24	30
	1.1 Required Courses	-	18	18
	1.2 Elective Courses	-	6	12
2	Thesis - a minimum of	36	12	-
3	Independent Study	-	-	6
4	Required Courses (Non-Credits)	5	5	5
Total credits in the curriculum structure - a minimum of		36	36	36

5.1 Courses

5.1.1 Plan A, A 1

1) Thesis

36 credits

816571	Thesis 1, Type A 1	9 credits
816572	Thesis 2, Type A 1	9 credits
816573	Thesis 3, Type A 1	9 credits
816574	Thesis 4, Type A 1	9 credits

2)	Required Courses (Non-Credits)	5 credits
816501	Research Methodology in Science and Technology	3 (3-0-6)
816502	Seminar 1	1 (1-0-2)
816503	Seminar 2	1 (1-0-2)

5.1.2 Plan A, A2

1)	Course work	a minimum of 36 credits
	Required Courses	18 credits
816511	Intelligent Marketing and Digital Economy	3 (2-2-5)
816512	Customer Centric Technology and Innovation	3 (2-2-5)
816513	Project Feasibility Study and Evaluation	3 (2-2-5)
816521	Design Thinking and Business Innovation Development	3 (3-0-6)
816522	Artificial Intelligence and Smart Business	3 (3-0-6)
816531	Data Science and Business Forecast	3 (2-2-5)
	Elective Courses	6 credits
	Marketing Course Group	
816514	Virtual Presentation	3 (3-0-6)
816515	Metaverse Marketing	3 (3-0-6)
816516	Logistics System and Supply Chain Management	3 (3-0-6)
816517	Technology and Intellectual Properties Management	3 (2-2-5)
	Innovation and Artificial Intelligence Course Group	
816523	Advanced Artificial Intelligence for Businesses	3 (3-0-6)
816524	FinTech and Blockchain for Business Innovation	3 (3-0-6)
816525	Digital Transformation	3 (3-0-6)
	Data Analytics and Technology Course Group	
816532	Innovative System Design and Application	3 (2-2-5)
816533	Technological Innovation	3 (3-0-6)
816534	Data Visualization and Narratives	3 (3-0-6)
816535	Advanced Data Science for Business	3 (3-0-6)

2)	Thesis	a minimum of 12 credits
816581	Thesis 1, Type A 2	3 credits
816582	Thesis 2, Type A 2	3 credits
816583	Thesis 3, Type A 2	6 credits

3)	Required Courses (Non-Credits)	5 credits
816501	Research Methodology in Science and Technology	3 (3-0-6)
816502	Seminar 1	1 (0-3-1)
816503	Seminar 2	1 (0-3-1)

5.1.3 Plan B

1) Course work a minimum of 30 credits

Required Courses 18 credits

816511	Intelligent Marketing and Digital Economy	3 (3-0-6)
816512	Customer Centric Technology and Innovation	3 (3-0-6)
816513	Project Feasibility Study and Evaluation	3 (2-2-5)
816521	Design Thinking and Business Innovation Development	3 (3-0-6)
816522	Artificial Intelligence and Smart Business	3 (2-2-5)
816531	Data Science and Business Forecast	3 (2-2-5)

Elective Courses 12 credits

Marketing Course Group

816514	Virtual Presentation	3 (3-0-6)
816515	Metaverse Marketing	3 (3-0-6)
816516	Logistics System and Supply Chain Management	3 (3-0-6)
816517	Technology and Intellectual Properties Management	3 (2-2-5)

Innovation and Artificial Intelligence Course Group

816523	Advanced Artificial Intelligence for Businesses	3 (3-0-6)
816524	FinTech and Blockchain for Business Innovation	3 (3-0-6)
816525	Digital Transformation	3 (3-0-6)

Data Analytics and Technology Course Group

816532	Innovative System Design and Application	3 (2-2-5)
816533	Technological Innovation	3 (3-0-6)
816534	Data Visualization and Narratives	3 (3-0-6)
816535	Advanced Data Science for Business	3 (3-0-6)

2) Independent Study a minimum of 6 credits

816591	Independent Study 1	3 credits
816592	Independent Study 2	3 credits

3) Required Courses (Non-Credits) 5 credits

816501	Research Methodology in Science and Technology	3 (3-0-6)
816502	Seminar 1	1 (1-0-2)
816503	Seminar 2	1 (1-0-2)

5.2 Study Plan

5.2.1 Plan A, A 1

1st Year

First Semester

816502	Seminar 1 (Non-Credit)	1 (0-3-1)
816571	Thesis 1, Type A 1	9 credits

Total 9 credits

Second Semester

816501	Research Methodology in Science and Technology (Non-Credit)	3 (3-0-6)
816572	Thesis 2, Type A 1	9 credits
Total		9 credits

2nd Year**First Semester**

816503	Seminar 2 (Non-Credit)	1 (1-0-2)
816573	Thesis 3, Type A 1	9 credits
Total		9 credits

Second Semester

816574	Thesis 4, Type A 1	9 credits
Total		9 credits

5.2.2 Plan A, A 2**1st Year****First Semester**

816502	Seminar 1 (Non-Credit)	1 (0-3-1)
816511	Intelligent Marketing and Digital Economy	3 (2-2-5)
816521	Design Thinking and Business Innovation Development	3 (3-0-6)
816522	Artificial Intelligence and Smart Business	3 (3-0-6)
Total		9 credits

Second Semester

816501	Research Methodology in Science and Technology (Non-Credit)	3 (3-0-6)
816512	Customer Centric Technology Innovation	3 (2-2-5)
816531	Data Science and Business Forecast	3 (2-2-5)
816581	Thesis 1, Type A 2	3 credits
Total		9 credits

Third Semester

816513	Project Feasibility Study and Evaluation	3 (2-2-5)
816XXX	Elective Course 1	3 credits
816XXX	Elective Course 2	3 credits
Total		9 credits

2nd Year		
First Semester		
816503	Seminar 2 (Non-Credit)	1 (0-3-1)
816582	Thesis 2, Type A 2	3 credits
Total		3 credits

Second Semester		
816583	Thesis 3, Type A 2	6 credits
Total		6 credits

5.2.3 Plan B

1st Year		
First Semester		
816502	Seminar 1 (Non-Credit)	1 (0-3-1)
816511	Intelligent Marketing and Digital Economy	3 (3-0-6)
816521	Design Thinking and Business Innovation Development	3 (3-0-6)
816522	Artificial Intelligence and Smart Business	3 (2-2-5)
Total		9 credits

Second Semester		
816501	Research Methodology in Science and Technology (Non-Credit)	3 (3-0-6)
816512	Customer Centric Technology Innovation	3 (2-2-5)
816531	Data Science and Business Forecast	3 (2-2-5)
816XXX	Elective Course 1	3 credits
Total		9 credits

Third Semester		
816513	Project Feasibility Study and Evaluation	3 (2-2-5)
816XXX	Elective Course 2	3 credits
816XXX	Elective Course 3	3 credits
Total		9 credits

2nd Year		
First Semester		
816503	Seminar 2 (Non-Credit)	1 (1-0-2)
816591	Independent Study 1	3 credits
816XXX	Elective Course 4	3 credits
Total		6 credits

Second Semester		
816592	Independent Study 2	3 credits
Total		3 credits