



Knowledge with Virtue

2020

Degree Plan

Bachelor of Communication Arts

Communication Strategy and Ideation

Student's Name

Student's ID No.

STUDENT'S MANUAL

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Where to Go for Help

- Study Problems
 - Chairperson
 - Lecturers
 - Counseling and Job Placement Division
- GPA Lower than 1.75
 - Chairperson
 - Counseling and Job Placement Division
- Changing Free Elective Courses
 - The Dean of BU International
 - Associate Dean
- Course Contents and Names of Lecturers
 - Chairperson
- Reserve Officer Training Corps (ROTC)
 - Educational Service and Student Welfare Office
- GPA Computation
 - Counseling and Job Placement Division
- University's Rules and Regulations
 - The Dean of BU International
 - Chairperson
 - Counseling and Job Placement Division
- Library Services
 - Central Library
- Financial Problems
 - Educational Service and Student Welfare Office
- Sickness & Medical Emergency
 - University's Infirmary
- Psychological Advice
 - Counseling and Job Placement Division
- Lost & Found Items
 - Educational Service and Student Welfare Office
- Recommendation Letter
 - International Affairs Office
 - Records Office

- Argument & Fight
 - Chairperson
 - Student Development Division
- Student's Incoming Mail / Package
 - Educational Service and Student Welfare Office
 - International Center
- Other Problems
 - Chairperson
 - Associate Dean
 - Counseling and Job Placement Division

Locations of Helpers:

- | | |
|--|--|
| • The Dean of BU International | - Library and Learning Center, 5 th Floor |
| • Associate Dean for Academic Affairs | - Library and Learning Center, 5 th Floor |
| • Associate Dean for Student Affairs | - Library and Learning Center, 5 th Floor |
| • Chairperson | - Library and Learning Center, 5 th Floor |
| • BU International Office | - Library and Learning Center, 5 th Floor |
| • BU International Faculty Office | - Library and Learning Center, 5 th Floor |
| • Student Services and International Affairs | - International Center |
| • Central Library | - Building RC, 4 th Floor |
| • Educational Service and Student Welfare Office | - International Center |

Grade Point Average Computation

There are two types of Grade Point Averages (GPA):

1. Grade Point Average is an average of grade points for each semester.
2. Cumulative Grade Point Average is an average of grade points of all attended semesters.

How to Calculate GPA

1. Replace grades with the quality points as shown below:

Grade	Achievement Rate	Quality Points
A	Excellent	4.00
B+	Very Good	3.50
B	Good	3.00
C+	Fairly Good	2.50
C	Fair	2.00
D+	Poor	1.50
D	Very Poor	1.00
F	Failed	0

Other letter symbols used include:

“W” indicates withdrawal and its credits will not be calculated.

“S” indicates satisfactory work completed.

“I” indicates incomplete, used in case a student fails to complete an assignment within time limitation. An “I” grade must be changed to a completed grade within three weeks. Otherwise, the grade will automatically become an “F.”

“U” indicates unsatisfactory (some courses must be repeated to obtain grade “S.”)

“AUD” indicates non-credit registration (Students must be granted permission from the Dean of BU International to audit a class.)

“CS” indicates credits obtained from a standardized test.

“CE” indicates credits obtained from Exams.

“CT” indicates credits obtained from Training.

2. Multiply each grade by its credits.
3. Add up all results from Step No. 2.
4. Divide the total number of grade points (Step No. 3) by the total number of credits.

How to Calculate GPA and Cumulative Grade Point Average (Cum.GPA)

1. Cumulative Grade Point Average

The cumulative grade point average is calculated by dividing the total number of grade points by the total number of credits earned.

Example

1st Semester

Courses	Credits	Grades	Grade Points
Critical Reading	3	A 4 X 3	= 12
College Writing	3	C 2 X 3	= 6
Communicative English	3	B+ 3.5 X 3	= 10.5
Thinking Skill for Learning	3	D+ 1.5 X 3	= 4.5
Citizenship and Social Dynamics	3	B 3 X 3	= 9
Cultivating Entrepreneurial Mindset	<u>3</u>	B 3 x 3	= <u>9</u>
	<u>18</u>		<u>51</u>

$$\text{Grade point average of the 1st semester} = \frac{51}{18} = 2.83$$

2nd Semester

Courses	Credits	Grades	Grade Points
Technology and Innovation in the Future World	3	C 2 X 3	= 6
Creative Leadership Skills	3	C 2 X 3	= 6
Asia and the Global Community	3	B 3 X 3	= 9
Art of Life	3	D+ 1.5 X 3	= 4.5
Entrepreneurship Foundations	3	C 2 X 3	= <u>6</u>
	<u>15</u>		<u>31.5</u>

$$\text{Grade point average of the 2nd semester} = \frac{31.5}{15} = 2.10$$

$$\text{Cumulative grade point average of both 1st and 2nd semesters} = \frac{51+31.5}{18+15} = \frac{82.5}{33} = 2.50$$

Note: Only 2 decimal points will be used without rounding off.

Summer Semester

Course	Credits	Grade	Grade Points
Principles of Marketing	3	A	4 X 3 = 12
Introduction to Business	<u>3</u>	C	2 X 3 = <u>6</u>
	<u>6</u>		<u>18</u>

Grade point average of the summer term = $\frac{18}{6} = 3.00$

Cumulative grade point average = $\frac{51+31.5+18}{18+15+6} = \frac{100.5}{39} = 2.57$

2. GPA Calculation for Withdrawn Courses

GPA calculation will not include the credits of withdrawn courses.

Example

1st Semester

Courses	Credits	Grades	Grade Points
Critical Reading	3	A	4 X 3 = 12
College Writing	3	C	2 X 3 = 6
Communicative English	3	B+	3.5 X 3 = 10.5
Thinking Skill for Learning	3	D+	1.5 X 3 = 4.5
Citizenship and Social Dynamics	3	B	3 X 3 = 9
Cultivating Entrepreneurial Mindset	<u>3</u>	W	0 x 3 = <u>0</u>
	<u>15</u>		<u>42</u>

Grade point average of the 1st semester = $\frac{42}{15} = 2.80$

2nd Semester

Courses	Credits	Grades	Grade Points
Technology and Innovation in the Future World	3	A	4 X 3 = 12
Creative Leadership Skills	3	C	2 X 3 = 6
Asia and the Global Community	3	B	3 X 3 = 9
Computer and Information Technology	3	D+	1.5 X 3 = 4.5
Entrepreneurship Foundations	<u>3</u>	W	- = <u>0</u>
	<u>12</u>		<u>31.5</u>

Grade point average of the 2nd semester = $\frac{31.5}{12} = 2.63$

$$\text{Cumulative Grade point average of both 1}^{\text{st}} \text{ and 2}^{\text{nd}} \text{ semesters} = \frac{(42 + 31.5)}{(15 + 12)} = \frac{73.5}{27} = 2.72$$

Summer Semester

Course	Credits	Grade	Grade Points
Principles of Marketing	3	A	4 X 3 = 12
Introduction to Business	<u>3</u>	C	2 X 3 = <u>6</u>
	<u>6</u>		<u>18</u>

$$\text{Grade point average of the summer term} = \frac{18}{6} = 3.00$$

$$\text{Cumulative grade point average} = \frac{42 + 31.5 + 18}{15 + 12 + 6} = \frac{91.5}{33} = 2.77$$

3. Failed Courses and Repeated Courses

All courses given an “F” grade will be recorded on students’ transcripts and calculated for both GPA and cumulative GPA as below:

Example of GPA Calculation for One Failed Course

1st Semester

Courses	Credits	Grades	Grade Points
Critical Reading	3	A	4 X 3 = 12
College Writing	3	C	2 X 3 = 6
Communicative English	3	B+	3.5 X 3 = 10.5
Thinking Skill for Learning	3	D+	1.5 X 3 = 4.5
Citizenship and Social Dynamics	3	B	3 X 3 = 9
Cultivating Entrepreneurial Mindset	<u>3</u>	F	0 x 3 = <u>0</u>
	<u>18</u>		<u>42</u>

$$\text{Grade point average of the 1st semester} = \frac{42}{18} = 2.33$$

2nd Semester

Courses	Credits	Grades	Grade Points		
Technology and Innovation in the Future World	3	A	4 X 3	=	12
Creative Leadership Skills Asia and the Global Community	3	C	2 X 3	=	6
Computer and Information Technology	3	B	3 X 3	=	9
Entrepreneurship Foundations	3	D+	1.5 X 3	=	4.5
	<u>3</u>	C	2 X 3	=	6
	<u>15</u>				<u>37.5</u>

$$\text{Grade point average of the 2nd semester} = \frac{37.5}{15} = 2.50$$

$$\text{Cumulative Grade point average of both 1st and 2nd semesters} = \frac{(42 + 37.5)}{(18 + 15)} = \frac{79.5}{33} = 2.40$$

Summer Semester

Course	Credits	Grade	Grade Points		
Principles of Marketing	3	A	4 X 3	=	12
Introduction to Business	<u>3</u>	C	2 X 3	=	<u>6</u>
	<u>6</u>				<u>18</u>

$$\text{Grade point average of the summer term} = \frac{18}{6} = 3.00$$

$$\text{Cumulative grade point average} = \frac{42 + 37.5 + 18}{18 + 15 + 6} = \frac{97.5}{39} = 2.50$$

* Students may repeat failed courses in later semesters. The new grades given to the repeated courses will be calculated for GPA and cumulative GPA; however, the "F" grade from the previous semester will still be shown on the transcript.

Caution:

Students are strongly encouraged to keep track of their GPAs attentively.

ACADEMIC REGULATIONS

Academic System

Bangkok University International offers classes with two compulsory fourteen-week semesters and an optional summer term in one academic year. The primary purposes of summer term are to offer courses to students who wish to repeat failed courses in mandatory semesters or to students who fail to register in particular courses in a semester as indicated in the degree plan.

Transfer Students/Credits

Applicants seeking to transfer credits must meet the following requirements:

- collect at least 12 credits from previous institutions;
- have a cumulative GPA of 2.00 or higher;
- submit the following application documents to Bangkok University:
 - A transcript from previous college or university
 - A copy of English-translated high school transcript
 - Course descriptions of courses taken at previous college or university
 - A letter of recommendation
 - A copy of national ID card or passport
 - Three one-inch photos
 - TOEFL, IELTS, CU-TEP, SAT scores (optional)*

Courses that are eligible for transfer must be given grade “C” or higher. Courses can be transferred up to maximum of 90 credits. Transfer students must register at least one academic year with BU International before graduation. Transfer students are NOT eligible for honor degrees.

* TOEFL score (paper-based) of 550, ibt TOEFL score (internet-based) of 79, IELTS score of 5.5 (for all bands) or CU-TEP score of 90 can be transferred as IEN105 Communicative English. However, the grade will be recorded as “CS” (credits from a standardized test) on the transcript, and will not be calculated for GPA.

Classification of Students

Students are classified on the basis of the following numbers of credits completed:

Classification	Credits attained
Freshmen	0 - 33
Sophomores	34 - 66
Juniors	67 - 99
Seniors	100 or above

Course Load

Students must enroll for the minimum course load of 12 credits per semester. They can enroll for up to 22 credits in each semester.

Probationary Status

Probationary students are those who achieve a cumulative grade point average (CUM. GPA) between 1.50-1.74. The probationary students are required to obtain a cumulative GPA of 1.75 or higher at the end of each semester, or they will be dismissed.

Probationary students **must** contact the Counseling Department for guidelines and assistance. Probationary students are not allowed to register for more than 16 credits in the first and second semesters and 10 credits in summer term.

Registration

1. Students are obliged to register within the registration period and pay for tuition and fees before the deadline indicated on the registration receipt.
2. Registration in a course with prerequisite requirements must meet the requirements, otherwise the registration will be cancelled.
3. Students may register for **up to 22 credits, but not less than 12 credits** during first and second semesters. For summer semester, students may register for up to **9 credits**.
4. Students who cannot register for courses within the registration periods by themselves are advised to authorize a guardian or a friend to register at the Records Office on their behalf during the registration period.
5. Students who fail to register during the registration periods can seek an approval from the Dean of BU International for late registration within the first week of each semester. However, late registration is subject to the availability of courses.
6. Probationary students must receive for approval from a counselor at the Counseling Department prior to the registration.
7. Students who do not want to register for first or second semester must apply for academic leave or their student status will be terminated.

Adding Courses

1. Adding must be done within the Adding and Dropping period, which is scheduled in the first week of every semester.
2. Students who wish to add courses must fill out the Adding/Dropping Form (RO. 021), which is available at the Records Office.
3. Students cannot add courses totaling more than 22 credits per semester in the first and second semesters, or 9 credits in summer term.

Dropping Courses

1. Dropping courses must be done within the Adding and Dropping period, which is scheduled during the first week of every semester.

2. Students who wish to drop courses must fill out the Adding/Dropping Form (RO. 021), which is available at the Records Office.
3. After dropping courses, students must still maintain the minimum requirement of 12 credits for first and second semesters. If a student registers for less than 12 credits in the first and second semesters, the dropping will be forfeited.
4. After dropping is finalized, 40% of tuition and fees will be refunded to a student's account. Dropped courses will not be listed in a student's transcript.

Withdrawing Courses

1. The withdrawal period starts from the third week after the midterm examination until the last Saturday of the semester before the final examination in the first and second semesters.
2. The letter symbol "W" will appear on the transcript for withdrawn courses.
3. After withdrawal, students must maintain the minimum course load of 12 credits for the first and second semesters.
4. Special withdrawal must be approved by the Dean of BU International.

Refund Policy

- 100% of tuition and fees will be refunded to students who register in a course which is later cancelled by the University.
- 40% of tuition and fees will be refunded to students who drop a course within the Adding and Dropping period, which is scheduled in the first week of every semester.

Time Limitation

Students must complete the degree programs within eight academic years, but not less than three academic years, from the date of initial enrollment.

Class Attendance Policy

Students are expected to attend classes regularly and attendance will be considered as part of participation for grading purposes. In case of illness, students are required to submit a doctor's certificate to lecturers for verification.

Academic Evaluation

The academic evaluation of students is normally undertaken at the end of each semester, except for first-year students whose assessment will be done at the end of their full second semester. Summer terms are included in semester calculation for first-year students whether concluding or intervening semesters.

Students in good standing are expected to attain a GPA of not less than 1.75.

Probationary students are those who obtain a GPA of less than 1.75 from the total credits attempted.

Request for a Comprehensive 100% Final Examination

Students who fail to take the midterm examination are eligible to take a comprehensive 100% final examination for the following reasons:

1. Severe sickness that requires urgent medical attention or an admission to hospital services. In such case, medical certification is required;
2. Accident that causes severe injury or requires the student's presence at the place where the accident occurs in order to solve the problem;
3. Severe illness, grave accident, or death of the student's parents or guardians who give financial support to the student;
4. Students' financial catastrophe

Students who are absent due to one of these reasons are eligible to have a comprehensive 100% final examination by reporting the absence for the midterm examination together with credible evidence **within 5 days** after the absence. However, postponement for the submission of evidence may be acceptable. The Dean of BU International will determine the student's request within 5 working days after the midterm examination.

5. National athletes who have to take a leave to attend a competition, or students who are granted a scholarship to study abroad and have to depart during the midterm examination, must notify the Director of Sports and Students Activities Office or the Dean of BU International for approval by the Vice President for International Affairs for the absence.

Students who miss the final examination are not allowed to have a make-up final examination. Students must instead request a special withdrawal from the Dean of BU International within 5 days after their absence from the final examination.

Failure and Repetition

Students who fail in General Education and Professional Foundation, including Major Requirement courses must repeat the courses until grade "D" or higher is earned. Students who fail in Major Elective, and Free Elective courses may repeat the same courses or select other new courses.

Students may also repeat courses previously given "D" or "D+" in order to improve their GPA. Nevertheless, the grades from previous semesters will appear on the transcript. Students are eligible for course repetition after a minimum of 12 credits are earned.

Dismissal

The following students are subject to dismissal:

1. Students with a cumulative grade point average of less than 1.50 assessed at the end of each semester (with the exception of the first semester of the first year)
2. Probationary students with a cumulative grade point average of less than 1.75 evaluated at the end of each academic year
3. Students with a cumulative grade point average of less than 2.00 calculated at the end of the 8th academic year
4. Students' death
5. Voluntary resignation
6. Expulsion

Academic Dishonesty

Academic dishonesty includes such practices as cheating on examinations, plagiarism, or committing any act proved to be dishonest. The student's acts considered as "cheating on the exam" include:

- bringing any notes, written paper or technology which has content related to the content of that course into the examination room;
- passing examination papers to other students, or copying answers from other students' examination papers, or attempting to copy answers from other students' examination papers;
- taking the examination on behalf of somebody else.

Any student proved dishonest will receive an "F" grade for that course. He/She is also liable to be suspended for one academic year. This period of suspension includes the summer session. In a serious case, the student will be dismissed.

Plagiarism Policy

Guidelines for education about, and management of, plagiarism

- a. Suggested definition of plagiarism
- b. BU International's approach to plagiarism
- c. Levels of plagiarism and action to be taken

a. Suggested definition of plagiarism

For the purposes of this policy, plagiarism could be defined as:

"The representation of another person's work, without acknowledgement of the source, as the student's own for the purposes of satisfying formal assessment requirements."

<http://www.staffsunion.com/news/article/Plagiarism-know-the-rules/>

b. BU International's approach to plagiarism

BU International's approach for managing plagiarism is *educative* rather than punitive.

- students should understand:
 - what plagiarism is
 - how to avoid it
 - what BU International's policy is and the penalties that apply

c. Levels of plagiarism and action to be taken

(derived from:

http://www.lc.unsw.edu.au/plagiarism/plagiarism_STUDENTBOOK.pdf

<http://www.newcastle.edu.au/policylibrary/000608.html>)

Suggested levels of plagiarism and action to be taken are:

Level 1

Where the plagiarism is significant (i.e. meets BU International's definition) and a first occurrence and the student is at first or second year level:

Response:

1. counsel the student and
2. require the student to revise the item and resubmit

Level 2

Where a second instance of plagiarism occurs or the student is in the third or fourth year:

Response:

1. issue a verbal warning and
2. return the item unmarked to the student for rewriting and resubmitting or
3. deduct marks or award no marks for the assignment (with no permission to rewrite the item)

Level 3

Where the plagiarism is extensive and the student is in the third or fourth year or a third instance of plagiarism has occurred irrespective of the level of the student:

Response:

1. return the item unmarked to the student with written explanation of the plagiarism and
2. deduct marks or award no marks for the assignment (with no permission to rewrite the item)

Readmission of Students

Any student who withdraws or leaves before the completion of the course of studies may be readmitted by notifying the Records Office before the opening of the new academic year. Students must provide their reasons for readmission to the Dean of BU International for approval.

Readmitted students must complete the university's current curriculum. Relevant credits from a previous major are transferable to the same or a new major. Further readjustment to the present curriculum will be considered by the Dean of BU International or the Vice President for International Affairs.

Readmission Requirements

Former students seeking readmission to Bangkok University International must have good behavior and academic records and contact the university one month before the oncoming academic year. They must not have left the university for a period longer than five years.

Transfer of Major/Field of Study

Students who wish to transfer from their current major to a new major within BU International must have completed a minimum of two semesters in their former major.

Approval of a transfer requires a student to submit a request form. Additionally, the Dean's approval is required for a transfer to Computer Graphics and Multimedia major. The student has to make sure that all the procedures have been followed to ensure registration in the next semester. Completed courses in which credits can be transferred must have a course content equivalent to that required in the curriculum of the new school.

Academic Leave

Students may be eligible to take academic leave for one of the following reasons:

- Severe illness supported by a doctor's letter indicating instant medical care is required;
- Participation in the university exchange programs or receiving overseas scholarships;
- Failure to register in a particular semester within the registration period;
- A family or personal crisis.

Students who want to take academic leave must file an academic leave request along with the required document at the Records Office within the scheduled period in each semester. For more information, check with the Academic Calendar for BU International at <http://recordsoffice.bu.ac.th/>.

Graduation

All students eligible to apply for graduation must maintain a minimum GPA of 2.00 within eight years after their enrollment. Once they complete all academic requirements, students must apply to the Records Office for graduation, and make a formal request for degree conferment.

Degree Pursuit

Students who are qualified for a diploma can earn a bachelor's degree by repeating the same courses and obtaining a grade of "C". Alternatively they may register in other courses with prior approval of the Dean of the particular school. They must earn a GPA of not less than 2.00 within eight years after their enrollment.

Students who have completed the program and earned a GPA of between 1.50 - 1.99 can only apply for a certificate of course completion.

Requirements for Honors

- First Class Honors

Students who fulfill all the requirements for graduation within eight academic semesters, and have obtained a GPA of 3.50 or above, will be awarded First Class Honors. Those with the grade of D, D+, F, U or if they repeat a course for any reason will not be eligible for the First Class Honors. Transferred students are also not eligible for First Class Honors.

- Second Class Honors

Students who complete all the requirements for graduation within eight academic semesters, and obtain a GPA of 3.25 or above, will be awarded Second Class Honors. Those with the grade of F, U or if they repeat a course for any reason are not eligible for Second Class Honors.

Transfer students, students studying for a second degree, continuing program students, and students who concurrently enroll at other universities are not eligible for honors.

Code of Conduct

Students must adhere to the following University Code of Conduct:

1. Students must abide by the university rules and regulations, and official announcements made by university officers or lecturers.
2. Students must dress in the school uniform when attending class, using university's facilities, and taking examinations, and they must carry their student ID card at all times and must be ready to show it when asked.
3. Students must treat all lecturers and university officers with respect.

4. Students must not gamble or be involved in any gambling activities.
5. Students must not carry weapons or dangerous items of any kind.
6. Students must not bring or drink any alcoholic beverage on university premises.
7. Students must not bring or use any illegal drug on campus.
8. Students must not commit any crime or be with a person or persons who have committed crime which could bring the university into disrepute.
9. Students must not be infected with deadly contagious diseases or diseases that are socially unacceptable. In case of suspected infection, the university's executives, or the Director of Student Services and Activities or Student Advisors, can require a thorough medical examination.
10. Students must not be present in a place that is recognized as morally inappropriate.
11. Students must not be involved in any activities considered violent, including bullying, intimidation, taunting, verbal abuse or the use of threat of violence towards any person.
12. Students must behave in a socially acceptable manner in public, and must not act in a way that is considered sexually offensive or which is offensive to those with learning and/or physical disabilities.
13. Students are required to seek approval from the university before they stage a performance of any kind.
14. Students are required to seek approval from the university before they hold a large gathering on campus.
15. Students are required to seek approval from the university before they publish any materials.

Students who are found to have violated the code of conduct in any way are subject to the following penalties:

1. Reprimand or a notification to parents or guardians;
2. Probation;
3. Deduction of grade;
4. Suspension;
5. Exclusion from final examination;
6. Withholding of degree;
7. Dismissal.

Curriculum

Communication Strategy and Ideation

Degree Plan
Bangkok University International
Communication Strategy and Ideation Major

Total Number of Credits

General Education		30 credits
Professional Education		96 credits
Core Courses	33 credits	
Major Requirements	33 credits	
Major Electives	15 credits	
Minor Courses	15 credits	
Free Electives		6 credits
Total		132 credits

Prerequisite

There are 2 kinds of prerequisite courses:

- a. A student has enrolled in that prerequisite course and passed it with a grade of at least D;
or
- b. A student has enrolled in that course and obtained at least a grade of “F” (“W” is unacceptable.)

Consult your degree plan regarding prerequisite courses. Having registered in a course without fulfilling any prerequisite requirements first will cause a registration cancellation.

List of Courses for Bachelor of Communication Arts Program in Communication Strategy and Ideation

1. General Education: 30 credits

Code	Course	Credits	Credits Earned	Grade	Prerequisite
Language (9 Credits)					
IEN103	Critical Reading	3			
IEN104	College Writing	3			
IEN105	Communicative English	3			
General Education (15 Credits)					
IGE001	Thinking Skills for Learning	3			
IGE002	Citizenship and Social Dynamics	3			
IGE003	Cultivating Entrepreneurial Mindset	3			
IGE004	Technology and Innovative in the Future World	3			
IGE005	Creative Leadership Skills	3			
General Education Electives (6 Credits)					
IGE006	Asia and Global Community	3			
IGE007	Art of Life	3			
IGE008	Health and Wellness for Life	3			
Total			30	credits	

2. Professional Education: 90 credits

1. Core Courses: 30 credits

Code	Course	Credits	Credits Earned	Grade	Prerequisite
CAI101	Communication: Theories and Practices	3			
CAI 102	Media Law and Ethics	3			
CAI 103	Art of Speaking	3			
CAI 104	Digital Photography	3			
CAI 105	Art of Storytelling	3			
CAI 106	Marketing Communications in Digital Age	3			
CAI 107	Data Analytics and Research Design for Insightful Communication	3			
CAI 108	Trends in Communication Technology	3			
CAI 109	Media and Entertainment Business	3			
CAI 111	Creative Design Workshop	3			
CAI 112	Channel Planning	3			
Total			33	credits	

2. Major Requirements: 33 credits

Code	Course	Credits	Credits Earned	Grade	Prerequisite
CSI 100	Communication Strategy and Ideation	3			
CSI 200	Understanding International Media Industry	3			
CSI 201	Critical and Creative Thinking	3			
CSI 202	Digital Consumer for Marketing Communication	3			
CSI 203	Multi-platform Narrative	3			
CSI 204	Media Asset Management	3			
CSI 400	Integrated Marketing Communication Campaign	3			

CSI 401	Entrepreneurship, Funding and Producing in Media Business	3			
CSI 402	Regional and International Media Issues	3			
CSI 403 CSI 404	Degree Project or Communication Strategy and Ideation Internship	6			
Total			33	credits	

3. Major Electives: 15 credits

Code	Course	Credits	Credits Earned	Grade	Prerequisite
CSI 311	Creativity in Digital Communication	3			
CSI 312	Strategic Branding	3			
CSI 313	Brand Channels and Experiences	3			
CSI 314	Visual and Audio Communication in Marketing Communication Strategy	3			
CSI 315	Customer Relationship Management	3			
CSI 316	Event Planning Management	3			
CSI 317	Data Visualization	3			
CSI 321	Copywriting	3			
CSI 322	UX and UI Designs	3			
CSI 323	New Media Management for Marketing Communication	3			
CSI 324	International Communication Strategy	3			
CSI 325	Corporate Social Responsibility Campaign	3			
CSI 326	Marketing Communication by Online Influencer	3			
CSI 327	Media Literacy	3			
Total			15	credits	

4. Minor Courses: 15 credits

Students can choose from:

- 1) Approved minor courses from Bangkok University International or
- 2) Approved minor courses from other International Programs in Bangkok University

Approved minor courses from other International Programs are as followed:

Code	Course	Credits	Credits Earned	Grade	Prerequisite
IMI 202	Production Design and Visualization Workshop	3			
IMI 203	Digital Media Foundation Techniques	3			
IMI 331	Short-form and New Media Production	3			
IMI 332	Infotainment Production	3			
IMI 334	Documentary and News Production	3			
Total			15	credits	

Approved minor courses in Communication Strategy and Ideation Program (for students in the different programs)

Code	Course	Credits	Credits Earned	Grade	Prerequisite
CSI 201	Critical and Creative Thinking	3			
CSI 202	Digital Consumer for Marketing Communication	3			
CSI 203	Multi-platform Narrative	3			
CSI 311	Creativity in Digital Communication	3			
CSI 313	Brand Channels and Experiences	3			
Total			15	credits	

4. Free Electives: 6 credits

All other courses offered by Bangkok University International or from the following courses:

Code	Course	Credits	Credits Earned	Grade	Prerequisite
CSI 501	E-Sport Marketing for Marketing Communication	3			
CSI 502	Marketing Communication for Luxury Brand	3			
CSI 503	Marketing Communication for Health and Beauty Brand	3			
CSI 504	B2B Marketing and Communication	3			

CSI 505	Communicating for Sustainability	3			
CSI 506	Special Topics in Communication I	3			
CSI 507	Special Topics in Communication II	3			
CSI 508	Independent Study	3			
CSI 509	Study Trips: International	6			

Regular Track

Regular Track

Program of Study

**Bangkok University International
Communication Strategy and Ideation Major**

First Year

First Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IGE 001	Thinking Skills for Learning	3	3	0	6
IGE 002	Citizenship and Social Dynamics	3	3	0	6
IGE 003	Cultivating Entrepreneurial Mindset	3	3	0	6
IEN 105	Communicative English	3	2	2	6
CAI 101	Communication: Theories and Practices	3	3	0	6
CAI 104	Digital Photography	3	2	2	6
		18	16	4	36

Second Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IGE 004	Technology and Innovation in the Future World	3	3	0	6
IGE 006	Asia and the Global Community	3	3	0	6
IEN 103	Critical Reading	3	2	2	6
IEN 104	College Writing	3	2	2	6
CAI 105	Art of Storytelling	3	3	0	6
CAI 108	Trends in Communication Technology	3	3	0	6
CAI 109	Media and Entertainment Business	3	3	0	6
		21	19	4	42

Regular Track

Second Year

First Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IGE 005	Creative Leadership Skills	3	3	0	6
IGE 007	Art of Life	3	3	0	6
IGE 008	Health and Wellness for Life				
CAI 102	Media Law and Ethics	3	3	0	6
CAI 103	Art of Speaking	3	3	0	6
CAI 111	Creative Design Workshop	3	2	2	6
CSI 201	Critical and Creative Thinking	3	3	0	6
CSI 203	Multi-Platform Narrative	3	3	0	6
		21	20	2	42

Second Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
CAI 106	Marketing Communications in Digital Age	3	3	0	6
CAI 107	Data Analytics and Research Design for Insightful Communication	3	3	0	6
CSI 100	Communication Strategy and Ideation	3	3	0	6
CSI 200	Understanding International Media Industry	3	3	0	6
CSI 202	Digital Consumer for Marketing Communication	3	3	0	6
.....	Minor I	3	2	2	5
		18	17	2	35

Regular Track

Third Year

First Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
CSI 311	Creativity in Digital Communication	3	3	0	6
CSI 312	Strategic Branding				
CSI 313	Brand Channels and Experiences				
CSI 314	Visual and Audio Communication in Marketing	3	3	0	6
CSI 315	Communication Strategy Customer Relationship Management	3	3	0	6
CSI 316	Event Planning Management				
.....	Minor II	3	2	2	5
.....	Minor III	3	1	4	6
		15	12	6	29

Second Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
CSI 321	Copywriting	3	3	0	6
CSI 322	UX and UI Designs				
CSI 323	New Media Management for Marketing Communication				
CSI 324	International Communication Strategy	3	3	0	6
CSI 325	Corporate Social Responsibility Campaign				
CSI 204	Media Asset Management	3	3	0	6
.....	Minor IV	3	1	4	6
.....	Free Elective I	3	3	0	6
		15	13	4	30

Regular Track

Fourth Year

First Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
CAI 112	Channel Planning	3	3	0	6
CSI 400	Integrated Marketing Communication Campaign	3	3	0	6
CSI 401	Entrepreneurship, Funding and Producing in Media Business	3	3	0	6
.....	Minor V	3	1	4	6
.....	Free Elective II	3	3	0	6
		15	13	4	30

Second Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
CSI 403	Degree Project	6	3	6	8
CSI 402	Regional and International Media Issues	3	3	0	6
		9	6	6	14

Internship Track

Internship Track

Program of Study

Bangkok University International Communication Strategy and Ideation Major

First Year

First Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IGE 001	Thinking Skills for Learning	3	3	0	6
IGE 002	Citizenship and Social Dynamics	3	3	0	6
IGE 003	Cultivating Entrepreneurial Mindset	3	3	0	6
IEN 105	Communicative English	3	2	2	6
CAI 101	Communication: Theories and Practices	3	3	0	6
CAI 104	Digital Photography	3	2	2	6
		18	16	4	36

Second Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IGE 004	Technology and Innovation in the Future World	3	3	0	6
IGE 006	Asia and the Global Community	3	3	0	6
IEN 103	Critical Reading	3	2	2	6
IEN 104	College Writing	3	2	2	6
CAI 105	Art of Storytelling	3	3	0	6
CAI 108	Trends in Communication Technology	3	3	0	6
CAI 109	Media and Entertainment Business	3	3	0	6
		21	19	4	42

Internship Track

Second Year

First Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
IGE 005	Creative Leadership Skills	3	3	0	6
IGE 007	Art of Life	3	3	0	6
IGE 008	Health and Wellness for Life				
CAI 102	Media Law and Ethics	3	3	0	6
CAI 103	Art of Speaking	3	3	0	6
CAI 111	Creative Design Workshop	3	2	2	6
CSI 201	Critical and Creative Thinking	3	3	0	6
CSI 203	Multi-Platform Narrative	3	3	0	6
		21	20	2	42

Second Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
CAI 106	Marketing Communications in Digital Age	3	3	0	6
CAI 107	Data Analytics and Research Design for Insightful Communication	3	3	0	6
CSI 100	Communication Strategy and Ideation	3	3	0	6
CSI 200	Understanding International Media Industry	3	3	0	6
CSI 202	Digital Consumer for Marketing Communication	3	3	0	6
.....	Minor I	3	2	2	5
		18	17	2	35

Internship Track

Third Year

First Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
CSI 311	Creativity in Digital Communication	3	3	0	6
CSI 312	Strategic Branding				
CSI 313	Brand Channels and Experiences				
	Visual and Audio	3	3	0	6
CSI 314	Communication in Marketing				
CSI 315	Communication Strategy Customer				
CSI 316	Relationship Management Event Planning Management	3	3	0	6
.....	Minor II	3	2	2	5
.....	Minor III	3	1	4	6
		18	15	6	29

Second Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
CSI 321	Copywriting	3	3	0	6
CSI 322	UX and UI Designs				
CSI 323	New Media Management for Marketing Communication				
CSI 324	International Communication Strategy	3	3	0	6
CSI 325	Corporate Social Responsibility Campaign				
CSI 204	Media Asset Management	3	3	0	6
.....	Minor IV	3	1	4	6
.....	Free Elective I	3	3	0	6
CSI 402	Regional and International Media Issues	3	3	0	6
		18	16	4	36

Internship Track

Fourth Year

First Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
CAI 112	Channel Planning	3	3	0	6
CSI 400	Integrated Marketing Communication Campaign	3	3	0	6
CSI 401	Entrepreneurship, Funding and Producing in Media Business	3	3	0	6
.....	Minor V	3	1	4	6
.....	Free Elective II	3	3	0	6
		15	13	4	30

Second Semester

Course Number	Course Title	Credits	Lect	Lab	Intern
CSI 404	Communication Strategy and Ideation Internship	6	0	40	6
		6	0	40	12

Student's Academic Record

Year	Semester	GPA	CUM. GPA.	Remarks
1	First Semester			
	Second Semester			
	Summer Semester			
2	First Semester			
	Second Semester			
	Summer Semester			
3	First Semester			
	Second Semester			
	Summer Semester			
4	First Semester			
	Second Semester			
	Summer Semester			
5	First Semester			
	Second Semester			
	Summer Semester			
6	First Semester			
	Second Semester			
	Summer Semester			
7	First Semester			
	Second Semester			
	Summer Semester			
8	First Semester			
	Second Semester			
	Summer Semester			