

รายวิชาที่เปิดสอน ภาคเรียนที่ 1 ปีการศึกษา 2557 (แยกตามหลักสูตร)

ศศ.บ.นวัตกรรมสื่อสารสังคม

ภาคเรียนที่ 1 ปีการศึกษา 2557

ลำดับ	รหัสวิชา	ชื่อวิชา
1	CB121	PRINCIPLE OF MARKETING
2	CB122	PRINCIPLE OF ACCOUNTING
3	CB203	CREATIVE INDUSTRY MANAGEMENT
4	CB204	CONSUMER BEHAVIOR
5	CB225	INTRODUCTION TO ELECTRONIC BUSINESS
6	CB227	INFORMATION TECHNOLOGY LAW
7	CB301	TRENDS AND BUSINESS
8	CB321	SUPPLY CHAIN MANAGEMENT E-BUSINESS
9	CB322	INTERNATIONAL BUSINESS MANAGEMENT
10	CB422	HUMAN RESOURCE MANAGEMENT
11	CB423	DEVELOPMENT OF MODERN BUSINESS
12	CB424	BUSINESS INNOVATION,TECHNOLOGY AND POLICY
13	CB425	INFORMATION TECHNOLOGY AND SOCIAL ACCOUNTABILITY
14	CB426	INTERNET TECHNOLOGY FOR MARKETING
15	CC101	COMPUTER MEDIATED COMMUNICATION
16	CC102	INFORMATION AND COMMUNICATION TECHNOLOGY
17	CC211	DATA STRUCTURE AND ALGORITHMS
18	CC212	INTERNET TECHNOLOGY
19	CC213	DATABASE MANAGEMENT SYSTEM
20	CC214	SYSTEM ANALYSIS AND DESIGN
21	CC331	GRAPHIC DESIGN FOR COMMUNICATION
22	CC351	COMPUTER MULTIMEDIA
23	CC352	INTERACTIVE WEB PAGE DESIGN
24	CC361	COMPUTER PROGRAMMING
25	CC412	DATABASE MANAGEMENT SYSTEM II
26	CC462	WEB PROGRAMMING
27	ID131	INTRODUCTION TO GRAPHICS DESIGN FOR INTERACTIVE MEDIA
28	ID141	INTRODUCTION TO DIGITAL ANIMATION
29	ID201	DIGITAL MEDIA DESIGN CONCEPT
30	ID202	CONCEPT AND DESIGN INNOVATION

ลำดับ	รหัสวิชา	ชื่อวิชา
31	ID231	DRAWING TECHNIQUE
32	ID232	COMPUTER GRAPHIC FOR INTERACTIVE AND MULTIMEDIA
33	ID235	ANIMATION DRAWING TECHNIQUE DIGITAL SYSTEM
34	ID251	E-GAMES DESIGN I
35	ID331	DESIGN DEVELOPMENT
36	ID353	WEB PAGE DESIGN
37	ID361	INTERACTIVE AND MULTIMEDIA SENIOR PROJECT
38	ID449	EDITING FOR MULTIMEDIA
39	ID455	E-MULTIMEDIA DESIGN

ศศ.บ.นวัตกรรมการสื่อสาร

ภาคเรียนที่ 1 ปีการศึกษา 2557

ลำดับ	รหัสวิชา	ชื่อวิชา
1	IC102	INTRODUCTION TO MASS COMMUNICATION AND DIGITAL MEDIA
2	IC111	THEORY AND COMMUNICATION BEHAVIOR
3	IC112	PRINCIPLES OF INNOVATION
4	IC201	INTRODUCTION TO DEVELOPMENT COMMUNICATION
5	IC221	INTRODUCTION TO INNOVATION MANAGEMENT
6	IC232	BRANDING FOR TOURISM COMMUNICATION
7	IC233	TOURISM RESOURCES MANAGEMENT
8	IC234	UNDERLYING PRINCIPLE OF TOURISM
9	IC235	SOCIAL RESPONSIBILITY AND TOURISM INDUSTRY
10	IC242	BASIC HUMAN ANATOMY AND PHYSIOLOGY
11	IC251	CREATIVE THINKING FOR COMMUNICATION INNOVATION
12	IC252	INTRODUCTION TO MEDIA PRODUCTION
13	IC253	INTEGRATED MEDIA FOR CREATIVITY WORKS
14	IC255	MEDIA DESIGN FOR HEALTH COMMUNICATION
15	IC261	COMMUNICATION MANAGEMENT
16	IC262	STRATEGIC OF TECHNOLOGICAL AND INNOVATIVE MANAGEMENT
17	IC311	PERSUASION AND CAMPAIGNS FOR INNOVATION MANAGEMENT
18	IC312	CREATIVE WRITING FOR MASS MEDIA
19	IC313	MEDIA LITERACY IN INNOVATION MANAGEMENT CONTEXT
20	IC321	INTEGRATED MARKETING COMMUNICATION FOR INNOVATION MANAGEMENT
21	IC332	TOURIST BEHAVIOR ANALYSIS
22	IC344	PRINCIPLES OF PUBLIC HEALTH
23	IC351	COMMUNICATION TO MEETING ,INCENTION,CONFERENCE AND..
24	IC352	EDUTAINMENT PRODUCTION FOR TOURISM
25	IC354	ADVERTISING AND PUBLIC RELATION MEDIA FOR TOURISM
26	IC355	ADVERTISING AND PUBLIC RELATION MEDIA FOR HEALTH COMMUNICATION
27	IC364	INTEGRATED MARKETING COMMUNICATION FOR TOURISM
28	IC441	COMMUNICATION FOR HEALTH IN RISK
29	IC461	STRATEGIC PLANNING AND MANGEMENT OF HEALTH COMMUNICATION

ศศ.บ.ภาพยนตร์และสื่อดิจิทัล**ภาคเรียนที่ 1 ปีการศึกษา 2557**

ลำดับ	รหัสวิชา	ชื่อวิชา
1	CD101	INTRODUCTION TO CINEMA AND DIGITAL MEDIA
2	CD131	DIRECTING FOR CINEMA I
3	CD143	SKETCH AND DIGITAL DRAWING
4	CD201	DIGITAL MEDIA AND SOCIETY
5	CD212	HISTORY OF CINEMA
6	CD213	E-MEDIA AND CULTURE
7	CD221	PRINCIPLE OF CINEMA PRODUCTION TECHNOLOGY
8	CD222	DIGITAL PHOTOGRAPHY
9	CD223	INTRODUCTION TO CINEMA PRODUCTION
10	CD231	CASTING AND AUDITION
11	CD241	CONCEPT AND STYLE
12	CD242	STORY BOARD
13	CD243	MAKEUP FOR CONTEMPORARY MEDIA
14	CD244	HAND CRAFT FOR CINEMA
15	CD245	PERIOD AND STYLE
16	CD312	SCRIPT WRITING FOR CINEMA
17	CD315	CINEMA AESTHETICS AND CRITICISM
18	CD322	CINEMA AND DIGITAL MEDIA PRODUCTION I
19	CD331	ACTING FOR CINEMA I
20	CD334	DIRECTING FOR CINEMA II
21	CD335	ADVANCE VOCAL TECHNIQUE
22	CD342	LIGHTING AND CONTEMPORARY MEDIA
23	CD344	PRODUCTION DESIGN I
24	CD346	COSTUME DESIGN FOR EVENT PRODUCTION
25	CD351	ENTERTAINMENT PRODUCTION
26	CD363	ARTISTS MANAGEMENT
27	CD411	THAI IDENTITY IN CINEMA
28	CD413	RACE AND REPRESENTATION IN CINEMA AND DIGITAL MEDIA
29	CD421	EDITING II

วิชาแกนบังคับ

ภาคเรียนที่ 1 ปีการศึกษา 2557

ลำดับ	รหัสวิชา	ชื่อวิชา
1	CI101	COMMUNICATION INNOVATION
2	CS101	DIGITAL SOCIETY AND CULTURAL ECOLOGY
3	CS102	CONTEMPORARY AESTHETICS
4	CS103	ETHIC AND LAW ISSUE INFORMATION TECHNOLOGY
5	CS201	RESEARCH METHODOLOGY
6	CS202	RESEARCH AND KNOWLEDGE APPLICATION
7	CS203	MEDIA STUDIES
8	CS301	THAI AND ASIAN WISDOM
9	CS371	PROFESSIONAL PRACTICE
10	CS481	COMMUNICATION INNOVATION THESIS

รายวิชาที่เปิดสอน ภาคเรียนที่ 1 ปีการศึกษา 2557 (แยกตามหลักสูตร)

ศศ.บ.นวัตกรรมสื่อสารสังคม

ภาคเรียนที่ 2 ปีการศึกษา 2557

ลำดับ	รหัสวิชา	ชื่อวิชา
1	CB121	PRINCIPLE OF MARKETING
2	CB201	END USER BEHAVIOR
3	CB202	CYBER BUSINESS MANAGEMENT
4	CB203	CREATIVE INDUSTRY MANAGEMENT
5	CB204	CONSUMER BEHAVIOR
6	CB223	INTRODUCTION TO BUSINESS FINANCE
7	CB224	BUSINESS COMMUNICATION
8	CB225	INTRODUCTION TO ELECTRONIC BUSINESS
9	CB226	MANAGEMENT INFORMATION SYSTEM
10	CB227	INFORMATION TECHNOLOGY LAW
11	CB301	TRENDS AND BUSINESS
12	CB321	SUPPLY CHAIN MANAGEMENT E-BUSINESS
13	CB322	INTERNATIONAL BUSINESS MANAGEMENT
14	CB326	ELECTRONIC BUSINESS STRATEGIES
15	CB328	PRINCIPLES OF ECONOMICS
16	CB421	ELECTRONIC FINANCE MANAGEMENT
17	CB422	HUMAN RESOURCE MANAGEMENT
18	CB423	DEVELOPMENT OF MODERN BUSINESS
19	CB424	BUSINESS INNOVATION, TECHNOLOGY AND POLICY
20	CB425	INFORMATION TECHNOLOGY AND SOCIAL ACCOUNTABILITY
21	CB429	RISK MANAGEMENT FOR INFORMATION SYSTEMS
22	CC101	COMPUTER MEDIATED COMMUNICATION
23	CC102	INFORMATION AND COMMUNICATION TECHNOLOGY
24	CC203	STATISTICAL METHODS
25	CC211	DATA STRUCTURE AND ALGORITHMS
26	CC212	INTERNET TECHNOLOGY
27	CC214	SYSTEM ANALYSIS AND DESIGN
28	CC316	OPERATION SYSTEMS
29	CC321	MANAGEMENT INFORMATION SYSTEM
30	CC332	COMPUTER GRAPHIC FOR COMMUNICATION
31	CC353	COMPUTER AIDED DESIGN

ลำดับ	รหัสวิชา	ชื่อวิชา
32	CC361	COMPUTER PROGRAMMING
33	CC454	2D ANIMATION IN DIGITAL MEDIA DESIGN
34	CC456	DIGITAL VIDEO AND SOUND
35	CC463	OBJECT ORIENTED PROGRAMMING
36	ID131	INTRODUCTION TO GRAPHICS DESIGN FOR INTERACTIVE MEDIA
37	ID141	INTRODUCTION TO DIGITAL ANIMATION
38	ID201	DIGITAL MEDIA DESIGN CONCEPT
39	ID202	CONCEPT AND DESIGN INNOVATION
40	ID232	COMPUTER GRAPHIC FOR INTERACTIVE AND MULTIMEDIA
41	ID233	VISUAL EFFECT FOR DIGITAL MEDIA DESIGN
42	ID252	PLOT AND CHARACTER
43	ID253	ANIMATION I
44	ID331	DESIGN DEVELOPMENT
45	ID332	STORYBOARD
46	ID336	2D COMPUTER IMAGE GENERATION
47	ID337	3D COMPUTER MODELING
48	ID338	3D COMPUTER MODELING AND RENDERING
49	ID346	DESIGN INNOVATION FOR DIGITAL MEDIA
50	ID361	INTERACTIVE AND MULTIMEDIA SENIOR PROJECT

ศศ.บ.นวัตกรรมการสื่อสาร

ภาคเรียนที่ 2 ปีการศึกษา 2557

ลำดับ	รหัสวิชา	ชื่อวิชา
1	IC111	THEORY AND COMMUNICATION BEHAVIOR
2	IC211	AUDIENCE ANALYSIS TECHNIQUES FOR INNOVATION MANAGEMENT
3	IC231	WRITING FOR TOURISM COMMUNICATION
4	IC232	BRANDING FOR TOURISM COMMUNICATION
5	IC241	MEDICAL TERMINOLOGY
6	IC251	CREATIVE THINKING FOR COMMUNICATION INNOVATION
7	IC252	INTRODUCTION TO MEDIA PRODUCTION
8	IC253	INTEGRATED MEDIA FOR CREATIVITY WORKS
9	IC261	COMMUNICATION MANAGEMENT
10	IC313	MEDIA LITERACY IN INNOVATION MANAGEMENT CONTEXT
11	IC333	SUSTAINABLE TOURISM
12	IC341	PRINCIPLES TO PUBLIC HEALTH NUTRITION
13	IC346	WRITING FOR HEALTH COMMUNICATION
14	IC351	COMMUNICATION TO MEETING, INCENTION, CONFERENCE AND EVENT
15	IC352	EDUTAINMENT PRODUCTION FOR TOURISM
16	IC353	EDUTAINMENT PRODUCTION FOR HEALTH
17	IC356	CERATIVITY TECHNIQUE FOR INNOVATION MANAGEMENT COMMUNICATION
18	IC361	SOCIAL MARKETING COMMUNICATION
19	IC362	STRATEGIES AND PLANNING FOR TOURISM COMMUNICATION
20	IC364	INTREGRATED MARKETING COMMUNICATION FOR TOURISM
21	IC365	HEALTH COMMUNICATION CAMPAIGN
22	IC411	INTERCULTURAL COMMUNICATION
23	IC412	SEMIOTIC COMMUNICATION FOR INNOVATION MANAGEMENT
24	IC421	STRATEGIEC PLANNING AND MANAGEMENT OF INNOVATION COMMUNICATION
25	IC431	COMMUNICATION FOR TOURISM IN CRISIS
26	IC463	COMMUNICATION FOR CHANGE MANAGEMENT

ศศ.บ.ภาพยนตร์และสื่อดิจิทัล**ภาคเรียนที่ 2 ปีการศึกษา 2557**

ลำดับ	รหัสวิชา	ชื่อวิชา
1	CD101	INTRODUCTION TO CINEMA AND DIGITAL MEDIA
2	CD142	RENDERING TECHNIQUE IN DIGITAL MEDIA
3	CD201	DIGITAL MEDIA AND SOCIETY
4	CD211	NARRATIVE TECHNIQUES IN CINEMA AND DIGITAL MEDIA
5	CD212	HISTORY OF MOVING IMAGE
6	CD213	E-MEDIA AND CULTURE
7	CD214	SCRIPT ANALYSIS
8	CD222	DIGITAL PHOTOGRAPHY
9	CD232	VOCAL TECHNIQUE
10	CD241	CONCEPT AND STYLE
11	CD242	STORY BOARD
12	CD243	MAKEUP FOR CONTEMPORARY MEDIA
13	CD245	PERIOD AND STYLE
14	CD312	SCRIPT WRITING FOR CINEMA
15	CD315	CINEMA AESTHETICS AND CRITICISM
16	CD323	CINEMA AND DIGITAL MEDIA PRODUCTION II
17	CD324	EDITING
18	CD331	ACTING AND MEDIA I
19	CD333	ACTING FOR CINEMA II
20	CD341	MODEL MAKING
21	CD342	LIGHTING AND CONTEMPORARY MEDIA
22	CD344	PRODUCTION DESIGN I
23	CD345	COSTUME DESIGN AND CINEMA
24	CD352	DOCUMENTARY PRODUCTION
25	CD353	EDUTAINMENT PRODUCTION
26	CD361	PRODUCTION MANAGEMENT
27	CD362	SCRIPT WRITING FOR TELEVISION
28	CD411	THAI IDENTITY IN CINEMA
29	CD412	ETHIC AND SOCIAL ISSUED IN CINEMA AND DIGITAL MEDIA
30	CD413	RACE AND REPRESENTATION IN CINEMA AND DIGITAL MEDIA
31	CD421	EDITING II
32	CD431	NEW TECHNIQUE IN ACTING
33	CD441	PRODUCTION DESIGN II

ลำดับ	รหัสวิชา	ชื่อวิชา
34	CD442	SPECIAL EFFECT FOR CINEMA AND DIGITAL MEDIA
35	CD451	INDEPENDENT STUDY

วิชาแกนบังคับ

ภาคเรียนที่ 2 ปีการศึกษา 2557

ลำดับ	รหัสวิชา	ชื่อวิชา
1	CI101	COMMUNICATION INNOVATION
2	CS101	DIGITAL SOCIETY AND CULTURAL ECOLOGY
3	CS102	CONTEMPORARY AESTHETICS
4	CS103	ETHIC AND LAW ISSUE INFORMATION TECHNOLOGY
5	CS201	RESEARCH METHODOLOGY
6	CS202	RESEARCH AND KNOWLEDGE APPLICATION
7	CS203	MEDIA STUDIES
8	CS301	THAI AND ASIAN WISDOM
9	CS481	COMMUNICATION INNOVATION THESIS
10	CS482	COMMUNICATION INNOVATION SENIOR PROJECT