

# WISE HIGHLIGHTS

课程亮点



2-year international M.Sc.program  
两年制国际理学硕士课程



36 credits with academic and professional study plans  
36学分, 学术型与专业型学习计划



70% practical /30% theory through real cases  
70%实践/30%理论, 结合真实案例



Work-based learning and technology sandbox  
工作本位学习与科技沙盘



Dual mentors: academic advisor + industry expert  
双导师: 学术导师+行业专家



Trilingual environment: Thai, English and Chinese  
泰语、英语、中文三语学习环境



Global network with partner universities and innovators  
连接国际合作大学与创新网络

# FROM LEARNING TO LAUNCH

从学习走向创业实践



Prototype  
原型



Patent/IP  
专利/知识产权



Startup  
初创企业



Publication  
论文发表

# OUTCOMES & ADMISSION

成果与招生



## Who should apply?/适合申请者

- Entrepreneurs and solopreneurs seeking fast growth  
寻求快速成长的创业者与独立创业者
- Executives, strategists, innovation leaders  
企业高管、战略人资、创新领导者
- Thai and international learners aiming for global markets  
面向全球市场的泰国与国际学习者



## Graduate Outputs/毕业成果

- Innovation prototype or business model  
创新原型或商业模式
- Strategic business plan and media communication  
商业战略计划与媒体传播能力
- Research / independent study with publication pathway  
研究比独立研究, 并提供发表路径
- Professional communication for global innovation markets  
面向全球创新市场的专业沟通

## CONTACT/联系方式

International College  
Rajamangala University of Technology Phra Nakhon  
170/2 Phitsanulok Road, Si Yaek Maha Nak Subdistrict,  
Dusit District, Bangkok 10300, Thailand  
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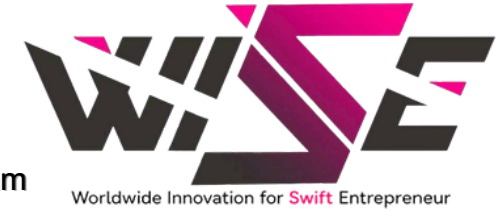
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LINE Official Account



M.Sc.  
International Program



## Master of Science

# Worldwide Innovation

## for Swift Entrepreneur

### 全球敏捷创业者国际创新理学硕士 (国际课程)

WORLDWIDE  
全球视野

SWIFTLY  
数提行动

WISELY  
智慧决策



International College

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帕那空皇家理工大学 国际学院

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# PHILOSOPHY & CORE COURSES

## 办学理念与必修课程



### Philosophy/课程理念

Develop graduates who can apply innovation to business strategy and agile entrepreneurship, identify trends, and respond to rapid change in both current and future contexts.

培养能够将创新应用于商业战略与敏捷创业的人才，具备洞察趋势并应对当前与未来快速变化的能力。



Strategic innovation 战略创新



AI&data literacy AI与数据素养



Global communication 全球沟通



Ethics&ESG 伦理与ESG

### Core Courses/必修课程

1

**IC4012101 Strategic Thinking for Integrated Marketing Communication**  
战略思维与整合营销传播

2

**IC4012102 AI Technology & Machine Learning**  
人工智能技术与机器学习

3

**IC4012103 Product Design Development & Services System**  
产品设计开发与服务系统

4

**IC4012104 Big Data Management, Data & Innovation**  
大数据管理、数据与创新

5

**IC4012105 Research Methodology for Innovation Development**  
创新发展研究方法

### GLOBAL PARTNERSHIPS



# INNOVATION LAB & ELECTIVES

## 创新实验室与选修课程

### InnovationLab/创新实验室



Hands-on learning facilities support prototyping, digital fabrication, AI-enabled media creation and innovation development.  
学习设施支持原型制作、数字制造、AI媒体创作与创新开发。

### Elective Courses/选修课程

● Data-Driven Managerial Decision  
数据驱动的管理决策

● AI for Business Media Creation  
商业媒体创作中的人工智能

● Labor Relations and Employment Management  
劳动关系与雇佣管理

● Current Issues in Worldwide Business Communication  
全球商业传播当前议题

● Global Start-Up Business Strategy  
全球创业企业战略

● Deep Tech, FinTech & Emerging Industry Innovation  
深科技、金融科技与新兴产业创新

● Short-Form Content Creation & Media Planning  
商业短内容创作与媒体规划

● Economics & Business Law  
经济字与商业法律

● Creative Strategy for Data-Driven Business  
数据驱动业务的创意战略

● Special Topics in Innovations & Worldwide Technology  
创新与全球技术专题

● Social Enterprise & ESG Business Communication  
社会企业与ESG商业传播

● Special Topics in Business Innovation & Entrepreneurship  
商业创新与创业专题

● Customer Experience & Interactive Media Strategy  
客户体验与互动媒体战略

# FACULTY & ADVISORS

## 师资与课程顾问

### Program Advisors and Lecturers/课程顾问与授课教师

#### Program Advisors/课程顾问



**Dr. Tanarat Khoowaranyoo Thiengkamol**  
Ph.D. (Social Science)  
Magadh University, India



**Dr. Pataree Hansanontha**  
Ph.D (Higher Education)  
Srinakharintarawit Prasanmit University, Thailand



**Dr. Velu Sinvayupak**  
Ph.D. (Social Science)  
Magadh University, India



**Dr. Warangsiri Niemtu**  
Ph.D. (Management Science and Engineering)  
Kunming University of Science and Technology, P. R. China

#### Lecturers and Special Lecturers/授课教师与特聘教师

##### Lecturers/课程教师



**Asst. Prof. Dr. Prin Boonkanit**  
Acting director of International College



**Asst. Prof. Dr. Nerisa Chaisupamangkollarp**



**Asst. Prof. Dr. Thanaphon Ratchatakulpat**

##### Special Lecturers/特聘教师



**Dr. Lavanchawee Sujarittanonta**



**Assoc. Prof. Dr. Therdpong Daengsi**



**Asst. Prof. Theethavat Janevathchararak**



**Dr. Pongpipat Pongton**



Master of Science in Innovation and Entrepreneurship



<https://qr.rmutp.ac.th/UUmqd7>

Complete faculty photos are included from the official curriculum presentation.  
师资照片完整引用自正式课程提案资料。

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WISE