



Course Specification

Course Code: GEN0309 Course Title: Digital Life

Semester: 2 Academic Year: 2022

Office of General Education and Innovative Electronic Learning

Suan Sunandha Rajabhat University

Section 1 - General Information

1. Course code and course title

English: GEN0309 Digital Life

Thai: GEN0309 ซีวีตติจิทัล

2. Credits

3(3-0-6)

3. Curriculum and course category

Curriculum: International Programs

Course Category: General Education

4. Teacher in charge and lecturer

Teacher in charge: Dr.Pongrapee Kaewsaiha

Lecturer: Dr.Pongrapee Kaewsaiha

5. Contact

Office: College of Hospitality Industry Management, Nakhon Pathom Campus

Email: pongrapee.ka@ssru.ac.th

6. Semester and year of study

Semester: 2/2022

Max. class size: 300 students (approx.)

7. Pre-requisites (if any)

None

8. Co-requisites (if any)

None

9. Venue

Online and on-site at Nakhon Pathom campus

10. Last revision

November 2022

Section 2 - Aims and Objectives**1. Course aims****2. Objectives of course development/improvement**

According to the Thailand Quality Framework in Higher Education (TQF), undergraduate students should have the opportunity to learn naturally as individuals, think logically, have good communication, be aware of morals and ethics, be aware of Thai and global values. Finally, students should be able to apply their knowledge in daily life for a good quality of life.

Section 3 - Characteristics and Operations**1. Course description**

Basic knowledge about digital, roles of digital as megatrends influencing the changes in Thai and Global societies in a variety of forms, the invention of buildings, equipment, and smart devices accompanied by the application of the Internet of Things, social network, consumption behavior via communication devices, law, online or social network enterprise, living one's life in and human adjustment to the fast-growing digital technology with happy and secure life in each age group.

ความรู้พื้นฐานเกี่ยวกับดิจิทัล บทบาทดิจิทัลในฐานะแนวโน้มอันยิ่งใหญ่ ที่มีต่อการเปลี่ยนสังคมไทยและสังคมโลกในหลากหลายรูปแบบ การก่อกำเนิดสิ่งปลูกสร้าง อุปกรณ์และเครื่องมืออัจฉริยะ ควบคู่กับการประยุกต์ใช้อินเทอร์เน็ตของสรรพสิ่ง เครือข่ายออนไลน์ พฤติกรรมการบริโภคผ่านเครื่องมือสื่อสาร กฎหมาย การทำธุรกิจให้บริการผ่านอินเทอร์เน็ตหรือสังคมออนไลน์ การดำรงชีวิตและการปรับตัวของมนุษย์ให้ทันต่อการเปลี่ยนแปลงของดิจิทัลได้อย่างมีความสุขและปลอดภัยในแต่ละช่วงวัย

2. Teaching hours

Lecture	Practice/Field work	Self-Study	Remedial Class
3 hours per week, 8 weeks per semester	-	6 hours per week	-

3. Individual consulting and guidance

1 hour per week

3.1 Consult in person at the instructor's office

Room Number 401, CHM Building, Nakhon-Pathom Campus

Fri., 11 AM – 12 PM

3.2 Consult via office telephone/mobile phone

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3.3 Consult via email

pongrapee.ka@ssru.ac.th

3.4 Consult via social media platform

Line OpenChat and DingTalk Group

3.5 Consult via a web forum

Web forum on the course page (Moodle LMS)

Section 4 - Developing Students' Learning Outcomes

Expected students' learning outcomes are categorized into five domains, developed from curriculum specification (TQF-2), as follows:

1. Morals and ethics**1.1 Learning outcomes to be developed**

By the end of this course, students should be able to:

- 1) Use discretion, core values, rationale, and understand social rules for living.
- 2) Possess discipline, responsibility, honesty, contribution, and endurance.
- 3) Live under the philosophy of sufficiency economy.
- 4) Aware of being a Thai and global citizen.

1.2 Teaching strategies

- 1) Maintain order in the classroom, including online classes.
- 2) Emphasis on responsible use of technology without violating the rights of others.
- 3) Raising awareness of good digital citizenship both nationally and globally.

1.3 Assessment and evaluation strategies

- 1) Classroom observation
- 2) Quiz
- 3) Assessment rubrics for project works

2. Knowledge

2.1 Learning outcomes to be developed

By the end of this course, students should be able to:

- 1) Have comprehensive knowledge and vision and have access to lifelong learning.
- 2) Know and understand the current changing situation.
- 3) Know, understand, and recognize self-worth, other values, society, arts and culture, and nature.

2.2 Teaching strategies

- 1) Build self-learning skills using LMS.
- 2) Focus on emerging technologies and build new early adopters.

2.3 Assessment and evaluation strategies

- 1) Quiz
- 2) Examination

3. Cognitive skills

3.1 Learning outcomes to be developed

By the end of this course, students should be able to:

- 1) Gain life-long learning skills for continuous self-development.
- 2) Gain holistic thinking skills.

3.2 Teaching strategies

- 1) Use work-integrated learning, focusing on developing life-long employable skills.
- 2) Emphasize the development of soft skills, as well as industry-specific skills.

3.3 Assessment & evaluation strategies

- 1) Assessment rubrics for project works
- 2) Self-evaluation

4. Interpersonal skills and responsibilities

4.1 Learning outcomes to be developed

By the end of this course, students should be able to:

- 1) Possess volunteer spirit and public awareness.
- 2) Be a good citizen with benefits to Thai and global societies.
- 3) Possess leadership and be able to work with others.

4.2 Teaching strategies

- 1) Use collaborative learning
- 2) Online discussion

4.3 Assessment and evaluation strategies

- 1) Classroom observation
- 2) System and chat logs

5. Numerical analysis, communication, and information technology skills

5.1 Learning outcomes to be developed

By the end of this course, students should be able to:

- 1) Develop numerical analysis skills
- 2) Communicate effectively.
- 3) Apply technology intentionally

5.2 Teaching strategies

- 1) Assign hands-on activities involving the use of ICT and the analysis of data
- 2) Emphasize the use of the English language throughout the course

5.3 Assessment and evaluation strategies

- 1) Criteria for assignments
- 2) Self- and peer assessment

Remark: The symbol ● means “major responsibility.”

The symbol ○ means “minor responsibility.”

No symbol means “no responsibility.”

Section 5 - Lesson Plan and Assessment

1. Lesson plan

Week	Topic/Outline	Hours	Learning Activities	Lecturer
1	<p>Course Introduction</p> <ul style="list-style-type: none"> - Course outlines - Grading criteria <p>Chapter 1: Life in the Digital Age</p> <ul style="list-style-type: none"> - Digital Literacy - Digital Citizenship - Digital Technology in Everyday Life 	3	<p>Introduction</p> <ol style="list-style-type: none"> 1) Welcome students to the class. Announce important information, including class schedule, activities to be done, individual project instruction, assessment and evaluation. 2) Introduce how to use the learning management system. Coordinate with the teacher assistant team to resolve technical issues (e.g., unable to log in). 3) Explain the need for digital literacy in the digital age. 4) Students take a self-assessment on digital literacy using a questionnaire module. Criticize the overall results of each group. <p>Presentation</p> <ol style="list-style-type: none"> 1) Describe the eight components of digital literacy and link them to what students previously self-assessed. 2) Give examples of a technology issue, have students express their opinions, and find information to support their ideas. 3) Describe the difference between digital natives and digital immigrants. 4) Describe the characteristics of a good digital citizen. 5) Ask students if the given situation indicates the level of cyber threat, how they would react if that happened to them, and how to avoid that in the future. 6) Explain how humans have adopted digital technology since the beginning of the digital revolution. 7) Describes the digital transformation necessity that organizations must undertake to meet the changing consumer behaviors based on technology advancements. <p>Conclusion</p> <ol style="list-style-type: none"> 1) Give the lesson summary. 2) Students review the lesson from the interactive courseware. 3) Students complete the chapter quiz. 	Dr. Pongrapee

Week	Topic/Outline	Hours	Learning Activities	Lecturer
2	Chapter 2: Intelligent Technology - The Three Digital Pillars - Extended Reality (XR) - Intelligent Technology Application	3	Introduction 1) Demonstrate some smart devices, such as Wi-Fi outlets and IP cameras. 2) Illustrate how intelligent technology is all around and will replace traditional devices and works. Presentation 1) Explain the three digital pillars and demonstrate the use of smart devices. 2) Describe three types of Extended Reality and demonstrate some applications. 3) Illustrate how people apply intelligent technology in everyday life, including those used by governments and businesses, to enhance the quality of life and increase competitiveness. Conclusion 1) Give the lesson summary. 2) Students review the lesson from the interactive courseware. 3) Students complete the chapter quiz.	Dr. Pongrapee
3	Chapter 3: Digital Media Technology - Digital Media - Infographics - Issues Related to Digital Media	3	Introduction 1) Show an example of multimedia and have students list some elements they see. Also, ask if they have found such content elsewhere. 2) Ask students about their favorite image/audio/video editing software and if they are free or paid apps. Presentation 1) Explain four types of digital media, how they are digitized, their subcategories, and their different uses. 2) Explain how infographics help the audience perceives information better than plain text. 3) Show some infographics templates provided by some online services. 4) Describe some issues related to digital media, such as infringement and accessibility, and suggest some online resources for non-copyright media. Conclusion 1) Give the lesson summary. 2) Students review the lesson from the interactive courseware. 3) Students complete the chapter quiz.	Dr. Pongrapee

Week	Topic/Outline	Hours	Learning Activities	Lecturer
4	Chapter 2: Social Network & Social Media - Roles of Social Network and Social Media - Social Media Literacy - Social Media Trends	3	Introduction Have students complete an online questionnaire asking about the social media platforms they use, the time spent each day for different purposes, and their concerns about using social media. Display the overall results and discuss. Presentation 1) Explain the difference between social networks and social media. 2) Describe social media for specific purposes and how to use them in a creative, safe, and beneficial way. 3) Describe some key social media trends at the present time and in the future. Conclusion 1) Give the lesson summary. 2) Students review the lesson from the interactive courseware. 3) Students complete the chapter quiz.	Dr. Pongrapee
5	Chapter 5: Digital Economy - Consumer Behavior in the Digital Age - Digital Business Ideas - Financial Technology	3	Introduction Have students complete an online questionnaire asking about their online purchases, payments, and concerns regarding those online transactions. Discuss the results. Presentation 1) Describe consumer behaviors in the digital age and the things that drive the change. 2) Illustrate a variety of digital business ideas and how they become feasible with digital technology coverage. 3) Describe some financial technologies, such as m-banking, e-wallet, and blockchain. Conclusion 1) Give the lesson summary. 2) Students review the lesson from the interactive courseware. 3) Students complete the chapter quiz.	Dr. Pongrapee

Week	Topic/Outline	Hours	Learning Activities	Lecturer
6	Chapter 6: Digital Commerce - E-commerce and Digital Commerce - Launching a New E-business - Buying and Selling Things Online	3	Introduction 1) Display results from the previous questionnaire that asked about students' online purchases. Discuss further how they evaluate their options. 2) Ask if they received any recommendations from online or social media ads. Question on how the platform determines relevant products. Presentation 1) Explain the difference between traditional e-commerce and digital commerce. 2) Describe the essence of data-driven e-business. 3) Explain the process of launching a new e-business. 4) Explain what to consider when buying or selling online based on the information previously discussed. Conclusion 1) Give the lesson summary. 2) Students review the lesson from the interactive courseware. 3) Students complete the chapter quiz.	Dr. Pongrapee
7	Chapter 7: Digital Wellness - Potential Health Issues - Maintaining Health and Safety - Digital Health	3	Introduction Have a quick question asking about students' screen time per day. Presentation 1) Explain some potential health issues caused by having too much screen time. 2) Discuss how much screen time is reasonable for students based on individual needs and how to manage it. 3) Illustrate some digital technologies used to promote health. Conclusion 1) Give the lesson summary. 2) Students review the lesson from the interactive courseware. 3) Students complete the chapter quiz.	Dr. Pongrapee

Week	Topic/Outline	Hours	Learning Activities	Lecturer
8	Chapter 8: Digital Security, Ethics, and Law - Cybersecurity - Information Ethics - Digital Law	3	Introduction Display local and global news showing cyber threats. Ask students if they have ever been in one of those situations and how they responded. Presentation 1) Explain the potential cyber threats and how to deal with them. 2) Explain information ethics with some examples of best practices. 3) Give an example of digital law and explain the different enforcement in some countries. Conclusion 1) Give the lesson summary. 2) Students review the lesson from the interactive courseware. 3) Students complete the chapter quiz.	Dr. Pongrapee
9	Final Examination	3	A computer-based test.	Dr. Pongrapee

2. Learning assessment plan

Learning Outcomes	Assessment Strategies	Schedule (Week#)	Proportion
1.1, 1.2, 1.3, 1.4, 2.1, 2.2, 2.3, 4.1, 4.2, 4.3, 5.1, 5.2, 5.3	1) Classroom observation 2) System and chat logs 3) Quiz	1, 3, 5, 7, 9, 11, 13, 15	40%
2.1, 2.2, 2.3	Examination	17	30%
3.1, 3.2, 4.1, 4.2, 4.3, 5.1, 5.2, 5.3	1) Criteria for project works 2) Self-evaluation	2, 4, 6, 10, 12, 14	30%

3. Grading criteria

Range	Grade	Result	Weight
86-100	A	Outstanding	4.00
82-85	A-	Excellent	3.75
78-81	B+	Very good	3.50
74-77	B	Good	3.00
70-73	B-	Quite good	2.75
66-69	C+	Above average	2.50
62-65	C	Average	2.00
58-61	C-	Below average	1.75
54-57	D+	Quite poor	1.50
50-53	D	Poor	1.00
46-49	D-	Very poor	0.75
0-45	F	Fail	0.00

Section 6 – Teaching and Learning Resources

1. Required textbooks and materials

Kaewsaiha, P. (2022). *Digital Life*. Suan Sunandha Rajabhat University.

2. Documents and important information

Simasathiansophon, N., Chaisongkram, P., Kaewsaiha, P., & Boonarchatong, K. (2021).

Enhancing Digital Literacy of Senior Citizens. *The EURASEANs: journal on global socio-economic dynamics*, 5(30), 71-76.

3. Recommended resources for extra study

Resource suggested by the lecturer during the instruction

Section 7 - Course Evaluation and Revising

1. Strategies for evaluation of course effectiveness by students

Students will complete the evaluation form for the instructor and guest speaker after the end of the course.

2. Teaching evaluation strategies

The lecturer observes the class and collects immediate feedback from students.

3. Teaching improvement

The lecturer revises the teaching and learning process based on the evaluation results.

4. Verification of student achievement standards

The Office of General Education and Innovative Electronic Learning collects data and analyzes students' academic performance each semester.

5. Course effectiveness improvement plan

Revise the curriculum, teaching methods, and learning methods by referring to the evaluation results from those involved. Meetings will be held to review the course's effectiveness and improve the curriculum.

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

Course	1. Morals and Ethics				2. Knowledge			3. Cognitive Skills		4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication, and Information Technology Skills		
	1	2	3	4	1	2	3	1	2	1	2	3	1	2	3
GEN0309 Digital Life	●	○	○	○	●	●	○	●	○	○	○	●	○	●	●

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