



COURSE SYLLABUS

Bachelor of Arts Program in Service Innovation (BSI)

College of Innovation, Thammasat University

PART 1 GENERAL INFORMATION

1. Code and Course Title

SV 431 Service Management and Innovation Seminar

2. Number of Credit: 3 Credits

3. Program: Bachelor of Arts Program in Service Innovation

Type of Subject: Core Course Elective Course

4. Responsible Instructor(s): Asst. Prof. Dr. Arsa Tangchitsomkit

5. Semester: 1

6. Requirement for pre-requisites: None

7. Venue of Study: Tha Prachan campus

PART 2 GOALS AND OBJECTIVES

1. Course Descriptions

This course is designed to serve as the capstone experience to provide students with an opportunity to bring together the various theories, concepts and skills that they have been introduced to in the program. Students will work on a major project that provides them with an opportunity to demonstrate and showcase their capacity to manage the overall management process where multidisciplinary thinking will be stressed.

2. Course Objectives

- Understand and apply service management theories to be the capstone project. (Startup and App)
- Understand innovation technology with service management.
- Understand research with service management. (Paper and online submission)
- Understand to be entrepreneur mindsets. (MOU with real organization)
- Understand ARSA Education Machine (AEM).



PART 3 COURSE MANAGEMENT

1. Course Contents

- Innovation Technology and Service Management.
 - Cloud, IoT and AI
- Disruptive Innovation, Startup and Application.
- ARSA Education Machine (AEM) is Arsa's Theory purpose for directly disrupt traditional education with universal multidisciplinary and revenue return to student still semester available, also now, Patent registering is work-in progress.

2. Number of Credit Hours: 45 hours

3. Number of advisory/counseling hours to students: 7x24 hours (Cloud)

4. Tools

1. Prepare your own laptop or notebook.
 - 1.1 Windows XP or latest version and NOT support MacOS.
 - 1.2 Photoshop
 - 1.3 ARSA Framework SDK.
 - 1.4 Android devices with USB data transfers cable or android emulators (Bluestacks recommended).
2. Free Photoshop program from Adobe website: (7 days)
<https://www.adobe.com/products/photoshop/free-trial-download.html>
3. Free download ARSA Framework SDK: www.arsa.ai
 - 3.1 Looking download icon then setup SDK.
 - 3.2 More 70 examples come with source code and immediately using.
 - 3.3 This course need the redeem code, may enrolled student require about redeem code throughput in charge organization.
4. Free download Bluestacks android emulators: <https://www.bluestacks.com>

5. Revenue with Google Play Store

1. Registering as Google Play Developer account in \$25 per life time (48 hours active after enrolled).
<https://support.google.com/googleplay/android-developer/answer/6112435>
2. Adding Bank account with Google Play Developer account (get SWIFT BIC code from your official bank website).

6. Enrolling Students

Get Free ARSA Framework Business / 6 Mo: \$249.99 package via email.

7. Team

Make a group, 4-7 people per a group. (Every tasks doing under group).



PART 4 TEACHING PLAN AND STUDENT LEARNING ASSESSMENT

1. Teaching Plan/ Schedule

Session	Contents	Teaching Techniques/ Delivery Methods	Instructor
1	Introduction. ARSA Education Machine (AEM).	Active Learning	Arsa
2	Innovation Technology and Service Management (1): Cloud for service.	Active Learning	Arsa
3	Innovation Technology and Service Management (2): IoT for service.	Active Learning	Arsa
4	Innovation Technology and Service Management (end): AI for service. Disruptive Innovation.	Active Learning	Arsa
5	Proposal and business plan. (Tech Startup)	Active Learning	Arsa
6	WIP1 (Proposal, Business plan)	Active Learning	Arsa
7	WIP2 (Fundamental of 5G application with ARSA Framework)	Active Learning	Coach
8	WIP3 (Basic Application 1).	Active Learning	Coach
9	WIP4 (Basic Application 2) and research paper chapter 1	Active Learning	Coach
10	WIP5 (Prototype + Productions) and research paper chapter 2 + 3.	Active Learning	Coach
11	WIP6 (Advanced Application 1) and research paper chapter 4 + 5.	Active Learning	Coach
12	WIP7 (Advanced Application 2) and research publish + interview column.	Active Learning	Coach
13	WIP8 Finalize and production.	Active Learning	Coach
14	WIP9 Finalize and production.	Active Learning	Coach
15	WIP Final (Close job)	Active Learning	Coach

Remarks: 1 session = 3 hours



2. Student Learning Assessment

Assessment	%
1. Startup Project (App)	50
2. MOU (Signed 30, otherwise 15)	30
3. Paper (TCI and just only online submission)	20
TOTAL	100%

3. Grading Methods

The following shows the minimum points needed to earn for certain grades:

A	B+	B	C+	C	D+	D	F
>=95	90 – 94	85 - 89	80 – 84	75 - 79	70 - 74	65 - 69	< 65

PART 5 READING MATERIALS AND RESOURCES

1. Reading Materials

- Service Management and Innovation [Internet], [cited 2017 August 1]. Available from:
<http://sarosworld.com/service>



2. Online Course

1. Course: UX/UI Workshop on Android with Photoshop and ARSA Framework: Basic Edition.

Type: Offline or Online

Detail: <https://sarosworld.com/1daycourse>

2. Course: A Skills Development in Computing Science and Data Science with ARSA Framework: AI Edition.

Type: Offline or Online

Detail: <https://sarosworld.com/computing>

3. Course: A Development Instructional Media with ARSA Framework: Startup Edition.

Type: Offline or Online

Detail: <https://sarosworld.com/2dapp>

4. Course: A Development 2D Games on Android with Photoshop and ARSA Framework: Startup Edition.

Type: Offline or Online

Detail: <https://sarosworld.com/2dcourse>



5. Course: ARSA Framework: Master of ARSA Script.

Type: Offline or Online

Detail: <https://www.udemy.com/arsa-framework-master-of-arsa-script>

6. Arsa T. (2017). Research Proposal and Business Plan. College of Innovation. Thammasat University. 2017, 30 July.

<https://sarosworld.com/proposal>

7. Arsa T. (2018). Startup. College of Innovation. Thammasat University. 2018, 18 February.

<https://sarosworld.com/startup>

8. Arsa T. (2017). Graduate Thesis. College of Innovation. Thammasat University. 2017, 20 November. <https://sarosworld.com/thesis>

3. Books

Keith Goffin and Rick Mitchell. Innovation Management: Effective Strategy and Implementation. Palgrave Macmillan. 440p. 2006.

Signature

(Asst. Prof. Dr. Arsa Tangchitsomkit)

Course Instructor

Signature

((Asst. Prof. Dr. Kannapa Pongponrat)

Director of BSI Program