



PROSPECTUS 2025-2026





College of Innovation
Leading institution in management innovation for future societies



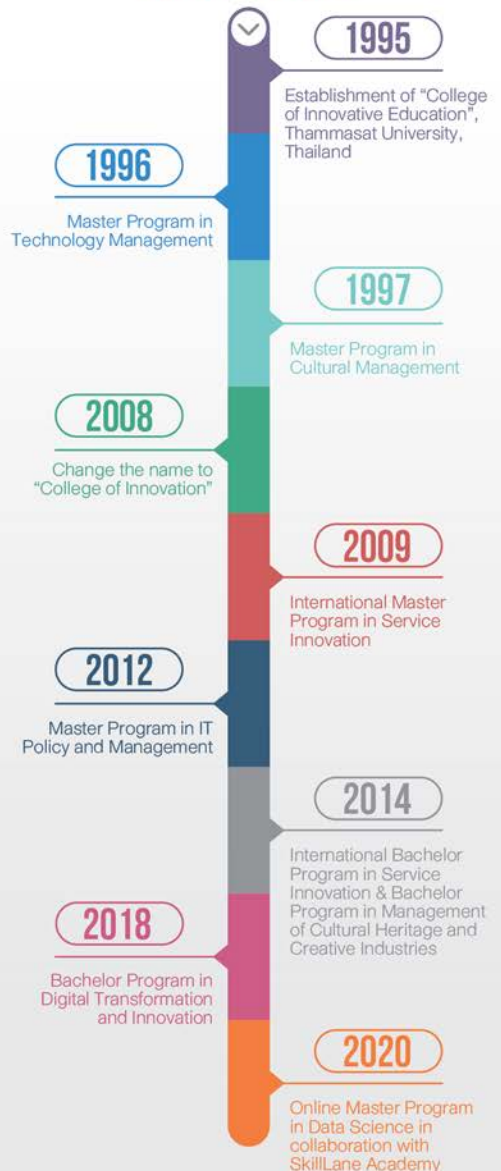
ABOUT THE COLLEGE OF INNOVATION



With a vision from the University Council to instill innovation into the Thai educational system, the College of Innovation at Thammasat University (CITU), Thailand, was established in 1995 as an interdisciplinary graduate institution of the university. The balanced curriculum between science and technology blended with social science and humanities aspects was carefully crafted to fit the needs of Thai society in the international arena.

The founding philosophy of the college is engraved by three principles: to have synergy from diversity, to excel with ethics, and to innovate with recognition for holistic development. The College aims to be a leader in teaching and learning with accredited programs up to global standards and advancements in research.

CITU HISTORY



LIFE AT THA PRACHAN CAMPUS

HEART OF BANGKOK

Thammasat University Tha Prachan campus is located at the heart of Bangkok along with Chao Phraya River and within walking distance of Thailand's iconic landmarks such as the Grand Palace and Wat Pho. Its central location and rich cultural surroundings make it an ideal setting for both academic pursuits and exploration of the city's cultural treasures.



ACADEMIC PROGRAMS

Bachelor's Degree Programs

- 1** Bachelor of Arts Program in Service Innovation (BSI) (International Program)
- 2** Bachelor of Arts Program in Management of Cultural Heritage and Creative Industries (BMCI)
- 3** Bachelor of Science Program in Digital Transformation & Innovation (dX)

Master's Degree Programs

- 1** Master of Science Program in Innovation and Technology Management (MTT)
- 2** Master of Arts Program in Management of Cultural Heritage and Creative Industries (MCI)
- 3** Master of Science Program in Digital Strategy (DS)
- 4** Master of Science Program in Applied Data Science (Online Program) (ADS)



BSI

B.A. (Service Innovation) (International Program)

BSI program has been designed to enable students to deal with the rapid and disruptive developments in the service sector, such as hospitality, airline, healthcare and wellness, events, and tourism. The program provides the necessary skills and knowledge, including critical thinking, creative thinking, innovative service design, analytical skills, and leadership, as well as the use of technology or digital innovations in the service industry.



PROGRAM CONTEXT

The program provides opportunities for students to acquire practical experience via internships, group projects, presentations, team-building activities, and case studies. This experiential learning enables students to put their knowledge into practice and cultivate the necessary skills for excelling in service innovation. The program aims to ensure that students are able to understand how to deliver services that meet the needs of clients, as well as a number of efficiency and effectiveness imperatives. It also ensures that students will understand how to manage data in a global environment where knowledge management is an important challenge in achieving timely and responsive decisions. The program is currently offered at Thammasat University Tha Prachan campus.

CURRICULUM STRUCTURE

Courses	Credits
General Education Courses	30 Credits
Core Courses	81 Credits
Elective Courses	12 Credits
Free Elective Courses	6 Credits
TOTAL	129 Credits

BSI CORE COURSES

- Strategic Planning for Service Innovation Management
- Sustainability in Service Industry
- Innovation and Creativity Workshop
- Service Innovation Consultancy
- Digital Entrepreneurship
- Cross-Cultural Management in a Global Environment
- Business Continuity Management in Service Industry
- Business Law for Service Innovation Management
- International Human Resources Management
- Event Production and Operation
- Innovation and Product Development Project
- Airline Business Management
- Research Design and Methodology for Service Innovation
- Digital Marketing for Service Innovation Management
- Special Event Management
- Business Communication
- Customer-Focused Innovation
- Data Visualization
- Brand and Communication Management for Service Industry
- Economics and Business Conditions Analysis for Service Innovation Management
- Accounting and Finance for Service Innovation Management
- International Hotel Management
- Management of Food & Beverage Operations
- Wellness Tourism Destination Development
- Service Quality Management
- Project Management

CAREER HORIZON

Our graduates are prepared to pursue careers in diverse organizational settings, such as:

- Business development and client relationship management
- Digital marketing and advertising positions
- Hospitality roles (e.g., hotel management, room division, event planning, catering)
- Human resources management and development roles in service sectors
- Service design or coordination in service-dominant manufacturing firms
- Entrepreneurship for businesses in the service sector (e.g. travel agent, restaurants, food trucks, pop-ups, spa and wellness centers)
- Event organizer/planner, professional conference organizer, professional exhibition organizer
- Flight Attendant

PROGRAM EXPENSES

The BSI program costs approximately **460,000 Baht per person** for Thai students and **550,000 Baht per person** for non-Thai students. Please note that this does not cover expenses for study tours abroad or exchange programs.



BMCI

B.A. (Management of Cultural Heritage and Creative Industries)

BMCI, a 4-year program, focuses on the intersection of cultural heritage, the arts, and the creative industries. It is a multidisciplinary program that combines theory and practice to equip students with the skills and knowledge necessary to manage and promote cultural heritage and creative industries.



PROGRAM CONTEXT

The program is a multidisciplinary program that focuses on learning and understanding cultural heritage issues and creative management of cultural resources by integrating knowledge of culture, creative industries, and management. BMCI is committed to building a workforce in cultural heritage management and creative industries that contribute to sustainable social, economic, and cultural development. The program is currently offered at Thammasat University Tha Prachan campus.

CURRICULUM STRUCTURE

Courses	Credits
General Education Courses	30 Credits
Core Courses	66 Credits
Required Courses	9 Credits
Elective Courses	15 Credits
Free Elective Courses	9 Credits
TOTAL	129 Credits

BMCI CORE COURSES

- Concepts and Theories of Cultural Heritage and Creative Industries
- Art for Creative Innovation
- Applied Anthropology for Management of Cultural Heritage and Creative Industries
- Cultural Resource Management
- Marketing Principles for Management of Cultural Heritage and Creative Industries
- Critical Media and Cultural Studies
- Knowledge and Creativity Management
- Project Management for Cultural Heritage and Creative Industries
- Cross-cultural Communication
- English for Management of Cultural Heritage and Creative Industries
- Special Project
- Accounting and Finance for Management of Cultural Heritage and Creative Industries
- Civilization, Transformation, and Innovation
- Principles of Economics for Management of Cultural Heritage and Creative Industries
- Cultural Policy
- Creative Process and Production in Media Industries
- Contemporary Visual Culture
- Research Methodology for Management of Cultural Heritage and Creative Industries
- Strategic Management for Cultural Heritage and Creative Industries
- Intangible Cultural Heritage Management
- Laws and Ethics in Management of Cultural Heritage and Creative Industries
- Internship for Cultural Heritage Management and Creative Industries

CAREER HORIZON

Our graduates are prepared to pursue careers in diverse organizational settings, such as:

- Marketing specialist in creative industries
- Brand strategist
- Event coordinator in creative sectors
- Exhibition designer
- Costume designer
- Set designer for film, theater, or television
- Creative writer for various media outlets
- Production assistant in film, TV, or theater
- Creative industry entrepreneurs
- Cultural management entrepreneurs
- Travel agent
- Government officer in various sectors

PROGRAM EXPENSES

Cost for the BMCI program is approximately **330,000 Baht per person** for Thais. Please note that this does not cover expenses for study tours abroad or exchange programs.



dX

B.S. (Digital Transformation and Innovation)

Digital Transformation and Innovation program, dX, is designed to produce future people who are skilled and knowledgeable in both technology business and innovation and drive the development of digital transformation, which is very important for business growth and development.



PROGRAM CONTEXT

The dX program provides students with cutting-edge curriculum that reflects the latest trends and technologies in digital transformation and innovation. Courses are offered with a module approach in the areas of digital transformation, digital marketing, cyber security, creative problem-solving, business analysis, innovation, and design thinking.

The program offers various opportunities for students to apply their learning in real-world settings, such as internships, capstone projects, and case studies. The program established partnerships with leading companies and organizations in the digital transformation and innovation space. This provides students with access to industry experts and opportunities for networking and career development. The program is currently offered at Thammasat University Tha Prachan campus.

CURRICULUM STRUCTURE

Courses	Credits
General Education Courses	30 Credits
Core Courses	78 Credits
Elective Courses	15 Credits
Free Elective Courses	6 Credits
TOTAL	129 Credits

dX CORE COURSES

Module 1: Digital Transformation

- Emerging technologies and Digital Business Model
- Digital Transformation Strategy
- Digital Organizational Behavior and Transformational Leadership
- Advanced Digital Technology Seminar
- Digital Transformation Capstone Project

Module 2: Applied Cybersecurity

- Cyber Security Fundamental
- Digital Forensic
- Business Continuity Management
- Network Security
- Critical Infrastructure

Module 3: Business Analytics

- Data Exploration and Preprocessing
- Data Science Algorithms
- Business Intelligence
- Data Engineering
- Business Analytics Capstone Project

Module 4: Business, Innovation, and Design Thinking

- Principles of Design Thinking
- Innovation Management
- UX/UI Design
- Financial Management for Innovation
- Innovation Capstone Project

Module 5: Creative Problem Solving

- Principle of Programming
- Computer Software and Applications
- Mobile Programming
- Computer Science of Human Decisions
- Managing Digital Firm

Internships for Digital Business

CAREER HORIZON

Our graduates are prepared to pursue careers in diverse organizational settings, such as:

- Digital transformation consultant
- UX/UI designer
- Data analyst or data scientist
- Digital marketers
- Cyber security operators
- Entrepreneurs in various industries
- Government officers in various industries

PROGRAM EXPENSES

Cost for the dX program is approximately **450,000 Baht per person** for Thais. Please note that this does not cover expenses for study tours abroad or exchange programs.



MTT

M.S. (Innovation and Technology Management)

In today's rapidly evolving digital landscape, technology management becomes a driving force for organizational change and innovation. MTT program is designed to develop change agents who understand technological disruption and power of technology to drive meaningful transformation and also can embrace change and leverage technology as a catalyst for growth.



PROGRAM CONTEXT

MTT program is a 2-year multi-disciplinary program providing students with skills and knowledge in the areas of innovation and technology management, engineering management, commercialization, strategic management, project and risk management, marketing and branding and investment in science, technology and innovation. The program is currently offered at two campuses of Thammasat University – Tha Prachan and Pattaya campus.

CURRICULUM STRUCTURE

Courses	Thesis Plan	IS Plan
Core Courses	24 Credits	24 Credits
Elective Courses	-	6 Credits
Thesis	12 Credits	-
Independent Study (IS)	-	6 Credits
TOTAL	36 Credits	36 Credits

MTT COURSES

Core Courses

- Managing Innovation, Creativity and Technology
- Research Methodology
- Innovative Marketing and Brand Management
- Economics of Innovation and Technology
- Financing of Innovation and Technology Project
- Innovative Business Strategy and Entrepreneurship
- Innovative Organization and Change Management
- Decision Making and Commercialization

Elective Courses

- Technology Project and Risk Management
- E-Commerce & Data Analytics
- Seminar on Innovation and Technology Management
- New Product Development and Technology Transfer
- Innovation Policy and Technology Foresight
- Finances and Accounting for Innovation and Technology Management
- Special Topics in Economic of Innovation

CAREER HORIZON

Our graduates are expected to assume careers within a variety of organizational settings including:

- Technology managers
- Policy and business analysts
- Digital marketers
- Product commercialization consultants
- Innovation and technology-related entrepreneurs
- Strategic decision makers within areas of technology and innovation

PROGRAM EXPENSES

Cost for the MTT program is approximately **220,000 Baht per person** for Thais. It does not include study tour abroad expense and exchange programs.



MCI

M.A. (Management of Cultural Heritage and Creative Industries)

The cultural and creative industries play a crucial role in shaping societies, driving economic growth and fostering innovation and social cohesion. With the rapid global change nowadays, MCI program is designed to deal with the use of innovation process, creativity and technology for effectively managing cultural assets & creative industries and enhancing soft power on the global stage.



PROGRAM CONTEXT

MCI program, a 2-year multi-disciplinary program, concentrates on two key sectors: cultural heritage and creative industries. The program provides students with the cutting-edge planning and management tools, innovation and creativity approach and skills that will enable them to be ready for the changing economic, social, cultural and digital environment. The program is currently offered at Thammasat University Tha Prachan campus.

CURRICULUM STRUCTURE

Courses	Thesis Plan	IS Plan
Core Courses	24 Credits	24 Credits
Elective Courses	-	6 Credits
Thesis	12 Credits	-
Independent Study (IS)	-	6 Credits
TOTAL	36 Credits	36 Credits

MCI COURSES

Core Courses

- Managing Innovation, Creativity and Technology
- Research Methodology
- Innovative Marketing and Brand Management
- Cultural and Creative Entrepreneurship
- Integrated Creative Industries Management
- Integrated Creative Cultural Heritage Management
- Digitization and Policy in Cultural Heritage and Creative Industries Seminar
- Innovation for Cultural Management and Creative Industries with Sustainability

Elective Courses

- Community Studies and Local Cultural Heritage Management with Sustainability
- Media Convergence in Cross-cultural Contexts
- Gender in Culture and Creative Industries
- Cultural Heritage and Creative Industries in Global Contexts
- Selected Topics in Creative Industries
- Selected Topics in Cultural Heritage Management

CAREER HORIZON

Our graduates are expected to assume careers within a variety of organizational settings including:

- High level management within cultural and creative industries
- Cultural managers and consultants
- Creative industry managers and consultants
- Cultural entrepreneurs
- Creative industry entrepreneurs
- Policy and planning analysts in cultural management
- Arts and cultural event planners

PROGRAM EXPENSES

Cost for the MCI program is approximately **220,000 Baht per person** for Thais. It does not include study tour abroad expense and exchange programs.



DS

M.S. (Digital Strategy)

Digital innovation, fueled by exponential change and the vast reservoir of big data, is revolutionizing every facet of modern life. In this dynamic landscape, breakthrough technologies such as AI, blockchain and the Internet of Things are reshaping industries. DS program is designed to provide a solid understanding of digital policy and management that encompasses the formulation and implementation of strategies and regulations to govern digital technologies and their impact on society, economy and governance.



PROGRAM CONTEXT

DS program, a 2-year multi-disciplinary program, is focused on the combination of big data, digital policy and strategy, aiming to equip students with skills and knowledge to navigate the complexities of the digital age effectively. The program provides students with a comprehensive understanding of data governance, big data analytics, digital strategy, cybersecurity policies and management, and empowers them to be able to lead data-driven decision-making organizations. The program is currently offered at Thammasat University Tha Prachan campus.

CURRICULUM STRUCTURE

Courses	Thesis Plan	IS Plan
Core Courses	24 Credits	24 Credits
Elective Courses	-	6 Credits
Thesis	12 Credits	-
Independent Study (IS)	-	6 Credits
TOTAL	36 Credits	36 Credits

DS COURSES

Core Courses

- Digital Marketing Strategy
- Digital Innovation
- Digital Investment and Asset Evaluation
- Digital Management Theory and Research Methodology
- Digital Business Strategy
- Business Data Analytics
- Digital Governance, Law and Compliance
- Cybersecurity Policies and Management

Elective Courses

- Digital Transformation
- Digital Business Model
- Digital Technology Domain
- Design Thinking for Business Strategy and Entrepreneurship
- Design Thinking for Digital Society Architecture

Remarks: Design Thinking for Business Strategy and Entrepreneurship and Design Thinking for Digital Society Architecture are offered 100% online through www.skilllane.com. This offers the flexibility and convenience of learning anytime, anywhere, empowering students to pursue their educational goals on their own terms.

CAREER HORIZON

Our graduates are expected to assume careers within a variety of organizational settings including:

- Digital Project Manager
- Digital Marketing Strategist
- Business Data Analyst
- Digital Business Strategy Consultant
- Digital Compliance and Legal Expert
- Cyber Security Manager
- Digital Transformation Expert
- Digital Entrepreneur
- Digital Technology Researcher

PROGRAM EXPENSES

Cost for the DS program is approximately **220,000 Baht per person** for Thais. It does not include study tour abroad expense and exchange programs.



ADS (ONLINE PROGRAM)

M.S. (Applied Data Science)

With the exponential growth of data in today's digital world, data science plays a crucial role in helping organizations gain a competitive advantage, optimize operations, and drive innovation across industries. The Applied Data Science program, offered 100% online, emphasizes interdisciplinary studies focusing on statistical analysis, machine learning, and computer science. This online program is currently offered in collaboration between Thammasat University and SkillLane Academy (TUXSA).



PROGRAM CONTEXT

ADS online program concentrates on a range of techniques and methodologies to collect, process and analyze large volumes of structured and unstructured data to uncover patterns, trends and correlations. It provides students with skills and knowledge on advance analytics, data mining, data visualization, data governance, cyber security and programming languages, which enhance students' ability to harness the power of big data not only optimizes operations but also unlocks new revenue streams and enhances customer experiences.

CURRICULUM STRUCTURE

All courses are offered online through www.skilllane.com. This offers the flexibility and convenience of learning anytime, anywhere, empowering students to pursue their educational goals on their own terms.

Courses	Thesis Plan	IS Plan
Core Courses	18 Credits	18 Credits
Elective Courses	6 Credits	12 Credits
Thesis	12 Credits	-
Independent Study (IS)	-	6 Credits
TOTAL	36 Credits	36 Credits

ADS COURSES

Core Courses

- Foundation Python for Data Science
- Using Python for Data Science
- Business Intelligence
- Text Analytics
- Data Mining Algorithms
- Advanced Data Mining Algorithms
- Data Exploration
- Data Preprocessing
- Data and Digital Transformation
- Advanced Digital Transformation
- Data Engineering
- Data Science Research Methodology

Elective Courses

- Digital Business Model
- Big Data Management
- Decision Science
- Legalities and Policy Frameworks for Data Scientists
- Digital Innovation
- AI Strategy for Business
- Data Storytelling and Relevant Tools
- Digital Project Management
- Natural Language Processing
- Advance Statistics for Data Science

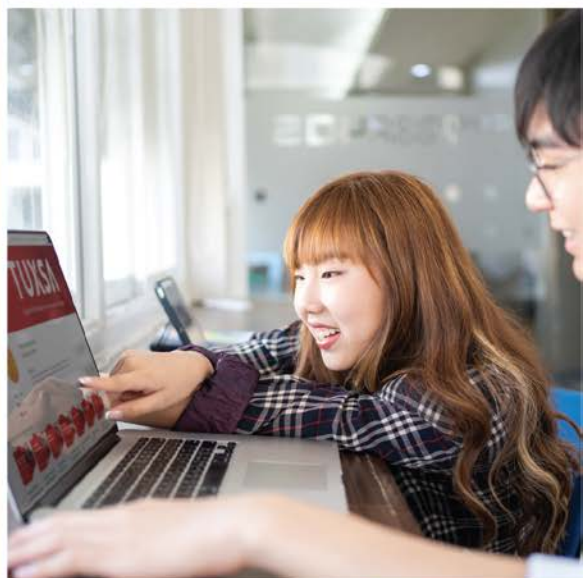
CAREER HORIZON

Our graduates are expected to assume careers within a variety of organizational settings including:

- Data Scientist
- Data analysts
- Data Engineer
- Machine Learning Engineer
- Business Analyst
- AI Engineer
- Data Governance Manager

PROGRAM EXPENSES

Cost for the ADS program is approximately **202,000 Baht per person** for Thais (Thesis) and **153,000 Baht per person** for Thais (Independent Study). Please note that this does not cover expenses for study tours abroad or exchange programs.



THAMMASAT UNIVERSITY'S PARTNERS



CITU PARTNERS



SCHOLARSHIPS & AWARDS & FUNDS



Scholarships, awards and funds are provided to students to support their education and to encourage students' academic achievement.

- Full scholarships:** full scholarships are granted to undergraduate students each year.
- Academic excellence awards:** these awards are granted to students who demonstrate exceptional academic performance.
- Research funds:** these funds are for students whose papers are accepted for publishing in journals or presenting at conferences.



INNOVATIVE STUDENT ACTIVITIES

Innovative student activities are important parts of education, fostering creativity, critical thinking, and collaboration among students. From interdisciplinary projects and entrepreneurial challenges to hackathons, these activities provide students with hands-on experiences that extend beyond traditional classroom learning. By engaging in real-world problem-solving scenarios, students develop practical skills, such as communication, leadership, and adaptability, that are essential for success in today's dynamic workforce.

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- Workshops and seminars:** These activities allow students to explore new subjects, gain knowledge beyond their regular curriculum, and interact with experts in different fields.

 - Extracurricular activities:** these include study tours, field visits, exchange programs, and educational excursions in Thailand and other countries, e.g., Switzerland, Indonesia, Hong Kong, and Japan.

 - Cultural events:** These aim to promote diversity and multi-culturalism and enhance students' skills in organizing events such as Song Kran and Loy Krathong.

 - Student council:** The college has student representative boards that empower students to actively organize non-academic activities, thereby contributing to the overall well-being and success of the student community.

 - Student clubs:** There are a number of clubs and organizations for students to join, such as sports club, music club cultural club, hobby-based clubs, and community service clubs. These clubs provide platforms for students to pursue shared interests, engage in group activities, and foster friendships.

 - Community services:** These include volunteering at local charities, participating in environmental initiatives, organizing fundraising activities for social causes, or joining service-learning programs. Community service promotes empathy, civic responsibility, and a sense of social awareness.

 - Competitions/hackathons:** The college actively collaborates with the private and public sectors to foster intellectual growth and offer opportunities for recognition beyond academic achievements







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CONTACT US



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