

## PSU Integrated Student Mobility Program (Inbound)

(Module) .....071-N04.....

Credit .....3((2)-2-5).....

Thailand Unveiled: Language Culture, Life, Business and Sustainability Insights.....

### Module Description:

Culture, way of life, business approaches, and sustainability concepts in the context of Thailand; basic Thai language communication; adaptation and collaboration with others in Thailand

### Learning Outcome Learner can:

1. Communicate basic Thai language for self-introduction and everyday life conversation
2. Explain Thai culture and Thai way of life
3. Explain the business environment and business practices in Thailand.
4. Explain Thai sustainability concepts
5. Work with others in different cultures to achieve task goals

### Key Competencies Expected of Learners:

Unlock Thai perspectives! learn language cultures, lifestyle, business, and sustainability to enhance skills for constructive engagement in Thai communities, preparing to travel for short term exchange programs, and further studies.

### Mode of Instruction:

Integrated format (mandatory course delivered in both online and onsite formats)

### Target Learners:

Students or Interested participants from universities worldwide

### Tuition Fee:

100 USD per participant

### Mode of Instruction:

specialized class grouping

### Focus on:

academic collaboration (MOU) on student exchange with some overseas universities

### Student Registration & Course Access:

**Step 1:** Register via PSU NEXT-U

Register at: <https://lifelong.psu.ac.th/nnu/register?lang=en>

Students will receive their Student ID and password by email after completing the registration.

**Step 2:** Access the Course via PSU online study (LMS)

Website: <https://lms.psu.ac.th>

Students can start accessing by using the Student ID and password provided.

**Teaching strategy/methods & Measurement Tools and Weight Distribution**

Learning Outcomes (LO)	Teaching Strategy/Methods	Measurement and Evaluation Strategies	Weight Score (100%)
1. Communicate in basic Thai language for self-introduction and daily conversation	1.1 Lecture and online learning	1.1 Quiz	1.1 30
	1.2 Role-playing practice sessions	1.2 Role play performance	1.2 10
2. Describe Thai culture and way of life	2.1 Lecture and online learning	2.1 Quiz	2.1 5
	2.2 Presentation of Thai way of life through local excursions and cultural activities, and explanation of cultural differences between one's own and Thai lifestyles	2.2.1 Participation in field trip activities	2.2.1 5
		2.2.2 Presentation/report on Thai way of life and adaptation in a multicultural society	2.2.2 5
3. Explain business environment and business practices in Thailand	3.1 Lecture and online learning	3.1 Quiz	3.1: 5
	3.2 Research and analysis on factors and opportunities for doing business in Thailand	3.2 Report/presentation on international business and application	3.2: 10
4. Explain sustainability concepts in the context of Thailand	4.1 Lecture and online learning	4.1 Quiz	4.1 5
	4.2 Knowledge sharing activities about sustainability practices in Thailand and students' own countries	4.2 Report/presentation on sustainability practices in Thailand	4.2 10
5. Collaborate with others in a multicultural context to achieve work goals	5.1 Learning and study visits abroad	5.1 Participation behavior in activities	5.1 5%
	5.2 Activities and knowledge exchange with foreigners (e.g., student exchange programs or other international activities organized by the Center for International Affairs and Corporate Communications)	5.2 Evaluation of teamwork and collaboration	5.2 10%
<b>Total</b>			<b>100%</b>

**Grade Symbol (S, U):**

A minimum score of 60 is required to receive a grade of S.

60–100 points: S (Satisfactory)

0–59 points: U (Unsatisfactory)

## Lesson Plan

Week	Weekly Lesson	Description	Learning Format (Hours)			Assessment	Study Mode	Instructor
			Theory	Practice	Self-Learning			
1	An introduction to Thailand Unveiled: Culture, Life & Business Insights for New Generations Course	An introduction to Thailand Unveiled: Culture, Life & Business Insights for New Generations Course	2	0	5	Test	(online) (PSU LMS)	GACC Team
2	Thai Language (1/4)	Introducing oneself, greeting others, and using pronouns to refer to family members and other people	2	0	5			Invited Lecturer
3	Thai Language (2/4)	Lecture on the basic of Thai language used to communicate in daily life (Counting numbers and telling time)	2	0	5			Invited Lecturer
4	Thai Language (3/4)	Lecture on the basic of Thai language used to communicate in daily life (Ordering and buying food)	2	0	5			Invited Lecturer
5	Thai Language (4/4)	Practicing Thai conversations in various situations	2	0	5			Invited Lecturer
6	Thai Culture	Introduction concept and dimensions of Thai culture. Understanding Thai Customs and Traditions.	2	0	5			Invited Lecturer
7	Thai Life (1/2)	Lecture to get to know about Thailand, the Thai way of life, including learning about the story of the country, cultural traditions and festivals, and the etiquette of Thai people.	2	0	5			Invited Lecturer
8	Thai Life (2/2)	Lecture to get to know about Thailand, the Thai way of life, including learning about the story of the country, cultural traditions and festivals, and the etiquette of Thai people.	2	0	5			Invited Lecturer

9	Thai Business (1/2)	Learn and understand about business in Thailand and business opportunities in Thailand.	2	0	5			Invited Lecturer
10	Thai Business (2/2)	Learn and understand about business in Thailand and business opportunities in Thailand.	2	0	5			Invited Lecturer
11	Thai and International SDGs best practices	Introduction concept and dimensions, Inspiring SDGs success case study from Thailand	2	0	5			Invited Lecturer
12	Thai and International SDGs best practices	Inspiring SDGs success case study from Thailand and discussion about sustainability actions in Thailand and students' countries	2	0	5			Invited Lecturer
13	Lessons from Exchange Students toward Global Change	Learn from exchange students who turned their international experiences in SDGs and ESG into personal growth and global impact. Discover how global learning can empower you to become a competent and responsible citizen of the 21 <sup>st</sup> century.	2	0	5			Invited Lecturer
14	Experience Thailand (1/2)	Study abroad at PSU, Thailand: Exploring Thai culture and local excursion. Discussing about cultures and multiculturalism	2	15	5	Behavioral observation and evaluation of teamwork skills	Study Abroad at PSU	PSU Team
15	Experience Thailand (2/2)	Study abroad at PSU, Thailand: Exploring Thai culture and local excursion. Discussing about cultures and multiculturalism	2	15	5			PSU Team
			<b>30</b>	<b>30</b>	<b>75</b>			