

COURSE SPECIFICATION
 FACULTY OF SCIENCE AND TECHNOLOGY
 DIVISION OF COMPUTING SCIENCE AND DIGITAL TECHNOLOGY
 SEMESTER 1st ACADEMIC YEAR 2025
 HUACHIEW CHALERMPRAKIET UNIVERSITY

PART 1: General Information

1. **Code- Course Title and Credits:** IGE120 Digital Literacy Credit: 3 (3/3-0-0)
Course Name at KMITL: 96641007 DIGITAL CITIZEN 3 Credits.....
Teaching Hours per Semester: 45 hours.....
2. **Program or Course Type:** A3. General Education Selective Courses.....
3. **Level and Year of study:** 1st year of B.Sc. Health Robotics (058)
4. **Prerequisite:** -
5. **Co-requisite:** -
6. **Name of Instructor:** Asst.Prof.Dr.Puntipa Wanitjirattikal (KMITL).....
Name of Co-instructors:-.....
7. **Course Venue:** Room HM Time: Thursday 01.00 – 04.00 p.m.
8. **Last modification date of the course:**30 June 2025.....
9. **Office Hours:** Office of General Education, KMITL

PART 2: Objectives & Learning Outcomes

1. Course Objectives:

1. Learner understand digital citizenship skills in all 8 areas and can apply them appropriately in daily life.
2. Learner demonstrates an understanding of artificial intelligence (AI).
3. Learner comprehends principles of digital marketing communication, digital marketing strategies, and can create creative digital marketing content.
4. Learner can analyze and evaluate digital investments diversely and adjust investment strategies according to their set goals.

2. Course Description:

IGE120 Digital Literacy

3(3/3-0-0)

PREREQUISITE: NONE

Information technology in the digital age; digital transformation; basic of artificial intelligence technology; Internet of things; intelligent vehicles; 3D printing; virtual reality/augmented reality; big data analytics and processing technology; digital citizenship; Personal Data Protection Act (PDPA).

CLOs

CLO1 Describe basic concepts and knowledge in relation to digital literacy.

CLO2 Understand and select appropriate information technology.

Compared to the KMITL course

96641007 DIGITAL CITIZEN

Development of digital citizen skills, live safely and responsibly online, use technology creatively and morally, innovate and deliver digital media sensibly, understand modern investment, and live wisely in digital world.

CLOs

CLO1 Learner understand digital citizenship skills in all 8 areas and can apply them appropriately in daily life.

CLO2 Learner demonstrates an understanding of artificial intelligence (AI).

CLO3 Learner comprehends principles of digital marketing communication, digital marketing strategies, and can create creative digital marketing content.

CLO4 Learner can analyze and evaluate digital investments diversely and adjust investment strategies according to their set goals.

3. Course-level Learning Outcomes (CLOs):

Upon completion of this course, learners should be able to:

CLO1 Learner understand digital citizenship skills in all 8 areas and can apply them appropriately in daily life.

CLO2 Learner demonstrates an understanding of artificial intelligence (AI).

CLO3 Learner comprehends principles of digital marketing communication, digital marketing strategies, and can create creative digital marketing content.

CLO4 Learner can analyze and evaluate digital investments diversely and adjust investment strategies according to their set goals.

4. The Alignment between Program Learning Outcomes (PLOs) and Course-level Learning Outcomes (CLOs):

PLOs/CLOs	CLO 1	CLO 2	CLO 3	CLO 4
PLO 6: Practice six virtues: diligence, patience, thriftiness, kindness, honesty, filial piety, and live according to the Philosophy of Sufficiency Economy to strive for sustainable self-development	✓ (Understand)			
PLO 9: Recognize novelty and engage in life-long learning	✓ (Understand)	✓ (Understand)	✓ (Understand)	
PLO 11: Perform tasks with social responsibility, assertiveness, real learning, real practice, and explain social service	✓ (Understand)		✓ (Understand)	✓ (Analyze)
PLO 12: Learn modern data technology from trustworthy sources and avoid copyright and plagiarism issues		✓ (Understand)	✓ (Understand)	✓ (Evaluate)

PART 3: The Development of Student Learning Outcomes

Course Learning Outcomes (CLOs)	Teaching Strategies	Assessment Strategies
CLO1 Learner understand digital citizenship skills in all 8 areas and can apply them appropriately in daily life.	- Teach by introducing the concept of citizenship skills in all 8 areas and applications. - Use Learning and Innovation Skills - C1: Creativity and Innovation - C2: Critical Thinking and Problem Solving - C3: Communication - C4: Collaboration	- Punctuality - Participate in the classroom - Knowledge Assignments - Knowledge Tests
CLO 2: Learner demonstrates an understanding of how artificial intelligence (AI).	-Teach by explaining the understanding of artificial intelligence, and their technologies. -Stimulate students to critical thinking and guide students to apply the using of AI.	- Punctuality - Participate in the classroom - Knowledge Assignments - Knowledge Tests
CLO 3: Learner comprehends principles of digital marketing communication, digital marketing strategies, and can create creative digital marketing content.	- Comprehends principles of digital marketing communication and digital marketing strategies and can create creative digital marketing content.	- Punctuality - Participate in the classroom - Knowledge Assignments - Project Presentation
CLO 4: Learner can analyze and evaluate digital investments diversely and adjust investment strategies according to their set goals.	- Provide comprehensive finance and investment services by analyzing and evaluating digital investments in a diverse manner and adjusting investment strategies according to their set goals.	- Punctuality - Participate in the classroom - Knowledge Assignments - Oral Exam

PART 4 :Teaching Plan and Evaluation

4.1 Teaching Plan

Week	Topics / Details	Course Learning Outcomes (CLOs)	Learning Activities and Materials	Hours (Lecture/ Practice)	Instructor
1 2/07/25	Introduction	CLOs 1, 2, 3, 4	- Teach by introducing the course, learning outcomes, and evaluation - Explain the elementary concept of digital citizenship	3-0-0	Asst.Prof.Dr. Puntipa Wanitjirattikal
2 9/07/25	Digital Wellbeing	CLOs 1	- Teach understanding the rights, duties, and necessary skills of digital citizens. - Teach understanding and are aware of the negative effects of being in front of a screen for too long. - Teach students to manage their time in a balanced manner.	3-0-0	Asst.Prof.Dr. Puntipa Wanitjirattikal
3 16/07/25	Digital Safety	CLOs 1	- Teach understanding of digital safety and digital law. - Teach students to manage their digital privacy appropriately and stay safe from cybercrime and cyber threats.	3-0-0	Asst.Prof.Dr. Puntipa Wanitjirattikal
4 23/07/25	Digital Respect	CLOs 1	- Teach students to evaluate the quality of media/messages and select and reject media/messages to align with their true needs. - Teach understanding of the concept of fake news and	3-0-0	Asst.Prof.Dr. Puntipa Wanitjirattikal

Week	Topics / Details	Course Learning Outcomes (CLOs)	Learning Activities and Materials	Hours (Lecture/ Practice)	Instructor
			recognize its potential impacts. - Teach students to be aware of communication in digital channels based on empathy and consideration. - Teach students to understand and manage cyberbullying and online harassment.		
5 30/07/25	AI Unboxed	CLOs 2	- Teach can articulate the meaning and significance of artificial intelligence (AI). - Teach how to accurately categorize types of AI based on their capabilities and operational traits. - Teach can evaluate the effects of AI usage in everyday life.	3-0-0	Asst.Prof.Dr. Puntipa Wanitjirattikal
6 6/08/25	AI in Your Hands	CLOs 2	- Teach students to utilize AI tools for both learning and working, and they can write prompts to achieve the desired outcomes from these tools. - Teach students to assess and determine the appropriate use of AI tools, as well as evaluate the quality of the data obtained from AI.	3-0-0	Asst.Prof.Dr. Puntipa Wanitjirattikal
7 13/08/25	AI and Us	CLOs 2	- Teach students to analyze the impact of AI on	3-0-0	Asst.Prof.Dr.

Week	Topics / Details	Course Learning Outcomes (CLOs)	Learning Activities and Materials	Hours (Lecture/ Practice)	Instructor
			themselves and society and evaluate the ethical use of AI. - Teach proposed guidelines or methods to manage the social impacts of using AI responsibly.		Puntipa Wanitjirattikal
8 20/08/25	Knowledge Test	CLOs 1, 2	- Check comprehensive of students by Knowledge Test	3-0-0	Asst.Prof.Dr. Puntipa Wanitjirattikal
Midterm Exam: 25-31 August 2025					
9 3/09/25	Digital Marketing I	CLOs 3	- Teach understanding of the principles of digital marketing. - Teach understanding of consumer behavior in the digital world. - Teach planning a digital marketing strategy accurately and comprehensively.	3-0-0	Asst.Prof.Dr. Puntipa Wanitjirattikal
10 10/09/25	GENED Day	CLOs 1, 2, 3, 4	- Teach understanding of digital literacy, AI, digital marketing, and digital investment.	3-0-0	Asst.Prof.Dr. Puntipa Wanitjirattikal
11 17/09/25	Digital Marketing II	CLOs 3	- Teach an understanding of the principles of digital marketing communication. - Teach how to create digital marketing content creatively. - Teach how to select appropriate platforms for presenting digital marketing content	3-0-0	Asst.Prof.Dr. Puntipa Wanitjirattikal
12 24/09/25	Project Presentation	CLOs 3	- Comprehends principles of digital marketing	3-0-0	Asst.Prof.Dr.

Week	Topics / Details	Course Learning Outcomes (CLOs)	Learning Activities and Materials	Hours (Lecture/ Practice)	Instructor
			communication and digital marketing strategies and can create creative digital marketing content.		Puntipa Wanitjirattikal
13 1/10/25	Finance and Investment I	CLOs 4	- Teach how to identify types of assets and investment options that are different in the digital age. - Teach students to plan their finances and personal investments. - Teach students to manage their investment portfolios appropriately.	3-0-0	Asst.Prof.Dr. Puntipa Wanitjirattikal
14 8/10/25	Finance and Investment II	CLOs 4	- Teach students to be able to define the meaning of asset management and explain its importance in achieving investment returns in the digital age. - Teach students to be able to assess investment risk and investment timeframes in the digital age to develop asset management strategies. - Teach students to be able to apply the principles of diversification and portfolio rebalancing to create and maintain investment balance.	3-0-0	Asst.Prof.Dr. Puntipa Wanitjirattikal

Week	Topics / Details	Course Learning Outcomes (CLOs)	Learning Activities and Materials	Hours (Lecture/ Practice)	Instructor
15 15/10/25	Oral Test	CLOs 4	- Check comprehensive of students by Oral Test about Finance and Investment.	3-0-0	Asst.Prof.Dr. Puntipa Wanitjirattikal
Final Exam: 20 October – 3 November 2025					

4.2. Learning Outcomes Evaluation Plan

Course Learning Outcomes (CLOs)	Evaluation Methods (Report, Project, Quiz, Midterm, and Final examinations)	Evaluation Date & Time	Percentage
CLOs 1,2,3,4	Punctuality Participate in the classroom	All Weeks	13%
CLOs 1,2,3,4	Knowledge Assignments	All Weeks	34%
CLOs 1,2	Knowledge Tests	Week 8 th	13%
CLOs 3	Project Presentation	Week 12 th	27%
CLOs 4	Oral Exam	Week 15 th	13%
			100%

PART 5: Learning Resources

1. References

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2. Recommended supplementary, multimedia, and learning materials

KMITL e-learning DIGITAL CITIZEN

PART 6 :Course Evaluation and Improvement

1. Students' Course Effectiveness Evaluation

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2. Teaching Evaluation Methods

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3. Teaching Improvement Methods

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4. Review of Learning Achievement and Outcomes

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5. Course Effectiveness Revision Plan and Process

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Course Instructor

Signature..... P. Wanitjirattikal.....

Date of report:1/07/25.....

Chairperson of the program

Signature..... P. Pluengphon.....

Date of report:1/07/25.....