

Part IV: Exhibits

C. Program Specification

Improvement Course 2017

- 1. Name of Institution** Srinakharinwirot University
- 2. Name of Faculty** Behavioral Science Research Institute
- 3. Programme Title** Master of Science Program in Applied Behavioral Science Research

4. Degree Title

- Full title:** Master of Science (Applied Behavioral Science Research)
Abbreviation: M.Sc. (Applied Behavioral Science Research Program)

5. Total number of credits

At least 36 credits

6. Programme characteristics

6.1 Programme Type

2 years programme with coursework and thesis

6.2 Language of instruction

Communication in Thai and English, use Thai and English textbooks and articles

6.3 Admission Thai national and non-thai (who can learn in Thai)

6.4 Collaboration with other institutions

The BSRI has signed MOU with domestic and international institution as follows:

1. Collaboration with professors and expert from other institutions to be the journal editorial board and peer reviewers who are expert in diverse academic areas of the Behavioral Sciences.

2. Collaboration with foreign institutions such as International Islamic University of Malaysia (IIUM) and Universiti Putra Malaysia (UPM), Malaysia.

7. Curriculum status and approval

The latest revision of the programme was in 2017 & implemented from semester 1/2017.

1. Approved by the committee of Graduate School on 29th November 2016.
2. Approved by Academic Council on 24th January 2017.
3. Approved by University Council on 1st March 2017.
4. Approved by the Office of the Higher Education Commission on 13th November 2017.

8. Readiness to publish quality and standardized curriculum

The published curriculum got approval based on the Thai Qualifications Framework from the Office of the Higher Education Commission in 2018.

9. Possible careers for the graduates

The ones who get this degree could work as follows:

1. Researcher in public and private sector or independent researcher
2. Lecturer or academic officer in higher education institution especially for research discipline or social and person behavior explanation discipline such as psychology, sociology, education, human and social development, human resource management
3. Careers relating to applied behavioral science knowledge such as project evaluator, project administrator, human and social developer.

10. Faculty responsible for the programme

No.	Name	Education	University
.1	Asst. Prof. Dr.Numchai Suparererkchaisakul	B.A. (Chinese) 1992 B.B.A. (Management) 1999 M.A. (Mass Communication) 2001 D.Sc. (Applied Behavioral Science Research Program) 2007	Chulalongkorn University Ramkhamhaeng University Thammasat University Srinakharinwirot University
.2	Asst. Prof. Dr.Thasuk Junprasert	B.A. (Urban Community Development) 2001 D.Sc. (Applied Behavioral Science Research Program) 2010	Srinakharinwirot University Srinakharinwirot University
3.	Asst. Prof. Dr.Yuttana Chaijookul	B.A. (Political Science) 1985 M.P.A. (Administration) 1988 M.CRP. (Community and Regional Planning) 1997 D.P.A. (Administration) 1995	Chaingmai University National University, USA U. of Nebraska, USA U. of LA Verne, USA

11. Place of instruction

Behavioral Science Research Institute, Srinakharinwirot University, Bangkok

12. Applicant qualification

Applicant with bachelor degree from any discipline who meet the general qualifications according to the university regulations.

13. Study plan

The programme set study plan as semester system as follow:

Year 1 Semester 1	Year 1 Semester 2
RB 501 Research Method in Behavioral Science 3(2-2-5)	RB 502 Construction and Development of Measuring Instruments in Behavioral Science 3(2-2-5)
RB 541 Social Foundations of Human Behavior 3(3-0-6)	RB 511 Statistics for Data Analysis in Behavioral Science 3(2-2-5)
RB 521 Behavioral Science in Psychological Perspectives 3(3-0-6)	Electives (1 subject 3 credits)
Total 9 credits	Total 9 credits
Year 2 Semester 1	Year 2 Semester 2
RB 803 Research practicum 3(1-4-4)	GRT 691 Master's Thesis (6 credits)
Electives (1 subject 3 credits)	
GRT 691 Master's Thesis (6 credits)	
Total 12 credits	Total 6 credits

Improvement Course 2012

- 1. Name of Institution** Srinakharinwirot University
- 2. Name of Faculty** Behavioral Science Research Institute
- 3. Programme Title** Master of Science Program in Applied Behavioral Science Research
- 4. Degree Title**
- Full title:** Master of Science (Applied Behavioral Science Research)
- Abbreviation:** M.Sc. (Applied Behavioral Science Research Program)

- 5. Total number of credits**
At least 39 credits

6. Programme characteristics

6.1 Programme Type

2 years programme with coursework and thesis

6.2 Language of instruction

Communication in Thai and English, use Thai and English textbooks and articles

6.3 Admission Thai national and non-thai (who can learn in Thai)

6.4 Collaboration with other institutions

The BSRI has signed MOU with domestic and international institution as follows:

3. Collaboration with professors and expert from other institutions to be the journal editorial board and peer reviewers who are expert in diverse academic areas of the Behavioral Sciences.

4. Collaboration with foreign institutions such as International Islamic University of Malaysia (IIUM) and Universiti Putra Malaysia (UPM), Malaysia.

7. Curriculum status and approval

The latest revision of the programme was in 2012 & implemented from semester 2/2012.

1. Approved by the committee of Graduate School on 22nd November 2011.
2. Approved by the committee of Behavioral Science Research Institute on 8th August 2011.
2. Approved by Academic Council on 9th November 2011.
3. Approved by University Council on 3rd February 2012.

8. Readiness to publish quality and standardized curriculum

The publish curriculum got approval based on Thai Qualifications Framework from the Office of the Higher Education Commission in 2015.

9. Possible careers for the graduates

The ones who get this degree could work as follows:

4. Researcher in public and private sector or independent researcher
5. Lecturer or academic officer in higher education institution especially for research discipline or social and person behavior explanation discipline such as psychology, sociology, education, human and social development, human resource management
6. Careers relating to applied behavioral science knowledge such as project evaluator, project administrator, human and social developer.

10. Faculty responsible for the programme

No.	Name	Education	University
.1	Assoc. Prof. Dr. Ungsinun Intarakamhang	B.N.S. (Nursing Science) 1998 M.S. (Health Education) 1992 Ph.D. (Non-Formal Education) 2003	Nursing College Mahidol University Chulalongkorn University
.2	Dr. Jarun Ounthitawat	B.Ed. (Mathematics) 1984 M.S. (Applied Behavioral Science Research Program) 1989 D.Sc. (Applied Behavioral Science Research Program) 2005	Srinakharinwirot University Srinakharinwirot University Srinakharinwirot University
3.	Asst. Prof. Dr. Numchai Suparerkchaisakul	B.A. (Chinese) 1992 B.B.A. (Management) 1999 M.A. (Mass Communication) 2001 D.Sc. (Applied Behavioral Science Research Program) 2007	Chulalongkorn University Ramkhamhaeng University Thammasat University Srinakharinwirot University

11. Place of instruction

Behavioral Science Research Institute, Srinakharinwirot University, Bangkok

12. Applicant qualification

Applicant with bachelor degree from any discipline who meet the general qualifications according to the university regulations.

13. Study plan

The programme set study plan as semester system as follow:

Year 1 Semester 1	Year 1 Semester 2
RB 501 Research Method in Behavioral Science 3(2-2-5)	RB 502 Construction and Development of Measuring Instruments in Behavioral Science 3(2-2-5)
RB 541 Social Foundations of Human Behavior 3(3-0-6)	RB 511 Statistics for Data Analysis in Behavioral Science 3(2-2-5)
RB 581 Behavioral Science in Psychological Perspectives 3(3-0-6)	RB 521 Behavioral Science in Psychological Perspectives 3(3-0-6)
Total 9 credits	Total 9 credits
Year 2 Semester 1	
RB 803 Research practicum I 3(1-4-4)	
Electives (2 subject 6 credits)	
GRT 691 Master's Thesis (12 credits)	
Total 9 credits Thesis 12 credits	