COURSE DETAIL

TECHNOLOGY AND INNOVATION MANAGEMENT
Country Thailand
Host Institution Thammasat University
Program(s) Thammasat University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 137
UCEAP Course Suffix
UCEAP Official Title TECHNOLOGY AND INNOVATION MANAGEMENT
UCEAP Transcript Title TECH&INNOVATION MGT
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

This course covers the basic concepts and theories in technology and innovation management to enable the organization’s strategic destinations, covering stages from fuzzy front end to strategy execution. This course provides students with different schools of thought, approaches, and techniques on innovative idea generation through group discussions and workshops such as Design Thinking (Stanford d.school), Human Centered Innovation Workshop.

Language(s) of Instruction
English

Host Institution Course Number
OM 324

Host Institution Course Title
TECHNOLOGY AND INNOVATION MANAGEMENT

Host Institution Course Details
https://oia.tu.ac.th/wp-content/uploads/2025/03/Course-Offering_BBA-1.pdf

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business

Course Last Reviewed
2025-2026

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