

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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