

Ph.D. Curriculum (Applied Behavioral Science Research)

Program Specification (Last Course Improvement-2017)

1. **Name of Institution** Srinakharinwirot University
2. **Name of Faculty** Behavioral Science Research Institute
3. **Programme Title** Doctor of Philosophy Program in Applied Behavioral Science Research
4. **Degree Title**
 - Full title:** Doctor of Philosophy (Applied Behavioral Science Research)
 - Abbreviation:** Ph.D. (Applied Behavioral Science Research)
5. **Total number of credits**
 - Type 1.1 At least 48 credits
 - Type 2.1 At least 57 credits (Applicant with Master degree)
 - Type 2.2 At least 84 credits (Applicant with Bachelor degree)
6. **Programme characteristics**
 - 6.1 **Programme Type**
 - Type 1.1 3 years with dissertation
 - Type 2.1 3 years with course work and dissertation
 - Type 2.2 4 years with course work and dissertation
 - 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
 - 6.4 **Collaboration with Other institutions** The BSRI has signed MOU with domestic and international institution as follows:
 1. Collaboration with professors and experts 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 13rd 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 2019.
9. **Possible careers for the graduates**

The ones who get this degree could work as follows:

1. 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
2. Researcher in public and private organization
3. Academic officer in public and private organization
4. Project evaluator or project management in public and private organization
5. Human and social developer in public and private organization

10. Faculty responsible for the programme

No.	Name	Education Background	Institutions
1	Asso. Prof. Dr. Ungsinun Intrakamhaeng	B.Nc. 1988 M.Phs. (Health education) 1993 Ph.D. (Non formal education) 2002	Thai Red Cross Nursing College Mahidol University Chulalongkorn University
2	Asst. Prof. Dr. Kanu Priya Mohan	B.A. (Psychology Honours) 1989 M.B.A. (Marketing) 1991 Ph.D. (Applied Behavioral Science Research) 2008	Government College for Girls, Chandigarh, India Punjab University, Chandigarh, India Srinakharinwirot University
3	Asst. Prof. Dr. Narissara Puengposop	B.A. (Sociology and Anthropology) 2000 M.A. (Demography) 2002 Ph.D. (Demography) 2009	Chulalongkorn University Chulalongkorn University Chulalongkorn University
4	Asst. Prof. Dr. Numchai Suparerchkaisakul	B.A. (Chinese) 1992 B.B.A. (Management) 1999 M.A. (Mass Communication) 2001 Ph.D. (Applied Behavioral Science Research Program) 2007	Chulalongkorn University Ramkhamhaeng University Thammasat University Srinakharinwirot University
5	Asst. Prof. Dr. Thasuk Junprasert	B.A. (Urban Community Development) 2001 Ph.D. (Applied Behavioral Science Research Program) 2010	Srinakharinwirot University Srinakharinwirot University

11. Place of instruction

Behavioral Science Research Institute, Srinakharinwirot University, Bangkok

12. Application qualification

Type 1.1

- Thai nationality or foreigner who legally stay in Thailand
- Graduate master degree with thesis requirement
- good in behavioral science in terms of research methodology and contents
- good in communication skill in terms of writing, reading and speaking, both in Thai and English
- pass English examination for application
- have research experiences after graduate at least 1 research

Type 2.1

Graduate master degree with high GPAX in any discipline and pass English examination

Type 2.2

Graduate bachelor degree with high GPAX in any discipline and pass English examination

13. Study plan

The programme set study plan as semester system as follow:

Type 1.1

Programme structure

Categories of Courses	Credits
A. Compulsory	
- Research methodology	-
- Behavioral Science	-
- Research Practicum	-
B. Elective	-
C. Dissertation	48
Total	48

Type 2.1

Programme structure

Categories of Courses	Credits
A. Compulsory	15
- Research methodology	6
- Behavioral Science	6
- Research Practicum	3
B. Elective	6
C. Dissertation	36
Total	57

Study plan for type 2.1 (at least 57 credits)

Year 1 Semester 1		Year 1 Semester 2	
RB 701 Advanced Research Methods in Behavioral Science	3 credits	RB 711 Multivariate Statistics For Data Analysis in Behavioral Science	3 credits
RB 781 Work Socialization	3 credits	RB 881 Seminar in the Philosophy of Behavioral Science	3 credits
Total 6 credits		Total 9 credits	
Year 2 Semester 1		Year 2 Semester 2	
RB 804 Advance Research Practicum	3 credits	GRD 891 Dissertation	9 credits
GRD 891 Dissertation	9 credits		
Total 6 credits With Dissertation 9 credits		Dissertation 9 credits	
Year 3 Semester 1		Year 3 Semester 2	
GRD 891 Dissertation	9 credits	GRD 891 Dissertation	9 credits
Dissertation 9 credits		Dissertation 9 credits	

Type 2.2**Programme structure**

Categories of Courses	Credits
A. Compulsory	30
- Research methodology	15
- Behavioral Science	9
- Research Practicum	6
B. Elective	6
C. Dissertation	48
Total	84

Study plan for type 2.2 (at least 84 credits)

Year 1 Semester 1		Year 1 Semester 2	
RB 501 Research Methods in Behavioral Science	3 credits	RB 502 Construction and Development of Measuring Instruments in Behavioral Science	3 credits
RB 521 Behavioral Science in Psychological Perspectives	3 credits	RB 511 Statistics for Data Analysis in Behavioral Science	3 credits
RB 541 Social Foundations of Human Behavior	3 credits		

Total 6 credits	Total 9 credits
Year 2 Semester 1	Year 2 Semester 2
RB 701 Advanced Research Methods in Behavioral Science 3 credits	RB 881 Seminar in the Philosophy of Behavioral Science 3 credits
RB 711 Multivariate Statistics For Data Analysis in Behavioral Science 3 credits	RB <i>elective</i> 3 credits
Total 6 credits	Total 9 credits
Year 3 Semester 1	Year 3 Semester 2
RB 804 Advance Research Practicum 3 credits	GRD 892 Dissertation 12 credits
GRD 892 Dissertation 12 credits	
Total 6 credits With Dissertation 12 credits	Dissertation 12 credits
Year 4 Semester 1	Year 4 Semester 2
GRD 892 Dissertation 12 credits	GRD 892 Dissertation 12 credits
Dissertation 12 credits	Dissertation 12 credits