

## **Master of Science in Service Innovation Program**

### **Academic Institution: College of Innovation Thammasat University**

2 Prachan Road, Bangkok 10200 THAILAND

Tel: 66-2623-5055-8 Fax: 66-2623-5060

**Duration:** Two (2) academic years

### **Objectives:**

- ☐ To provide students with a sound basis for conceptually understanding the major issues, driving forces and concerns of the public, private and non profit service industries.
- ☐ To provide a solid understanding of global issues, service economics and systems thinking.
- ☐ To provide an international perspective on service delivery and service design concepts.
- ☐ To develop critical thinking and analysis skills.
- ☐ To provide strategic orientation stressing leadership, knowledge management, change management, organizational change and sustainability.

### **Course Synopsis & Methodology:**

Globally the service industries are growing rapidly both in terms of the nature of the experiences they are delivering as well as their reach into all areas of national and global economies. Even those industries who might be seen largely as concerned with manufacturing now have significant service operation. This trend known as servitisation or service intensification has raised the profile of service design and delivery to an ever increasing level of importance in all sectors of commerce and society. In order to respond to rapidly emerging ideas and concepts in service innovation the program is designed to provide graduates with a position of advantage in dealing with the opportunities and challenges being presented by the creation of the ASEAN Economic Community 2015. The MSI Program is structured around a set of creative thinking and problem solving skills and knowledge for a range of different organizations and sectors with a strong emphasis on sustainable, inclusive and responsible development.

It aims to produce graduates who are comfortable with creative problem-solving as well as practical and tangible out-of-the-box thinking. Sustainability and responsibility are crosscutting theme throughout the program designed to ensure that graduates are well aware of the important role that the service industries must play in sustainable development.

The programs learning model clearly recognizes that innovation and creativity can only be encouraged and supported by a learning environment that stresses independent thinking, problem-based learning problem, case studies, local and international field trips, the involvement of a range of academics and practitioners in the learning process and is an encouragement to develop solutions and approaches that are clearly out of the box. All students are required to complete a thesis or an independent study. The small size of the program allows for a personalized approach that allows all students to reach their full potential.

### **Course Content/Study Topic:**

Semester 1 (June – Sept) Semester 2 (Nov – Feb) Summer (Mar – May) Semester 1 (June – Sept)  
Semester 2 (Nov – Feb) YEAR 1 YEAR 2 SV 770 Service Operations, Excellence and Innovation (3 credits) SV 611 Finance Management for the Service Industries (3 credits) SV 632 Managing People in a Global Environment (3 credits) SV 600 Introduction to Service Innovation and Creativity (3 credits) SV 631 Marketing & Branding in Service Management (3 credits) SV 610 Data & Decisions for Service Design and Delivery (3 credits) Plan A Thesis (6) MSI CURRICULUM (SEMESTER SYSTEM) Plan B Independent Study (3) Elective Course (6 credits) Plan A Thesis (6) Plan B Independent Study (3) Elective Course (3 credits) Or Or Elective Course (3 credits) Core Courses Core Courses

### Core Courses

- ☐ SV 600 Introduction to Service Innovation & Creativity (3 Credits)
- ☐ SV 610 Data and Decisions for Service Design & Delivery (3 Credits)
- ☐ SV 611 Finance Management for the Service Industries (3 Credits)
- ☐ SV 631 Marketing and Branding in Service Management (3 Credits)
- ☐ SV 632 Managing People in a Global Service Environment (3 Credits)
- ☐ SV 770 Service Operation, Excellence and Innovation (3 Credits)

### Elective Courses

- ☐ SV 685 Contemporary Issues in Service Innovation (3 Credits)
- ☐ SV 686 Seminar on Special Topics (3 Credits)
- ☐ SV 735 Managing Technology for Service Providers (3 Credits)
- ☐ SV 736 Risk Management in the Service Industries (3 Credits)
- ☐ SV 755 Event Design and Management (3 Credits)

### Qualifications:

To be eligible for admission to the Master of Science in Service Innovation, an applicant must:

- ☐ Hold a Bachelor's Degree or its equivalent in any field.
- ☐ Pass an English Language Proficiency Test from one of the following:
  - TOEFL : 500
  - IELTS : 5.0
  - TU-GET (Thammasat Test) : 500
- ☐ At least 2 years of working experience in service industry
- ☐ Very good written and spoken English proficiency.

Successful candidates for admission must pass a selection process including a written examination, an English test, and an interview.

### Document Required:

1. 3 photographs (1 inch-size)
2. English test result (TOEFL, IELTS, or TU-GET)
3. 2 Recommendations (form attached)
4. Health certificate

### Number of Participant: 2

### Eligible Countries:

Afghanistan, Bangladesh, Cape Verde, Comoros, Eritrea, Fiji, Ghana, Indonesia, Iran, Jordan, Lesotho, Malaysia, Maldives, Mauritania, Nepal, Nigeria, Pakistan, Papua New Guinea, Philippines, Republic of Seychelles, Rwanda, Senegal, Solomon Island, South Sudan, Sudan, Sri Lanka, Timor-Leste, Togo and Vanuatu.

### Closing Date for Nominations:

March 2016

### Terms and Conditions for Scholarships

1. Applicants who are awarded the scholarships will be required to pursue the Plan A study (thesis) option.
2. Scholarships cover for the study period of 2 years. Applicants who are awarded the scholarships must complete their studies within 2 years.
3. Applicants who are awarded the scholarships will be required to function as student assistants for 40 hours per month to assist the College in meeting its overall mandate. Specific duties and responsibilities will be assigned by Program Directors or the College's Administrators.

**Contact:**

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