

GENERAL EDUCATION, KMITL

COURSE SYLLABUS

Course Code	96641007	Course Title	Digital Citizen				
Total Credits	3 (3-0-6)	Semester		Section		Date-Time	
Course Description (English)	Development of digital citizen skills, live safely and responsibly online, use technology creatively and morally, innovate and deliver digital media sensibly, understand modern investment, and live wisely in digital world.						
Course Coordinator	Supatcharee Bhooarworn						
Course Instructors							
Teaching Assistant (if any)							
Counselling Schedule				Teaching Language	☐ Thai ☒ English ☐ Others, please specify.....		
Website or Online Teaching Method (if any)	Teams Code:						

Course Learning Outcome

1. Students understand digital citizenship skills in all 8 areas and can apply them appropriately in daily life.
2. Students demonstrate an understanding of how artificial intelligence (AI) operates, make informed and appropriate use of AI, and are critically aware of its potential benefits and risks.
3. Students comprehend principles of digital marketing communication, digital marketing strategies, and be able to create creative digital marketing content.
4. Students can analyze and evaluate digital investments diversely and adjust investment strategies according to their set goals.

General Education Learning Outcome: GE-LO	
GE-LO	Value
☐ GE-LO-1 Analytical and Critical Thinking	
☒ GE-LO-2 Complex Problem Solving	2
☐ GE-LO-3 Creativity	
☐ GE-LO-4 Interpersonal Skills	
☒ GE-LO-5 Integrity and Perseverance	1
☐ GE-LO-6 Active Learning and Learning Strategies	
☐ GE-LO-7 Resilience, Stress Tolerance and Flexibility	
☒ GE-LO-8 Leadership and Social Influence	2
☒ GE-LO-9 Communication	1
☒ GE-LO-10 Entrepreneurship and Startup	4
☒ GE-LO-11 Digital Quotient Literacy and Digital Media Production	5
Total Value	<u>15</u>
Career Readiness Modules	
☒ Employee ☒ Self-employed ☒ Business Owner ☒ Investor ☐ None	

Learning Topic	Learning Content
Digital Citizen Skills	Digital Wellbeing Digital Safety Digital Respect
AI Literacy	Fundamental of Artificial Intelligence Prompt Engineering and use case AI Ethics and Law
Digital Marketing	Digital Marketing Strategy Digital Marketing Communication
Digital Investing	Financial Planning Investment Planning

Lesson Plan

Week	Topic	Activity	Note
1	Introduction	Lecture and Activity	
2	Digital citizenship Screen time management	Lecture and Activity	Worksheet 1
3	Cybercrime and Cyber attack Digital law	Lecture and Activity	Worksheet 2
4	Digital empathy Cyberbully management Media literacy and Fake news	Lecture and Activity	
5	AI Unboxed: Types, Tech, and What You Need to Know	Lecture and Activity	
6	AI in Your Hands: Tools to Learn, Create, and Work Smarter	Lecture and Activity	Worksheet 3
7	AI and Us: Ethics, Challenges, and Impact	Lecture and Activity	
8	Knowledge Test	Test	
Mid. term examination			
9	Digital Marketing Strategy	Lecture and Activity	Worksheet 4
10	GenEd Day	Participate in the activity	
11	Digital Marketing Communication	Lecture and Activity	
12	Digital Marketing Project	Project Presentation	
13	Investing in Digital Age	Lecture and Activity	Worksheet 5
14	Smart Investor in Digital Age	Lecture and Activity	
15	Oral Exam.	Answering questions	Students will pair up for this activity.

Evaluation Plan

Assessment Activities	Value	Score	Week	Notes
1. Punctuality	1	4	Throughout the Semester	Punctuality in attending classes (before 9:00 AM or 1:00 PM). Being late for more than 1 hour is considered an absence. More than 3 absences will result in a U grade. (Exceptions: - In case of illness, a medical certificate is required. - If a student has approved documentation for participation in activities from an institutional department - Other personal leave cases are subject to the institution's regulations.)
2. Participation	1	4	Throughout the Semester	
3. Oral Exam	2	8	Week 15	0 points for not attending the session
4. Knowledge Assessment	2	8	Week 8	0 points for not attending the session, plagiarism
5. Worksheets	5	20	Week 2 Week 4 Week 6 Week 10 Week 13	0 points for not attending the session, submitting a blank paper, not submitting, or plagiarizing
6. Digital Marketing Project	4	16	Week 9-12	Group work for 5-7 people Presentation time is approximately 10 minutes Including the time for answering questions from the instructor, totaling 15 minutes Not participating in group work / not having a group / not attending on the presentation day results in 0 points.
Total	15	60		

Evaluation Criteria

☐ Group-based								
☐ Standard-based								
Grade	A	B+	B	C+	C	D+	D	F
Score (60 points)	57-60	49-56.9	41-48.9	34-40.9	27-33.9	21-26.9	15-20.9	0-14.9
☒ Satisfactory/Unsatisfactory (S/U)								
Grade	S				U			
Score (60 points)	30-60				0-29.9			

Scoring Rubrics

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
1. Punctuality	GE-LO-5	1	Attend classes on time not less than 10 times	Attend classes on time 8-9 times	Attend classes on time 6-7 times	Attend classes on time 4-5 times
2. Participation	GE-LO-8	1	Participate in the classroom not less than 10 times	Participate in the classroom 8-9 times	Participate in the classroom 6-7 times	Participate in the classroom 4-5 times
3. Oral Exam “Investment Q&A”	GE-LO-10	0.5	Correctly identify investor profiles that are suitable for the asset allocation diagram. Able to <u>connect</u> information and provide supporting reasons logically and <u>creatively</u> .	Correctly identify investor profiles that are suitable for the asset allocation diagram and provide supporting reasons logically.	Correctly identify investor profiles that are suitable for the asset allocation diagram <u>but unable</u> to provide supporting reasons.	Unable to identify investor profiles that are suitable for the asset allocation diagram.
	GE-LO-10	0.5	Accurately describes the characteristics of the highest risk assets and provide reasonable and creative supporting reasons.	Accurately describes the characteristics of the highest risk assets and provide reasonable supporting reasons.	Accurately describes the characteristics of the highest risk assets <u>but unable</u> to provide reasonable supporting reasons.	Unable to describes the characteristics of the highest risk assets.
	GE-LO-2	0.5	Give recommendations that are appropriate to the investor's profile and analyze various factors (personal factors, economic conditions, asset types, level of risk, return, etc.) provide reasonable and creative supporting reasons.	Give recommendations that are appropriate to the investor's profile and analyze various factors provide reasonable supporting reasons.	Give recommendations that are appropriate to the investor's profile <u>but unable</u> to analyze various factors.	Unable to give recommendations that are appropriate to the investor's profile.
	GE-LO-2	0.5	Analyze the situation and trends thoroughly. Identify assets that have a high or low chance of generating returns. Ready to provide reasonable and creative supporting reasons.	Analyze the situation and trends thoroughly. Identify assets that have a high or low chance of generating returns. Ready to provide reasonable supporting reasons.	Analyze the situation and trends, <u>however not</u> thoroughly. Identify assets that have a high or low chance of generating returns but unable to provide supporting reasons.	Unable to analyze the situation and trends.

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
4. Knowledge Assessment	GE-LO-2 GE-LO-10	1 1	48-60 Points	36-47 Points	24-35 Points	0-23 Points
5. Worksheets						
Worksheet 1 Balance Screen, Balance Mind	GE-LO-11	1	1. Records 8 or more activities. 2. Appropriately prioritizes activities using the Eisenhower Matrix. 3. Sets appropriate work schedules following the Pomodoro technique for 2 activities. 4. Develops improvement strategies and creates plans for future screen time and work management.	1. Records 6-7 activities. 2. Appropriately prioritizes activities using the Eisenhower Matrix. 3. Sets appropriate work schedules following the Pomodoro technique for 2 activities. 4. Develops improvement strategies and creates plans for future screen time and work management.	1. Records 4-5 activities. 2. Prioritizes activities using the Eisenhower Matrix. 3. Sets work schedules following the Pomodoro technique for 2 activities. 4. Develops improvement strategies and creates plans for future screen time and work management.	1. Records fewer than 5 activities.
Worksheet 2 Click Safe, Live Smart	GE-LO-11	1	1. Answer all 4 questions correctly. 2. Accurately and comprehensively analyze situations related to legal standards.	1. Answer all 4 questions correctly. 2. Cannot analyze situations related to accurate and detailed legal standards.	1. Does not answer all 4 questions correctly. 2. Analyzes situations related to accurate but incomplete legal standards.	1. Does not answer all 4 questions correctly. 2. Cannot analyze situations related to accurate and detailed legal standards.

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
Worksheet 3 AI Navigator	GE-LO-11	1	Answer 5 questions correctly.	Answer 4 questions correctly.	Answer 3 questions correctly.	Answer 1-2 questions correctly.
Worksheet 4 Digital Marketing Planning	GE-LO-10	1	1. Answer all 6 questions correctly. 2. Analyzes 5W1H comprehensively across all aspects with clear interconnections. 3. Selects appropriate AI tools for the task.	1. Answer all 6 questions correctly. 2. Analyzes 5W1H comprehensively across all aspects with clear interconnections.	1. Does not answer all 6 questions correctly. 2. Analyzes 5W1H without clear interconnections.	1. Does not answer all 6 questions correctly.
Worksheet 5 Who says online trading is difficult?	GE-LO-10	1	Answer all 3 questions and provide supporting reasons for investing in selected stocks. <u>Comprehensively</u> analyze factors such as economic conditions, industrial conditions, business strategy, business trends, etc. correctly according to the principles of Top-down or Bottom-up.	Answer all 3 questions and provide supporting reasons for investing in selected stocks. Analyze some factors correctly according to the principles of Top-down or Bottom-up.	Answer all 3 questions but <u>unable to</u> provide supporting reasons for investing in selected stocks <u>nor</u> analyze factors correctly according to the principles of Top-down or Bottom-up.	Unable to answer all 3 questions.

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
6. Digital Marketing Project "Sell with Content, Grow with Strategy"	GE-LO-8	1	Peer evaluation is not conducted (0 points from peer assessment)			
			3.1-4.0 Points	2.1-3.0 Points	1.1-2.0 Points	0.1-1.0 Points
	GE-LO-9	1	1. Excellent time management during presentation 2. Appropriate communication methods 3. Suitable communication tools	1. Good time management during presentation 2. Appropriate communication methods	1. Good time management during presentation 2. Lacks appropriate communication methods	3. Poor time management during presentation
	GE-LO-10	1	1. Complete marketing plan covering all 7 components 2. Coherent analysis of 4Ps and 4Es 3. Appropriate selection of communication formats and platforms suitable for products/services and target groups	1. Complete marketing plan covering all 7 components 2. Coherent analysis of 4Ps and 4Es 3. Selection of communication formats and platforms not entirely suitable for products/services and target groups	1. Marketing plan incomplete - missing some of the 7 components 2. Appropriate selection of communication formats and platforms suitable for products/services and target groups	1. Marketing plan incomplete - missing some of the 7 components 2. Selection of communication formats and platforms not suitable for products/services and target groups
	GE-LO-11	1	1. Appropriate use of AI tools matching project objectives 2. Documentation of prompts with actual results used for all stages 3. Demonstration of digital literacy awareness, such as bias avoidance strategies, privacy considerations, or fact-checking procedures	1. Appropriate use of AI tools matching project objectives 2. Documentation of prompts with actual results used for some stages 3. Demonstration of digital literacy awareness, such as bias avoidance strategies, privacy considerations, or fact-checking procedures	1. Use of AI tools not entirely appropriate for project objectives 2. Documentation of prompts with actual results used	1. Use of AI tools not appropriate for project objectives 2. No documentation of prompts with actual results used