



Course Code ICIR 343 Division Social Science

TQF 3 Course Specifications

Section 1 General Information

1. Course code and course title

Thai ICIR ๓๕๓ การค้นหางานอย่างสร้างสรรค์

English ICIR 343 The Creative Job Search

- 2. Number of credits 4 (4-0-8)
- 3. Program and type of subject
 - 3.1 Program <u>Undergraduate Degree (International Program)</u>
 - 3.2 Type of Subject Major requirement
- 4. Course Coordinator and Course Lecturer
 - 4.1 Course Coordinator William J. Jones
 - 4.2 Course Lecturer TBA
- 5. Trimester/ Year of Study
 - 5.1 Trimester As stipulated in annual Social Science Division course schedule
 - 5.2 Course Capacity Approximately 40 students
- 6. Pre-requisite N/A
- 7. Co-requisites <u>N/A</u>
- 8. Venue of Study MUIC
- 9. Date of Latest Revision

Date 1 Month January Year 2018



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Section 2 Goals and Objectives

1. Course Goals

Students will be able to understand and apply the basic principles of an informed and effective search for employment after graduation. Students will be able to maximize their performance at every stage of the application process, enhancing their prospects of successful recruitment to rewarding and appropriate work.

2. Objectives of Course Development/Revision

2.1 Course Objectives

To equip students to make informed choices about their future employment goals, and to plan effectively to achieve them.

2.2 Course-level Learning Outcomes: CLOs

By the end of the course, students will be able to (CLOs)

- 1. CLO1 Be able to understand the nature of the job market, how this is changing, and recruiter/employer expectations in it
- 2. CLO2 Be able to understand how to find, and apply effectively for, employment opportunities
- 3. CLO3 Be able to understand the principles of personal brand and impact, and implement them effectively
- 4. CLO4 Be able to evaluate and analyze application experience and feed it back into enhanced performance



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Section 3 Course Management

1. Course Description

(Thai) หางานอย่างไร การสร้างประวัติส่วนตัว (CV) การสร้างแบรนด์ส่วนบุคคล การเตรียมความพร้อม การ สัมภาษณ์งานอย่างมีประสิทธิภาพ อธิบายถึงวิธีการประเมินประสบการณ์การทำงาน นักเรียนจะประเมิน จัดหาและ ประเมินวิธีการและวิธีการหางานในตลาดที่มีการแข่งขัน

(English) How to find a job; create a CV; personal branding; prepare; perform effectively for interviews. Explains how to evaluate the application experience. Students will assess; arrange; appraise methods and means to find jobs in a competitive marketplace.

2. Credit hours per trimester

Lecture	Laboratory/field	Self-study
(Hour(s))	trip/internship	(Hour(s))
	(Hour(s))	
48	0	96

- 3. Number of hours that the lecturer provides individual counseling and guidance.
 - 4 hours/week
 - Students could make requests for appointments whenever necessary.



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Section 4 Development of Students' Learning Outcome

- 1. Short summary on the knowledge or skills that the course intends to develop in students (CLOs)

 By the end of the course, students will be able to
 - 1. CLO1 Be able to understand the nature of the job market, how this is changing, and recruiter/employer expectations in it
 - 2. CLO2 Be able to understand how to find, and apply effectively for, employment opportunities
 - 3. CLO3 Be able to understand the principles of personal brand and impact, and implement them effectively
 - 4. CLO4 Be able to evaluate and analyze application experience and feed it back into enhanced performance
 - 2. Teaching methods for developing the knowledge or skills specified in item 1 and evaluation methods of the course learning outcomes

Course	Teaching methods	Evaluation Methods
Code		
CLO1	Powerpoint, Lecture, invited speaker, small group	Class participation, written exercise
	work	(letter)
CLO2	Powerpoint, Lecture, invited speaker, small group	Mock interview, written exercise (CV)
	work	
CLO3	Powerpoint, Lecture, invited speaker, small group	Written exercise (brand statement,)
	work	class participation
CLO4	Powerpoint, Lecture, invited speaker, small group	Class participation
	work Class participation, written exercise	



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Section 5 Teaching and Evaluation Plans

1. Teaching plan

		Number of Hours			
	Topic		Lab/Field	Tooching Activities/	Lecturer
Week		Lecture	Trip/Interns	Teaching Activities/ Media	
		Hours	hip	iviedia	
			Hours		
	Introduction: What do you			Powerpoint, small	
1	want to do? Reflecting on	4	0	·	TBA
	your goals			group work	
2	What is the job market?	4	0	Powerpoint, small	TBA
2	Myths & Realities	4	U	group work	
	Identifying opportunities:			Powerpoint, small	TBA
3	using resources and	4	0	group work	
	contacts			group work	
	Who are you? Thinking			Powerpoint, small	TBA
4	about personal brand	4	0	group work, case	
	about personal brand			studies	
5	Developing your brand	4	0	Powerpoint, small	TBA
3	(class exercise)	7	Ŭ	group work	
6	Applying for a job: letter,	4	0	Powerpoint, small	TBA
0	CV, phone calls	7	Ŭ	group work	
				Powerpoint, small	TBA
7	Personal impact	4	0	group work, case	
				studies	
				Powerpoint, small	TBA
8	Preparing for interviews	4	0	group work, case	
				studies	
				Powerpoint, small	TBA
9	Interview practice (1)	4	0	group work, case	
				studies	



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				Powerpoint, small	TBA
10	Interview practice (2)	4	0	group work, case	
				studies	
1 1	A Recruiter perspective	4	0	Powerpoint, small	TBA
11	11 (invited talk)		U	group work	
12	Learning from experience;	4	0	Powerpoint, small	TBA
12	review and conclusions	4	U	group work	TDA
	Total	48	0		

2. Plan for Assessing Course Learning Outcomes

- 2.1 Assessing and Evaluating Learning Achievement
 - a. Formative Assessment

Class participation 40%

Written exercises 40%

Mock interview 20%

b. Summative Assessment

(1) Tools and Percentage Weight in Assessment and Evaluation

Learning	Assessment Methods	Assessme	nt Ratio
Outcomes	Assessment Methods	(Percer	itage)
CLO1 Be able to	Class participation	10	
understand the nature of			
the job market, how this			20
is changing, and	Written exercises	10	20
recruiter/employer			
expectations in it			
CLO2 Be able to	Class participation	10	
understand how to find,			25
and apply effectively for,	Written exercises	15	23
employment			



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opportunities			
CLO3 Be able to	Class participation	10	
understand the principles			
of personal brand and			25
impact, and implement	Written exercises	15	25
them effectively			
CLO4 Be able to evaluate	Class participation	10	
and analyze application			
experience and feed it	Mock interview		30
back into enhanced	MOCK IIILEIVIEW	20	50
performance			
Total			100

(2) Grading System

Grade	Achievement	Final score (% range)
А	Excellent	90-100
B+	Very Good	85-89
В	Good	80-84
C+	Fairly Good	75-79
С	Fair	70-74
D+	Poor	65-69
D	Very Poor	60-64
F	Fail	Less than 60

(3) Re-examination (If course lecturer allows to have re-examination)

N/A - (Not applicable with MUIC)

3. Student Appeals



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Section 6 Teaching Materials and Resources

- 1. Textbooks and/or other documents/materials
 - 1. Richard Bolles, What Color is Your Parachute? (Ten Speed Press)
 - 2. Bangkok Post series of articles on HR issues; additional related articles
 - 3. http://www.parachutebook.com

2.	Recommended textbooks and/or other documents/materials
3.	Other Resources (If any)

Section 7 Evaluation and Improvement of Course Management

- 1. Strategies for evaluating course effectiveness by students
 - Written examinations and group presentation
- 2. Strategies for evaluating teaching methods Student feedback, course evaluation, peer evaluation
- 3. Improvement of teaching methods Student feedback, course evaluation, peer evaluation
- 4. Verification process for evaluating students' standard achievement outcomes in the course Written examinations and group presentation
- 5. Review and plan for improving the effectiveness of the course Student feedback, course evaluation, peer evaluation



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Appendix

Alignment between Courses and Program

<u>Table 1</u> The relationship between course and Program Learning Outcomes (PLOs)

The Creative			Program Lea	arning Outco	omes (PLOs))	
Job Search	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
ICIR 343	√		√	√	√	√	√

Note: Indicate the level of CLOs by letter I, R, P or M. Using the information as shown in the Curriculum Mapping of TQF2

<u>Table 2</u> The relationship between CLOs and PLOs

ICIR 343	Program Learning Outcomes (PLOs)						
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1 Be able							
to understand							
the nature of							
the job							
market, how							
this is	✓					✓	✓
changing, and							
recruiter/empl							
oyer							
expectations							
in it							

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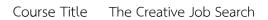
Undergraduate Program

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CLO2 Be able						
to understand						
how to find,						
and apply		✓		\checkmark	✓	✓
effectively for,						
employment						
opportunities						
CLO3 Be able						
to understand						
the principles						
of personal						
brand and		√	✓	✓	√	
impact, and						
implement						
them						
effectively						
CLO4 Be able						
to evaluate						
and analyze						
application						
experience		✓	\checkmark	✓	✓	
and feed it						
back into						
enhanced						
performance						



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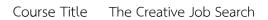
<u>Table 3</u> The description of PLOs and Sub Los of the course

PLOs	Sub PLOs
PLO1 Graduates will be able to describe and explain key features of and issues concerning the current world order, with particular attention to the Asia-Pacific region, using appropriate terminology	1.1 demonstrate an understanding of the principles upon International Relations and the Asia-Pacific region are built 1.2 identify the national & global challenges associated with current economic, political, and social systems 3.1 connect, synthesize and/or transform ideas or solutions within a particular
	framework
PLO2 Graduates will be able to discuss and apply major theories, approaches and methodologies in the field of international relations and global affairs in order to analyze the current world order and how it has evolved over time	1.1 demonstrate an understanding of the principles upon International Relations and the Asia-Pacific region are built 1.2 identify the national & global challenges associated with current economic, political, and social systems 2.2 collect, analyse, synthesize data, & evaluate information and ideas from multiple sources relevant to issues/problems 3.1 connect, synthesize and/or transform ideas or solutions within a particular framework
PLO3 Graduates will be proficient readers who are able to locate, evaluate, analyze and	3.1 connect, synthesize and/or transform ideas or solutions within a particular





synthesize different forms of data and source	framework
materials relevant to international relations	
and global affairs	3.2 integrate alternative, divergent, or
	contradictory perspectives or ideas in the
	solution of a problem or question
	3.3 make judgment & decision through correct
	analysis, inferences, and evaluations on
	multiple perspectives
	4.1 collect, analyse, synthesize data, &
	evaluate information and ideas from multiple
	sources relevant to issues/problem
PLO4 Graduates will be able to develop and	2.3 synthesize information to arrive at logical
present arguments about and solutions to	reasoning
issues in international relations and global	3.2 integrate alternative, divergent, or
affairs using written, oral and/or visual forms;	contradictory perspectives or ideas in the
in doing so they will consider different	solution of a problem or question
perspectives, show respect for evidence, and	4.3 prepare a purposeful oral presentation
engage in constructive debate	designed to increase knowledge, to foster
	understanding, or to promote change in the
	listeners' attitudes, values, beliefs, or
	behaviors
	7.3 apply principle of ethical leadership,
	collaborative engagement, and respect
	diversity
PLO5 Graduates will demonstrate knowledge	5.2 exhibit characteristics of responsible
of and respect for cultural differences,	citizenship
particularly in the Thai context, and be able	5.3 work effectively in diverse team (and
to work in culturally diverse groups effectively	multi-cultural settings)
PLO6 Graduates will document, reflect upon	6.1 Create an original explanation or solution
and set goals for their learning; they will seek	to the issues/problems
	1



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to achieve these goals through acquiring in-	6.2 articulate the rationale for &
depth knowledge and new skills, and will be	consequences of his/her solution- identify
able to adjust their approaches to learning	opportunities & risk
and their goals based on their experiences	6.3 implement innovation through process
	management approach
PLO7 Graduates will demonstrate knowledge	7.1 identify ethical issues and recognize
of internationally recognized ethical standards	different viewpoint and ideologies
and apply principles of ethical reasoning to	
decision-making, civic engagement, and	7.3 apply principle of ethical leadership,
	collaborative engagement, and respect
research, consistently crediting the work of	diversity
others	,