PTU | INTERNATIONAL COLLEGE

MASTER OF EDUCATION IN DIGITAL EDUCATION MANAGEMENT



Master of Education Program in Digital Education Management

1. Program Name

Program Name : Master of Education Program in Digital Education Management

2. Degree and Field of Study

Full Name : Master of Education (Digital Education Management)

Abbreviation : M.Ed. (Digital Education Management)

3. Total Program Credits

3.1 Plan 1 Academic Track (Thesis-Focused): total credits throughout the program: 36 credits

3.2 Plan 1 Academic Track (Coursework and Thesis): total credits throughout the program: 36 credits

4. Career Opportunities Upon Graduation

4.1 Teacher, Lecturer, Instructor, Academic, Researcher

4.2 Civil Servant, Government Official

4.3 Analyst, Planner, and Organizational Policy Maker

5. Curriculum Details

Total credits for the entire program

Plan 1 Academic Track (Thesis-Focused): 36 credits

Plan 1 Academic Track (Coursework and Thesis): 36 credits

6. Program Structure

Plan 1 Academic Track (Thesis-Focused)

This study plan emphasizes research through the production of a high-quality thesis that contributes to academic advancement and scholarly publication. The academic advisor and program director may require students to undertake additional non-credit coursework and/or academic activities to ensure that students achieve the intended learning outcomes of the program.

1) Basic Supplementary Courses	(Non-credit)
2) Compulsory Courses	(Non-credit)
3) Elective Courses	(Non-credit)
4) Thesis	36 credits

Plan 1 Academic Track (Coursework and Thesis)

This study plan combines the program's coursework with high-quality research that contributes to academic advancement and scholarly publication.

1) Basic Supplementary Courses	(Non-credit)
2) Compulsory Courses	12 credits
3) Elective Courses	12 credits
4) Thesis	12 credits

7. Courses in the Curriculum

7.1 Basic Supplementary Courses (Non-credit)

Students must meet the English proficiency requirements set out in Pathumthani University announcements and must register for other basic supplementary courses as determined by the program director or program committee, based on the student's bachelor's degree transcript and entrance examination results. These courses do not count toward the program credits and are graded S/U (Satisfactory/Unsatisfactory).

ENG696101	Roadmap to CEFR Competency	2(2-0-4)
MEM696102	Fundamentals and Concepts of Digital Education Management	3(3-0-6)

7.2 Compulsory Courses

All students enrolled in Plan 1 Academic Track (Coursework and Thesis) must complete the following courses, totaling 12 credits.

MEM696201	Digital Education Management	3(3-0-6)
MEM696202	Change Management for Digital Education	3(3-0-6)
MEM696203	Artificial Intelligence for Education	3(3-0-6)
MEM696204	Digital Education Management Research Project	3(3-0-6)

7.3 Elective Courses

Students enrolled in Plan 1 Academic Track (Coursework and Thesis) select courses from the following list, totaling 12 credits.

MEM696301	Edu-Automation Management	3(3-0-6)
MEM696302	Educational Leadership in the Digital Age	3(3-0-6)
MEM696303	Digital Marketing for Educational Institutions	3(3-0-6)
MEM696304	International Curricula and Digital Assessment Tools	3(3-0-6)
MEM696305	Digital Skills Development for Teachers and Learners	3(3-0-6)
MEM696306	Smart Educational Systems	3(3-0-6)

MEM696307	Technology and Platforms for Education	3(3-0-6)
MEM696308	Data Analysis and Learning Assessment	3(3-0-6)
MEM696309	Designing and Developing Digital Curriculum	3(3-0-6)
MEM696310	Management and Policy in Digital Education Management	3(3-0-6)
MEM696311	Ethics and Digital Security in Education	3(3-0-6)
MEM696312	Blended and Distance Learning	3(3-0-6)
MEM696313	Future Trends in Digital Education Management	3(3-0-6)

7.4 Thesis

Plan 1 Academic Track (Thesis-Focused): 36 credits

MEM696401	Thesis 1	6(0-18-9)
MEM696402	Thesis 2	12(0-36-18)
MEM696403	Thesis 3	12(0-36-18)
MEM696404	Thesis 4	6(0-18-9)

Plan 1 Academic Track (Coursework and Thesis): 12 credits

MEM696405	Thesis 1	6(0-18-9)
MEM696406	Thesis 2	6(0-18-9)

8. Course Descriptions

8.1 Basic Supplementary Courses (Non-credit)

ENG696101 Roadmap to CEFR Competency 2(2-0-4)

Development of English listening and reading competencies to grasp the main points of complex technical and non-technical texts; competencies in presenting viewpoints and giving arguments and counterarguments, both orally and in writing.

MEM696102 Fundamentals and Concepts of Digital Education Management 3(3-0-6)

The fundamentals and key concepts of Digital Education Management, which involves the use of digital technology in teaching and learning in the digital age; the role of educational innovations and the use of technology to enhance the learning experience; and learning theories relevant to the use of digital tools and technologies in educational environments. **Concepts and principles of Digital Education Management:** understanding the current state of Digital Education Management and how technology is applied in learning processes. **Educational innovations and technology for learning.**

8.2 Compulsory Courses

All students enrolled in Plan 1 Academic Track (Coursework and Thesis) must complete the following courses, totaling 12 credits.

MEM696201 Digital Education Management 3(3-0-6)

The principles, concepts, and practices of managing education in the digital era, covering the application of information and communication technologies (ICT), cloud systems, artificial intelligence (AI), and digital platforms in educational planning, administration, and evaluation at both policy and operational levels. Topics include digital learning design, professional development for educators in digital contexts, and building educational ecosystems that respond to societal transformation in the digital age, with emphasis on cybersecurity, ethical practice, and effective data management.

MEM696202 Change Management for Digital Education 3(3-0-6)

The principles, theories, and processes of managing change in the context of digital education. Students examine critical success and failure factors in digital transformation within educational institutions, with emphasis on the role of educational leaders in managing technological, structural, cultural, and behavioral change. The course covers strategies for stakeholder engagement, resistance management, effective communication, and change impact assessment. Students also design change management plans for schools or higher education institutions undergoing digital transformation.

MEM696203 Artificial Intelligence for Education 3(3-0-6)

The principles and applications of Artificial Intelligence (AI) and Machine Learning (ML) in education, including the development of Intelligent Tutoring Systems (ITS), the use of AI to analyze learner behavior, and personalized learning platforms. The course also covers the use of AI for assessment, instructional design, and enhancing teaching effectiveness, as well as the limitations and ethical considerations of AI in educational contexts.

MEM696204 Digital Education Management Research Project 3(3-0-6)

The research process in Digital Education Management, emphasizing the use of appropriate research methods to explore and analyze issues related to Digital Education Management at both individual and organizational levels. **Research design:** planning and designing research in Digital Education Management, including selecting research topics related to educational technology. **Research methods:** using quantitative and qualitative research methods to study the impact of digital technologies on education systems. **Data collection:** selecting tools and techniques for collecting data from learners and educators, as well as from online platforms. **Data analysis:** using digital tools to analyze research data.

8.3 Elective Courses

Students enrolled in Plan 1 Academic Track (Coursework and Thesis) select courses from the following list, totaling 12 credits.

MEM696301 Edu-Automation Management 3(3-0-6)

The principles, concepts, and applications of automation systems in educational management, covering the use of digital technology, artificial intelligence (AI), and information systems in planning, resource management, monitoring and evaluation, and the development of academic and personnel systems. Emphasis is placed on enhancing institutional efficiency and transparency, together with analyzing the challenges, limitations, and ethical implications of automation in education.

MEM696302 Educational Leadership in the Digital Age 3(3-0-6)

The concepts and theories of educational leadership in the digital age, emphasizing leadership approaches that respond to rapid technological change and innovations affecting school management, organizational development, and strategic visioning for digital transformation. Topics include change management, risk management, human resource development, and ethical leadership in digital environments.

MEM696303 Digital Marketing for Educational Institutions 3(3-0-6)

The principles and practices of digital marketing for educational institutions, including analysis of learner behavior in the digital age, marketing communication strategies, institutional branding, and reputation management. Students explore the use of digital platforms and social media to reach target audiences, strategic content marketing, digital advertising campaigns, and user experience (UX) management. The course also emphasizes metrics, analytics, and data-driven decision-making to enhance student recruitment and institutional competitiveness.

MEM696304 International Curricula and Digital Assessment Tools 3(3-0-6)

Study of international curricula, which provide internationally standardized education that prepares students for global opportunities, together with the role of digital tools in assessment, offering instant feedback, personalized learning, and data-driven insights. **International curricula:** a study of the IB and Cambridge curricula and their impact on student learning and global opportunities.

MEM696305 Digital Skills Development for Teachers and Learners 3(3-0-6)

The development of digital skills for both teachers and learners to prepare them for the use of digital technology in teaching and learning in the modern era, including learning and practicing essential digital skills such as using digital tools, creating digital content, and utilizing various learning media to make the learning experience effective and engaging. **Basic digital skills for teachers and learners:** learning and practicing the use of essential digital tools.

MEM696306 Smart Educational Systems 3(3-0-6)

The application of smart technologies such as the Internet of Things (IoT), Big Data, and Blockchain in developing effective educational management systems, covering big data analytics for learning enhancement, automation in educational administration, and strategies for using technology to improve the quality of education, together with case studies of smart educational systems in practice.

MEM696307 Technology and Platforms for Education 3(3-0-6)

The study and design of technologies and platforms used in education, particularly e-Learning and Learning Management Systems (LMS), and the application of modern technologies to teaching and learning in the digital age, including Artificial Intelligence (AI), Virtual Reality (VR), and Augmented Reality (AR) to create immersive and engaging learning experiences, as well as Gamification and Game-Based Learning to motivate learners and create enjoyable and effective learning environments.

MEM696308 Data Analysis and Learning Assessment 3(3-0-6)

Methods of data analysis and learning assessment in the context of Digital Education Management, using various tools and techniques to assess learners' outcomes both quantitatively and qualitatively. Data analysis includes statistical and computational analysis to observe trends and outcomes of the learning process, while assessment incorporates digital technologies such as Learning Management Systems (LMS) for online learning evaluation. **Learning data analysis:** using statistical techniques and data analysis tools to process learning data from digital systems to gain insights for improving the learning process. **Learning assessment:** designing and using a variety of assessment tools.

MEM696309 Designing and Developing Digital Curriculum 3(3-0-6)

The design and development of high-quality digital curricula by leveraging digital technologies and tools to create effective and engaging learning experiences, with emphasis on designing curricula that support teaching and learning in the digital age, including the use of digital learning platforms, online content creation, and adapting to the needs and characteristics of learners in the digital era. **Principles of digital curriculum design:** designing digital curricula that can be applied across various contexts, considering learning outcomes and instructional effectiveness. **Developing digital curriculum content:** creating content in formats suitable for online learning.

MEM696310 Management and Policy in Digital Education Management 3(3-0-6)

Management methods and policies related to Digital Education Management, emphasizing strategies for managing digital learning environments in educational institutions at all levels, including early childhood, primary, secondary, and higher education, and exploring policies that affect the development and expansion of teaching and learning through digital technologies. **Managing Digital Education Management:** planning, resource management, and creating policies and strategies that support the integration of technology into classrooms, as well as developing the ability to use digital tools to enhance learning. **Digital Education Management policy:** analyzing policies and regulations related to the integration of technology in education at both national and institutional levels. **Developing human resources for Digital Education Management.**

MEM696311 Ethics and Digital Security in Education 3(3-0-6)

Ethical principles and best practices in the use of digital technology in education, covering student data privacy, intellectual property rights in educational content, and cybersecurity measures to prevent digital threats. The course also analyzes case studies related to digital ethics in educational settings so that learners develop a practical understanding and can apply appropriate practices.

MEM696312 Blended and Distance Learning 3(3-0-6)

Models and best practices of Blended Learning and Distance Learning, emphasizing curriculum design that integrates online and offline instruction, the use of digital platforms for learning, and the development of interactive learning materials. The course also covers flexible learning strategies and assessment methods in non-physical learning environments.

MEM696313 Future Trends in Digital Education Management 3(3-0-6)

Emerging innovations and trends shaping the future of Digital Education Management, including AI-driven intelligent tutoring systems, blockchain-based credentialing, and the role of the Metaverse in virtual learning environments, as well as the impact of these technologies on teaching methodologies and education systems worldwide.

8.4 Thesis

Plan 1 Academic Track (Thesis-Focused): 36 credits

MEM696401 Thesis 1 6(0-18-9)

For students in Plan 1 Academic Track (Thesis-Focused): conducting research that emphasizes originality and aims toward new and useful results that advance knowledge of Digital Education Management in the digital economy; searching, studying, and learning the principles, concepts, and theories of education, digital technology, and other knowledge and skills that are necessary and related to the thesis topic; passing the thesis proposal examination; writing the thesis; passing the thesis defense examination; and publishing a full research article in a research journal, under the guidance and supervision of the thesis advisor.

MEM696402 Thesis 2 12(0-36-18)

For students in Plan 1 Academic Track (Thesis-Focused): conducting research that emphasizes originality and aims toward new and useful results that advance knowledge of Digital Education Management in the digital economy; searching, studying, and learning the principles, concepts, and theories of education, digital technology, and other knowledge and skills that are necessary and related to the thesis topic; passing the thesis proposal examination; writing the thesis; passing the thesis defense examination; and publishing a full research article in a research journal, under the guidance and supervision of the thesis advisor.

MEM696403 Thesis 3 12(0-36-18)

For students in Plan 1 Academic Track (Thesis-Focused): conducting research that emphasizes originality and aims toward new and useful results that advance knowledge of Digital Education Management in the digital economy; searching, studying, and learning the principles, concepts, and theories of education, digital technology, and other knowledge and skills that are necessary and related to the thesis topic; passing the thesis proposal examination; writing the thesis; passing the thesis defense examination; and publishing a full research article in a research journal, under the guidance and supervision of the thesis advisor.

MEM696404 Thesis 4 6(0-18-9)

For students in Plan 1 Academic Track (Thesis-Focused): conducting research that emphasizes originality and aims toward new and useful results that advance knowledge of Digital Education Management in the digital economy; searching, studying, and learning the principles, concepts, and theories of education, digital technology, and other knowledge and skills that are necessary and related to the thesis topic; passing the thesis proposal examination; writing the thesis; passing the thesis defense examination; and publishing a full research article in a research journal, under the guidance and supervision of the thesis advisor.

Plan 1 Academic Track (Coursework and Thesis): 12 credits

MEM696405 Thesis 1 6(0-18-9)

For students in Plan 1 Academic Track (Coursework and Thesis): conducting research that emphasizes originality and aims toward new and useful results that advance knowledge of Digital Education Management in the digital economy; searching, studying, and learning the principles, concepts, and theories of education, digital technology, and other knowledge and skills that are necessary and related to the thesis topic; passing the thesis proposal examination; writing the thesis; passing the thesis defense examination; and publishing a full research article in a research journal, under the guidance and supervision of the thesis advisor.

MEM696406 Thesis 2 6(0-18-9)

For students in Plan 1 Academic Track (Coursework and Thesis): conducting research that emphasizes originality and aims toward new and useful results that advance knowledge of Digital Education Management in the digital economy; searching, studying, and learning the principles, concepts, and theories of education, digital technology, and other knowledge and skills that are necessary and related to the thesis topic; passing the thesis proposal examination; writing the thesis; passing the thesis defense examination; and publishing a full research article in a research journal, under the guidance and supervision of the thesis advisor.