



INTERNATIONAL COLLEGE  
HATYAI CAMPUS  
PRINCE OF SONGKLA UNIVERSITY



# NON-DEGREE CERTIFICATE

Semester 2/2023

- ✓ Select courses and pursue specific subjects
- ✓ Earn credits and transfer to your academic records

Subjects



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PRINCE OF SONGKLA UNIVERSITY

Learning should not be confined to the classroom or limited by age. In this new era of education, it is crucial to provide learners with opportunities for lifelong learning across all generations.

Recognizing this need, Prince of Songkla University has introduced the **PSU Next U** project, which offers a wide range of teaching and learning content in various subjects. This initiative aims to provide everyone with the chance to learn, practice, and continually develop themselves.

PSUIC offers courses that allow learners to pursue specific subjects without the constraints of time and financial burdens. Upon completion of these courses, all credits earned can be transferred to their academic records (Credit Bank). This flexibility empowers learners to expand their knowledge and skills without compromising their existing commitments.

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<https://reg.psu.ac.th/psunextu>

# 142-144

## Principles of Layout and Idea Generation

Art of graphic design for communication; typography and layout design for publications; corporate identity design; mind mapping creation for the concept developing

Students are able to

- be knowledgeable about the foundations of graphic design
- classify graphic design and apply it to their work
- integrate graphic design with creativity in their work


Credit: 3((2)-2-5)

30 lecture hours

30 practicum hours

Onsite  Online

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Timetable 2/2023:



# 142-259

## User Experience and User Interface

Cognitive psychology and science; human, computer and interaction; methods and techniques of interaction design; evaluation of interaction design; user support systems and documentation; disability issues with computer interaction

Students are able to

- acquire user requirements through user research and create user journey maps to examine users' interactions with the products
- identify key concepts in UX and UI design and apply appropriate tools to prototype their applications in low fidelity and high fidelity
- identify key concepts in UX and UI design and apply appropriate tools to prototype their applications in low fidelity and high fidelity

Credit: 3((2)-2-5)

30 lecture hours


30 practic hours

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# 142-357

## Backend Web Programming

Web server-side programming with popular language; dynamic web creation; form interaction; data validation; session management; database management and connection via web; web data entry; dynamic output presentation; authorization security; web-based processing; web application for electronic commerce

Students are able to

- understand web development and judge the effectiveness of different development techniques, both in theory and in practice
- describe and use Client-Server side technologies under the WWW (PHP, SQL)
- design and create web applications that dynamically access a database, including the basic operations (create, read, update and delete)
- deliver a proposal and oral presentation on the designed website as a final project.



Onsite  Online

Basic knowledge of C and Python (Programming) Languages are required.

Credit: 3((2)-2-5)

30 lecture hours

30 practic hours

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# 142-376

## Digital Marketing Strategies

Digital and content marketing strategies; branding; combining traditional and digital marketing; how to conduct a research and pitch; digital space; digital assets; online and video marketing; online direct marketing

Students are able to

- plan and execute a process of digital marketing strategy utilizing significant theory, methodology and techniques
- apply the widely used available technology tools to improve personalized and customer loyalty marketing strategy
- design a proper content in digital media and social media platform for the digital marketing purposed

Credit: 3((2)-2-5)

30 lecture hours


30 practic hours

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# 142-150

## Object-Oriented Programming

Basic concept of object oriented software design; programming structures in object oriented language; object and class definitions; object attributes and behaviors; based classes; inheritance; arrays; reuse of software components; object oriented programming for database connection

Students are able to

- understand and be able to apply the following computer programming knowledge to solving their problems
- develop window form application project in order to interact with the users

Credit: 3((2)-2-5)


30 lecture hours

30 practic hours

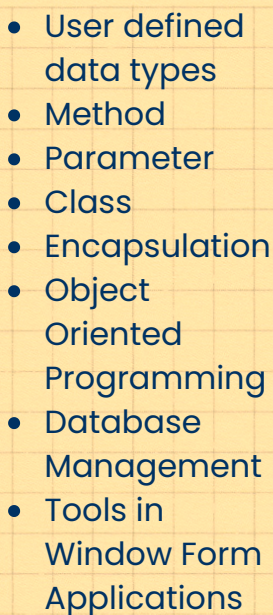
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- 
- User defined data types
  - Method
  - Parameter
  - Class
  - Encapsulation
  - Object Oriented Programming
  - Database Management
  - Tools in Window Form Applications

Onsite  Online

# 142-215

## Public Speaking

Public speaking techniques; speech preparation based on information research with references and supporting facts; verbal and non-verbal communication




Students are able to

- plan and prepare appropriate speeches for different occasions
- develop good English proficiency for academic and professional purpose
- Deliver speeches that use effective presentation language for various contexts
- explain the communication process
- evaluate speeches based on a variety of verbal and non-verbal criteria

Credit: 2((2)-0-4)  
30 lecture hours

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# 142-234

## Life is Beautiful

Development of life aesthetics based on multicultural understanding; power of positive attitude; feeling and absorbing the beauty of life through arts, nature and other aesthetic creations; getting to know yourself and others through expressive art; stress release and relaxation through different types of arts; searching for inspiration and spirit; peaceful co-existence

Students are able to


- analyze, criticize, and synthesize based upon the cause-effect scenario
- be knowledgeable and can be an entrepreneur and career building
- apply knowledge to effectively communicate with people in diverse societies
- apply knowledge in both social etiquette and/or online netiquette for socializing and dealing with business properly
- concern about global issues and responding to the changing environment properly

Onsite  Online

Credit: 1((1)-0-2)  
15 lecture hours

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# 142-116

## English Pronunciation

English pronunciation and articulation; intonation; stress; different accents of English

Students are able to

- articulate standard sounds of English correctly
- produce the correct rhythm and intonation of speech according to discourse purposes
- systematically apply the IPA phonetic alphabet knowledge in dealing with the pronunciation of unknown words
- distinguish different accents of English based on the articulation, rhythm or intonation

Credit: 1((1)-0-2)

15 lecture hours



Onsite



Online



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Timetable 2/2023:



# 142-121

## Future Earth

Advancement in science; fast-growing technologies and their impacts on human life and modern society in 21st century; new energy, green energy, alternative energy; ecosystem and environment; global and social problems; drawbacks of the advancement




Students are able to

- explain a comprehensive understanding of life administration and management principles
- design a culturally inclusive lifestyle that embraces diversity and promotes multiculturalism
- apply ethical and moral principles, as well as sufficiency economy concepts, to cultivate a balanced and fulfilling way of life
- develop personalized problem-solving strategies to effectively address challenges, leveraging individual strengths and resources

Onsite  Online

Credit: 2((2)-0-4)  
30 lecture hours

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# 142-214

## Media Language and Art of Storytelling

English language, expressions and specific vocabulary for media production industry such as news writing, advertising, radio broadcasting and television, public relation, plays and performances, etc.; science and art of storytelling: effective storytelling to gain audience's interest and to reach target groups




Students are able to

- apply listening techniques in varieties of English contents concerning different media and literature
- choose proper language skills and storytelling techniques in different situations of creating media and literature, and proper English with such specific contents
- identify and analyze the purpose and main ideas of reading different texts in media and literature

Onsite  Online

Credit: 1((1)-0-2)  
15 lecture hours

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# 142-137

## Everyone Can Draw

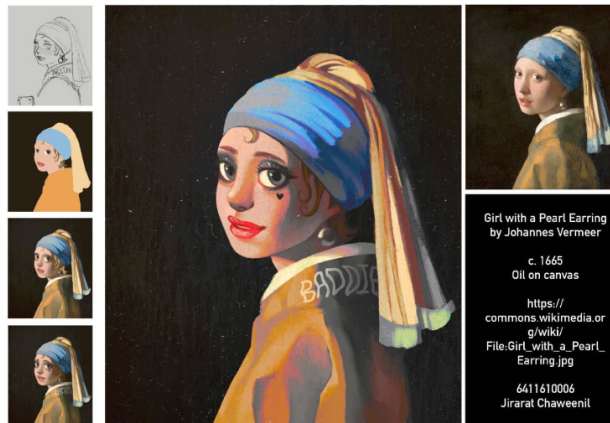
Introduction to basic drawing and practice;  
sketching; basic drawing, light and shadow;  
human figures

Students are able to




- explain basic drawing, light and shadow, and human figure
- develop drawing skills and can apply to use in other areas

Onsite  Online

Credit: 1((1)-0-2)  
15 lecture hours



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# 142-238

## Learn to Roam




Travel and living abroad; planning an international trip; getting a passport; getting a visa; types of visa; preparing necessary documents; finding accommodations; tips for solo travellers; culture shock and cultural awareness; useful language for travelers; preparing yourself for living abroad; how to deal with an emergency case abroad

Students are able to

- manage English documents and processes required when traveling abroad
- solve possible problems that may occur when travelling abroad using English in the given scenario
- arrange a trip abroad by evaluating and using the English information available on the internet
- effectively apply useful English for traveling in an English speaking countries during their trip

Credit: 2((2)-0-4)  
30 lecture hours

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Onsite  Online

The course provides teaching & in-class activities for traveling abroad with one time field trip excursion. Additional charge must be applied when learners require to have international field trip excursion.