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Royal Government of Bhutan
Ministry of Education
Department of Adult and Higher Education
Scholarship and Student Support Division

DAHE/SSSD/Adhoc(02)/2019-2020/ 1539

March 10, 2020

SCHOLARSHIP ANNOUNCEMENT

The **College of Innovation at Thammasat University, Thailand** has offered 10 Scholarship for Bachelors of Arts in Service Innovation (International Program) for the Academic year 2020.

As such, applications are invited from interested and eligible **Class XII graduates of December 2019**. Interested candidates fulfilling the minimum requirements may submit your applications online at www.citizenservices.gov.bt/education-services and follow the link "Ad-hoc scholarship" on or before **14th March, 2020**.

Please refer attachment for the scholarship details.

For online application/registration, the following documents must be ready:

- Online approved valid security clearance
- Scanned copy of class X mark sheet-front page only
- Bhutanese Citizenship Identity Card
- Index number of BHSEC 2019

The nominated candidate will be required to register online for the scholarship and the details of which will be communicated to the nominated candidate separately and the final confirmation is subject to approval from the University.

For further details and clarifications, please call (02)332248/346848/332101 during office hours.


DIRECTOR GENERAL

No. 67.40/379



College of Innovation
Thammasat University
Tha Prachan Campus
Bangkok 10200
Thailand

๒๘ February 2020

Ambassador Extraordinary and Plenipotentiary
Royal Bhutanese Embassy in Thailand
Tel: 0-2274-4740-2 Fax: 0-2274-4743

Subject: Scholarships for International Students
B.A. in Service Innovation (International Program) Academic Year 2020

Your Excellency,

The College of Innovation at Thammasat University was established in 1991 as an interdisciplinary academic institution. Bachelor of Arts Program in Service Innovation (BSI), one of its academic programs, has been established in response to service trends and concepts for the public, private as well as nonprofit sectors. It has been designed to provide graduates with an international perspective on service delivery and service design as well as enhance their interpersonal communication, team work and leadership capacities.

In academic year 2020, we are supporting 10 scholarships for international students as part of its efforts to internationalize our teaching and learning environment. Candidates from your country are eligible to apply for the scholarships. It would be highly appreciated if you could distribute scholarship's announcement to those who might be interested in pursuing a bachelor's degree in Thailand.

In advance, thank you for your cooperation and we look forward to hearing from you. If you or your staff requires further information please do not hesitate to contact us at email: edu_lb@citv.tu.ac.th or tel. 66-623-5055-8.

Sincerely Yours,

Chayakrit Asvathitanont

(Chayakrit Asvathitanont, Ph.D)
Dean of College of Innovation
Thammasat University

Gembo please discuss.
4/3/2020

Enclosure: Scholarship's Announcement



Scholarships for International Students
The Bachelor of Arts Program in Service Innovation
(International Program) Academic Year 2020

1. Introduction

The College of Innovation Thammasat University (CITU), Thailand was established in 1991 as an interdisciplinary academic institution. The balanced curriculum between the science & technology blended with social science and humanities aspects were carefully crafted to fit the needs of the society in an international arena.

The College of Innovation has a scholarship program for international students to study towards the Bachelor of Arts Program in Service Innovation (International Program). The Service Innovation Program has been established in response to service trends and concepts for the public, private as well as nonprofit sectors. It has been designed to provide graduates with an international perspective on service delivery and service design as well as enhance their interpersonal communication, teamwork and leadership capacities.

2. Scholarship Coverage

As part of efforts to internationalize our teaching and learning environment, the College provides 10 scholarships which covers tuition fees and other related fees during the four-year study period as follows.

1. Tuition fees
2. University fees and College fees
3. Housing expenses might be granted based on the College's Scholarship Committee. Airfare and allowance are not included in the scholarship. They are under the responsibility of the student.

3. Eligibility of Scholarship Candidates

To be eligible for scholarships, an applicant must:

1. Be a successful candidate for studying towards the Bachelor of Arts Program in Service Innovation (International Program)
2. Not be of Thai nationality
3. Have a minimum high school GPA at 3.00


4. A minimum score from one of the following English Proficiency Tests.

TOEFL (PBT/ITP)	500
TOEFL (CBT)	173
TOEFL (IBT)	61
IELTS	6.0
TU-GET	500
TU-GET (CBT)	61

The score must not be more than two years old.

4. Admission Schedule

Applicants must apply to the Bachelor of Arts Program in Service Innovation (International Program) for an Academic Year 2020 (B.E. 2563). Admission schedule is as follows.

Details	Program Admission
Online Admission at www.cituadmissions.in.th	1 – 15 March 2020
Payment Period	1 – 16 March 2020
Announcement of Eligible Candidates for Written Examination	24 March 2020
Written Examination	27 March 2020 (9.00 – 12.00 hrs.)
Announcement of Eligible Candidates for Interview	3 April 2020
Interview	7 April 2020 (9.00 – 12.00 hrs.)
Announcement of Successful Candidates	20 April 2020
Online Scholarship Application at https://forms.gle/nSKnfVfW2Hv9RLB9 or scan below QR Code	1 – 15 May 2020
	
Announcement of Successful Candidates for Scholarships	29 May 2020

5. Scholarship Period

The scholarship is for a period of 4 years effective from August 2020 to July 2024.

6. Terms & Conditions for Scholarship

1. Applicants who are awarded the scholarships will be required to work as student assistants for 40 hours per semester to assist the College in meeting its overall mandate. Specific duties and responsibilities will be assigned by Program Directors/ or CITU administrators.
2. Applicants who are awarded the scholarships must maintain the average GPA at 3.00 each academic year and complete their studies by July 2024. In the case of not achieving the required GPA, the College reserves the right to consider termination of the scholarships.
3. In the case of leaving the program at the middle of study, applicants who are awarded the scholarships must refund all tuition fees and expenses covered by CITU.

Announced on ~~24~~ February 2020

Chayakrit Asvathitanont

(Dr. Chayakrit Asvathitanont)

Dean



International Bachelor Program in Service Innovation (BSI)

SUSTAINABILITY

INNOVATIVE SERVICE DESIGN

- Co-design
- Ideation
- Prototyping
- Scaling

MARKETING

- Branding
- Content Management
- Integrated
- Traditional/Digital

CRITICAL THINKING

TECHNOLOGY

- Co-creation
- Collaboration
- Impact Assessment
- Internet of things

CREATIVE FINANCING

- Business Plans
- Crowdsourcing
- Incubators
- Partnerships

BECOME LEADERS OF THE FUTURE

EXPERIENCE DESIGN

LEADERSHIP

TALENT MANAGEMENT

- Creative Workspaces
- Leadership
- Recruitment
- Workforce Planning

STRATEGIC INTELLIGENCE

- Strategy Development and Execution
- Analytics
- Metrics and Blueprinting
- Visualization

DESIGN THINKING

INTERDISCIPLINARY

COMMUNICATION

- Information Communication Technology (ICT)
- Social Media
- Content Creation
- Cross-Cultural



COLLEGE OF INNOVATION, THAMMASAT UNIVERSITY

2 PRACHAN ROAD, BANGKOK 10200, THAILAND (66-2) 623-5055-8 (66-2) 623-5060 edu_lb@citu.tu.ac.th bsi.citu.tu.ac.th citu.tu





International

Bachelor Program In Service Innovation (BSI)

has been created to equip graduates to work efficiently and effectively in the world's largest and fastest growing economic sector. Service extends through every interaction we have today, from buying a product from an online store to visiting a doctor at the hospital.

All sectors of the economy face significant challenges and pressures in delivering services to meet the needs of a wide range of segments of the population. The Program ensures that our graduates will be in a position to provide creative, out-of-the-box and workable solutions.

Join us in preparing your life journey to be successful, innovative and rewarding.

Why choosing the BSI program ?

Innovation is defined as new ways of doing things - that generate value for customers.

Through our program, you will learn to deal with innovation across a wide range of services in public, private and nonprofit industries. You will have the opportunity to participate in activities that will allow you to develop an understanding of corporate social responsibility, the creation of social enterprises and poverty reduction.

In Thailand Services represent 50% of GDP
And more than 70% in UK, USA and Japan

CAREER OPPORTUNITIES

- Hotels
- Airlines
- Events
- Tourism
- Healthcare
- International organizations



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WHAT IS THE SERVICE INNOVATION ADVANTAGE ?



WHAT ARE THE SERVICE INDUSTRIES ?

