



CENTER FOR
INCLUSIVE INNOVATION &
ENTREPRENEURSHIP

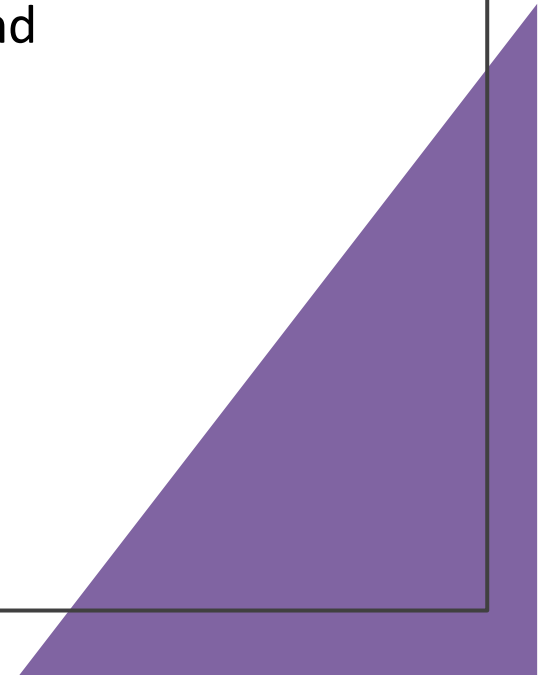
Doodle Co. Ltd for Education



EDUCATION

Philosophy

- Education that transforms learners into inclusive innovators bridging knowledge, enterprise, and social responsibility.
 - Inclusive Innovation
 - Entrepreneurship with Empathy
 - Digital Literacy for Good
 - Sustainability and Governance



Program Aims



- Build academic & research foundations



- Foster innovation & entrepreneurship



- Promote sustainability & civic responsibility



- Equip learners with digital & AI literacy



- Provide experiential projects & internships

Program Structure

Component	Duration	Credits	Description
Foundations	1 week	1	Academic readiness
Coursework (5 Strands)	12 weeks	17	Core learning modules
Project Development & Paper	8 weeks	4	Applied research project
Internship	4 weeks	2	Field experience
TOTAL	25 weeks	24	

Credit & Standard

- Designed to align with Thai TQF:HEd Diploma standards
- Total: 515 hours = 24 credits
- Recognized by Chiang Mai University, Faculty of Social Science
- Pathways: Employment | Civic Projects | University Admission



The 5 Strands of Learning

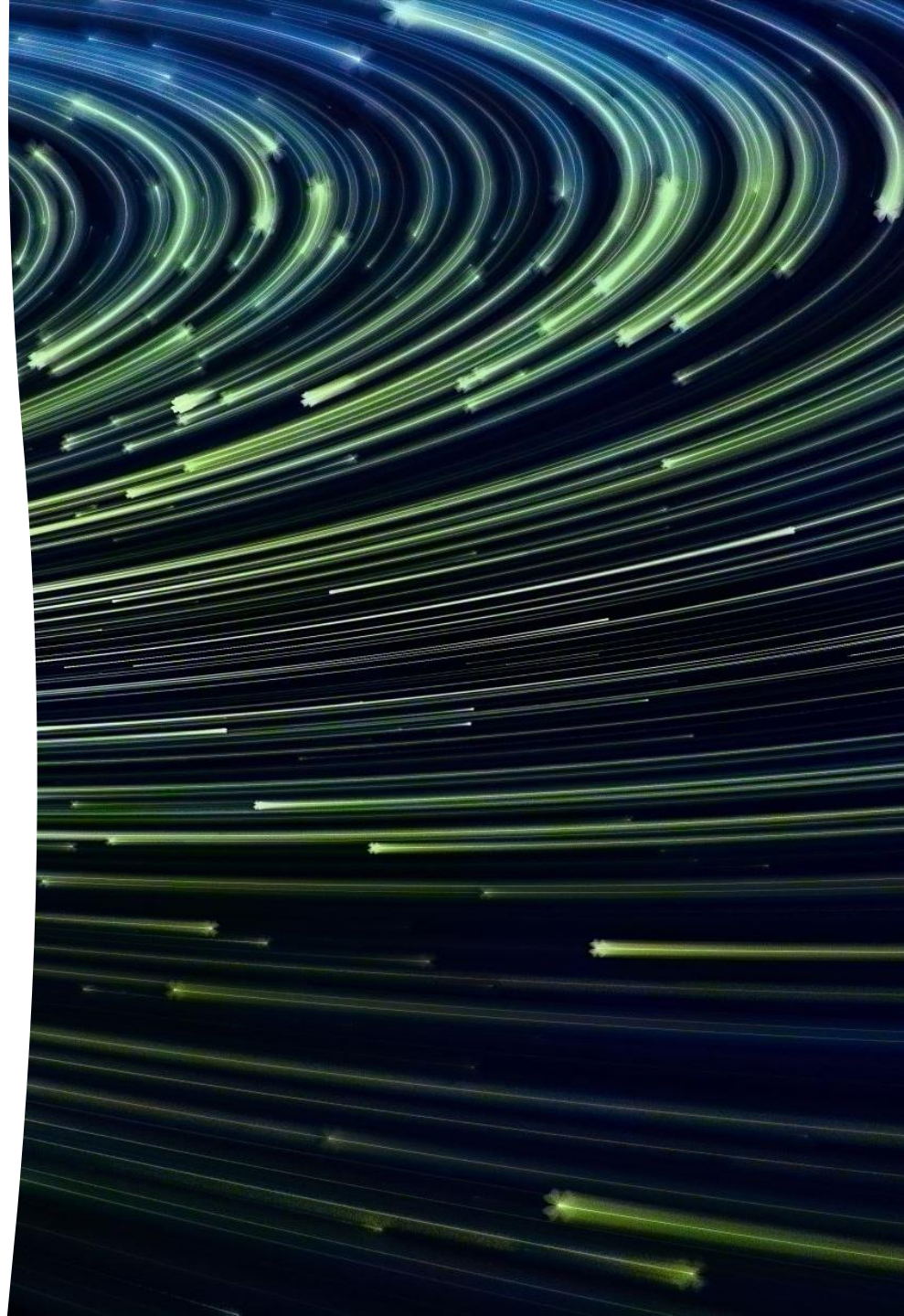
1. Academic & Critical Skills –
Research, writing, reasoning

2. Inclusive & Social Innovation –
Design thinking, impact

3. Entrepreneurship & Economics –
Business, finance, leadership

4. Digital Transformation & AI
Literacy – Data, collaboration, ethics

5. Sustainability & Governance –
Policy, rights, peace



Learning Outcomes



KNOWLEDGE: INNOVATION,
SUSTAINABILITY, GOVERNANCE,
DIGITAL TRANSFORMATION



SKILLS: RESEARCH,
ENTREPRENEURSHIP,
COLLABORATION



ATTRIBUTES: LEADERSHIP,
ETHICS, ADAPTABILITY

Assessment Framework

Formative: Bloom's Taxonomy (Remember → Create)

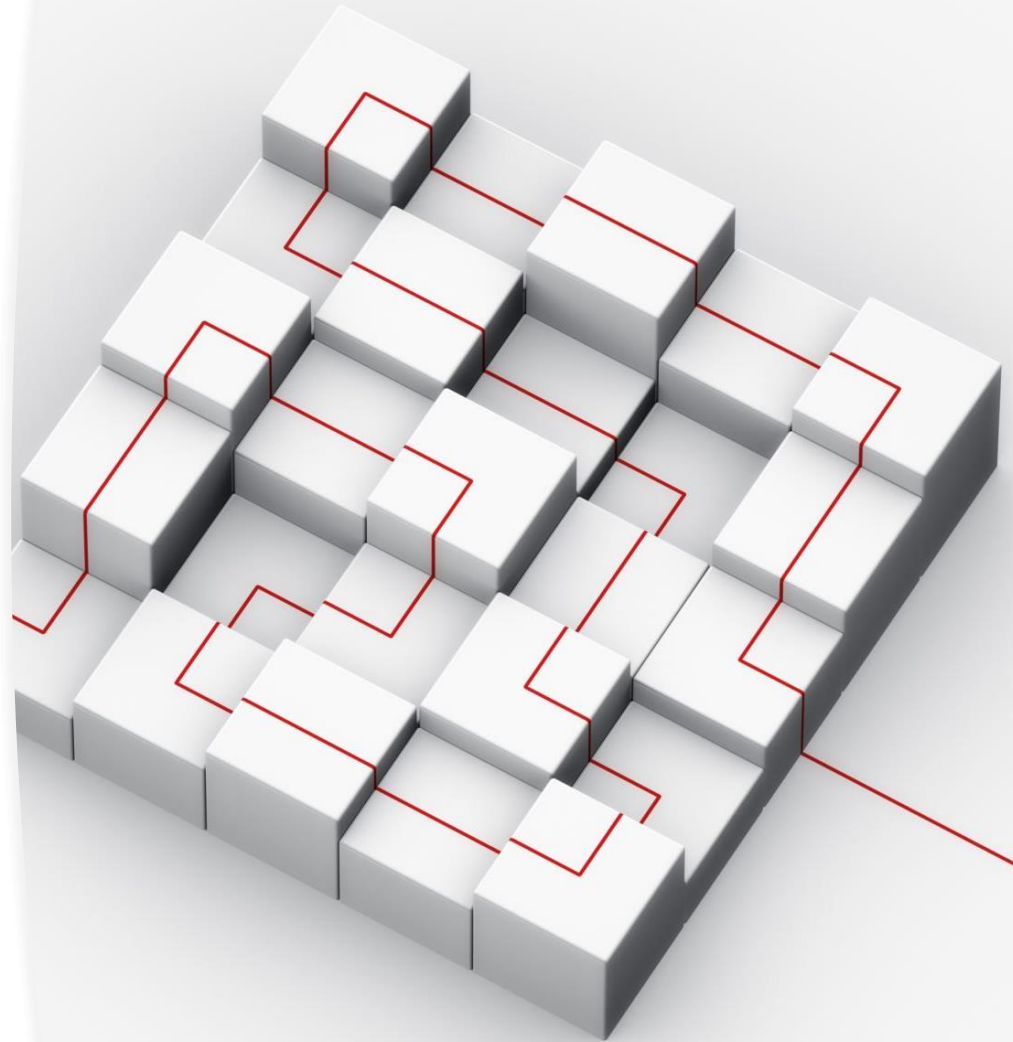
Summative: KSA (Knowledge, Skills, Attributes)

Weightage:

-
- Foundations – 5%
-
- Coursework – 55%
-
- Project & Paper – 25%
-
- Internship – 15%
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Final Project

- Capstone requirement integrating all strands.
- Outputs: Prototype, research paper, or policy brief.
- Milestones:
 1. Proposal
 2. Research
 3. Development
 4. Implementation
 5. Presentation



Partnerships & Relevance



“Innovation with
purpose. Education
with inclusion.”

