

Introduction to the College of Innovation and the Service Innovation Program



COLLEGE OF
INNOVATION
THAMMASAT UNIVERSITY

We think
We create
We innovate



5 Programs

Service Innovation
(International Program)
MSI

Innovative Healthcare
Management
(International Program)
MIHM

Technology
Management
MTT

Cultural
Management
MCT

IT Policy &
Management
CIO



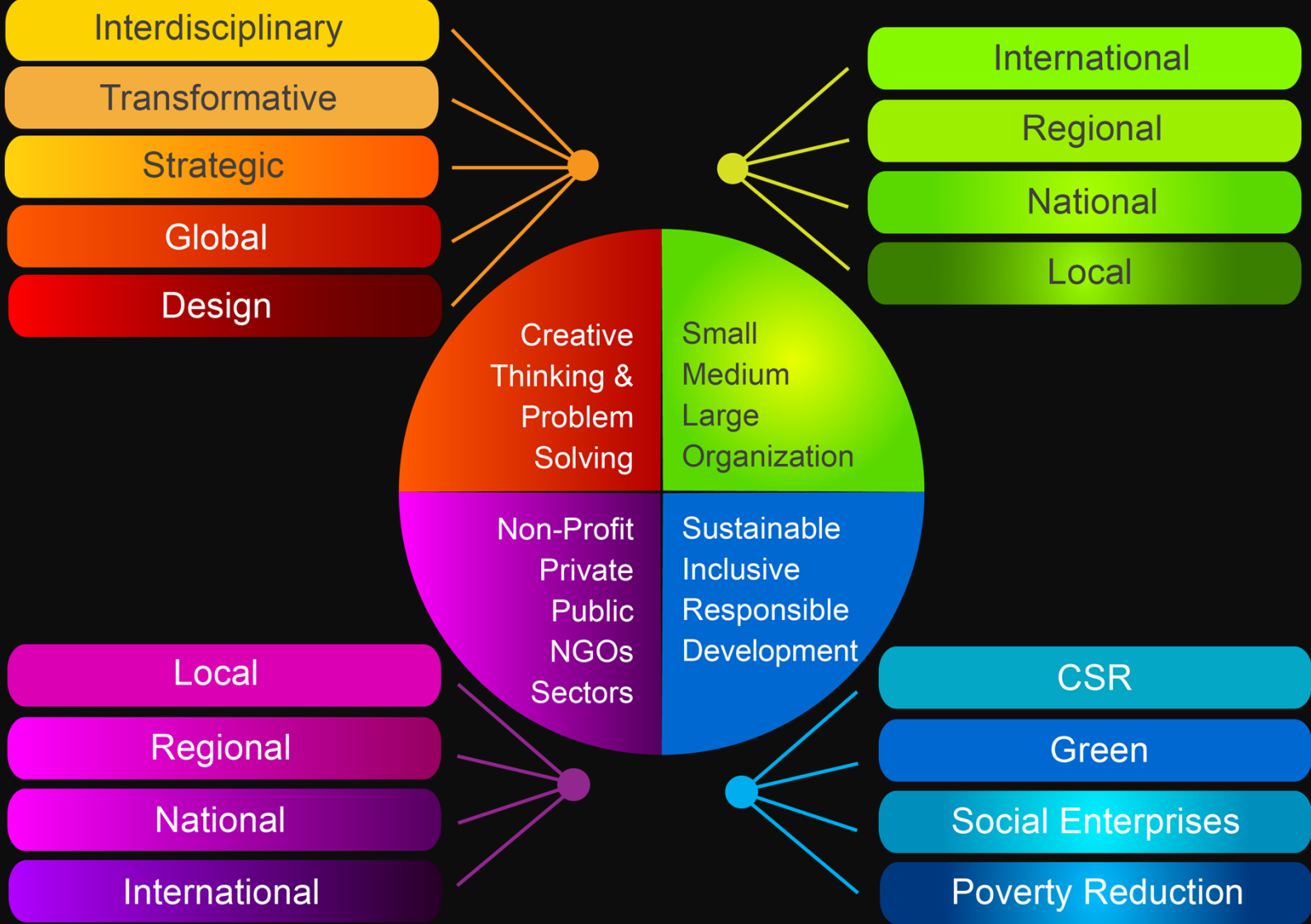
Master of Science Program in
Service Innovation
International Program



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MSI Perspectives on Service Delivery

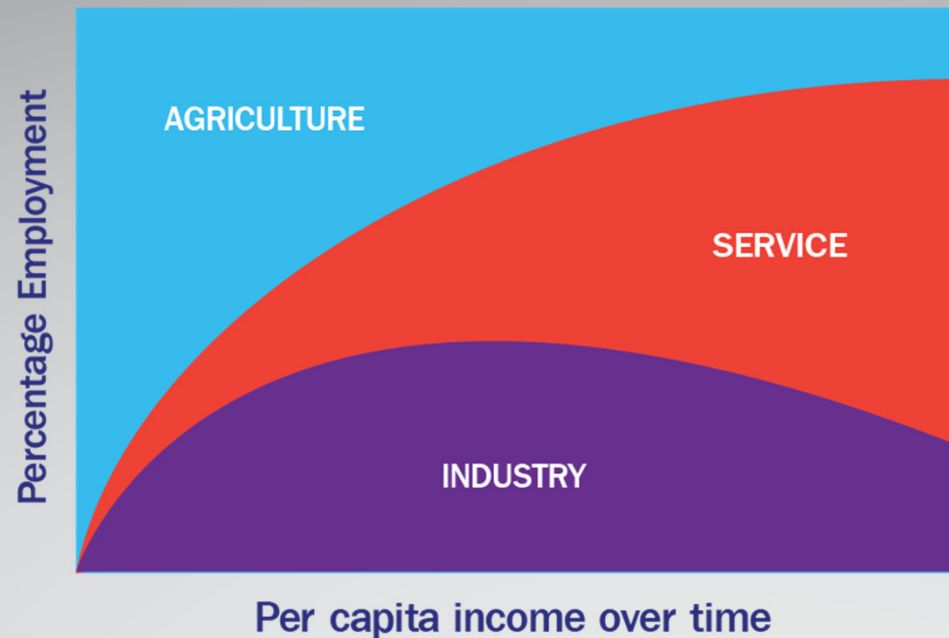


INNOVATION

The Service Innovation Program defines innovation as a new way of doing things, the introduction of new ideas, methods or devices, a better and more effective way of delivering services and the process by which an idea or invention is translated into a service.



The Significance of the Service Economy



The World Bank has described the rate of growth in services like a wave with more than 60% of the economy worldwide centered on the SERVICES SECTOR.

In Thailand services represent 50% of GDP and more than 70% in the UK, the USA, and Japan.



We live in a Service Dominated World



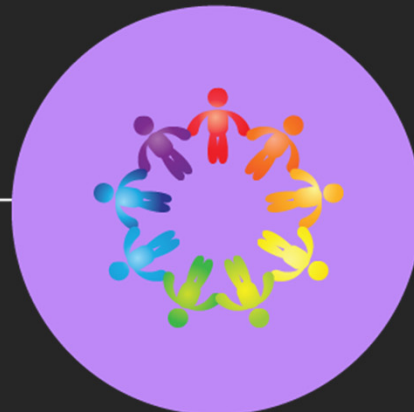
LEADERSHIP



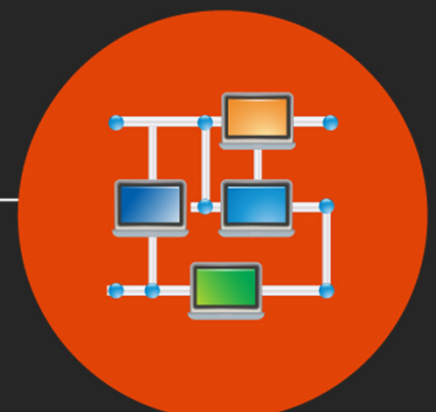
DESIGN THINKING



TEAMWORK



TECHNOLOGY



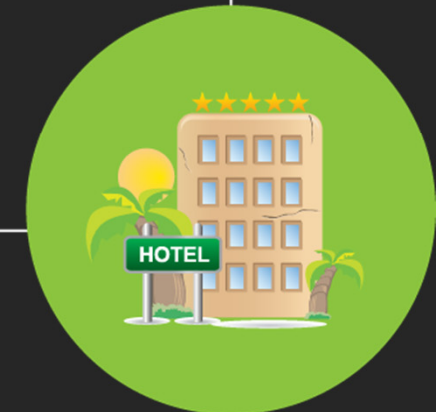
TALENT MANAGEMENT



MARKETING



FINANCE



PLACE

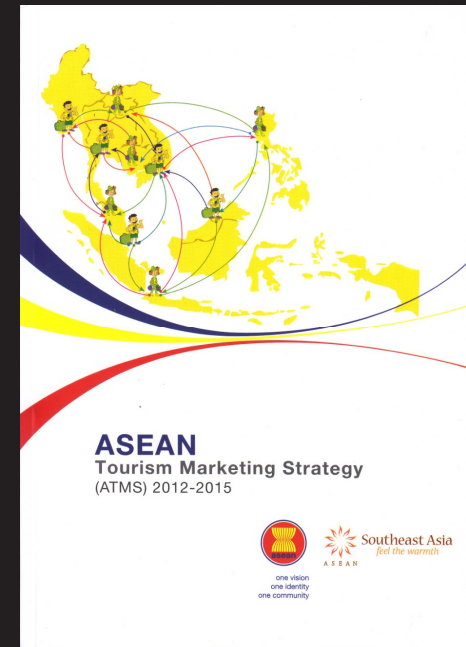
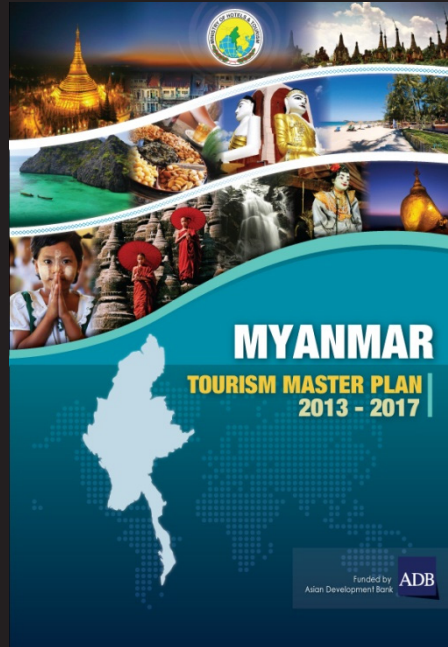


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Research & Training



ASEAN Tourism Strategic Plan
2011 - 2015



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INTERNATIONALLY TRAINED
FACULTY MEMBERS DEDICATED
TO PROVIDING A CARING AND
CHALLENGING LEARNING
ENVIRONMENT



MSI Faculty



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For more information on
the Service Innovation Program
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