SCHOOL OF ARCHITECTURE + DESIGN

Be part of SoA+D, KMUTT
"Glocal Innovation Leader. Global Aspiration, Local Inspiration."

midi

multiple
intelligences
for design
integration

Multiple Intelligences for Design Integration (MIDI) Multidisciplinary Program International Program

B.Sc. in Multiple Intelligences for Design Integration

**School of Architecture and Design
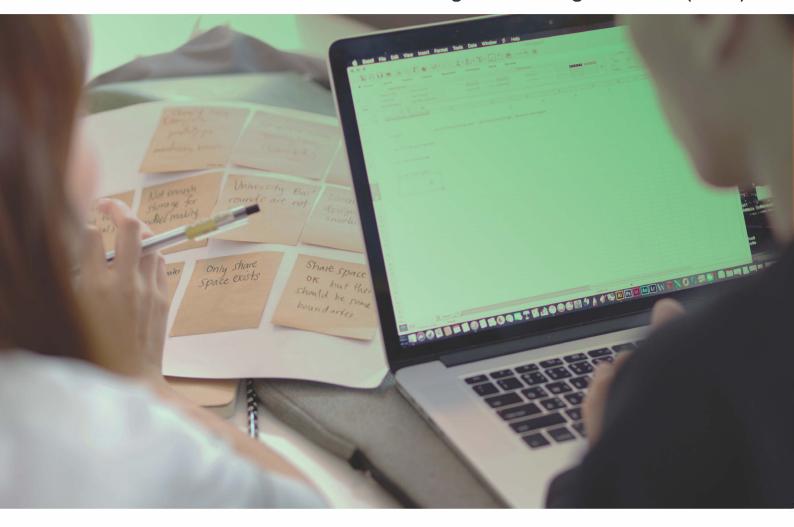King Mongkut's University of Technology Thonburi**

MIDI is an entrepreneurial program where you use creativity and innovation to create your own business. We believe that innovation is an alchemical process with the perfect mixture of technology, business and design. That is why MIDI is a collaboration among FIBO (Institute of Field Robotics), GMI (Graduate School of Management) and SoA+D. Students will form a team to propose and develop a product to be launched into the real world in eight terms. Mentoring will be with instructors from FIBO, GMI, SoA+D, and people in the business world.

PLO 1. Capable of proposing, setting up and launching a product, or a service based on innovation, through integration of multiple intelligence (Design, Business, and Technology)

PLO 2. Demonstrate global competence.

Stage-LO 1: Student can identify market opportunity or unmet need and write a business proposal for a product, or service based on the triad of innovation (Design, Business, Technology), its value proposition and its materialisation within the time span of the program.

Stage-LO 2: Student develops a business proposal into a product, or a service, or a platform through different steps during the MIDI-ATION® process including user research, ideate, prototype, test, design business model, propose financial plan, raise fund, craft communication campaign, do public relation and marketing. These steps are non-sequential based on student's proposal.

Stage-LO 3: Student's real exposure to pitching process and market's feedback are the goals of this final stage. Students work as a team to put together all their knowledge and experience to launch a product or service in the format of Minimum Viable Product (MVP) together with business plan.

Applicant has to graduate from high school or equivalent. Applicant is required to submit the following the following material
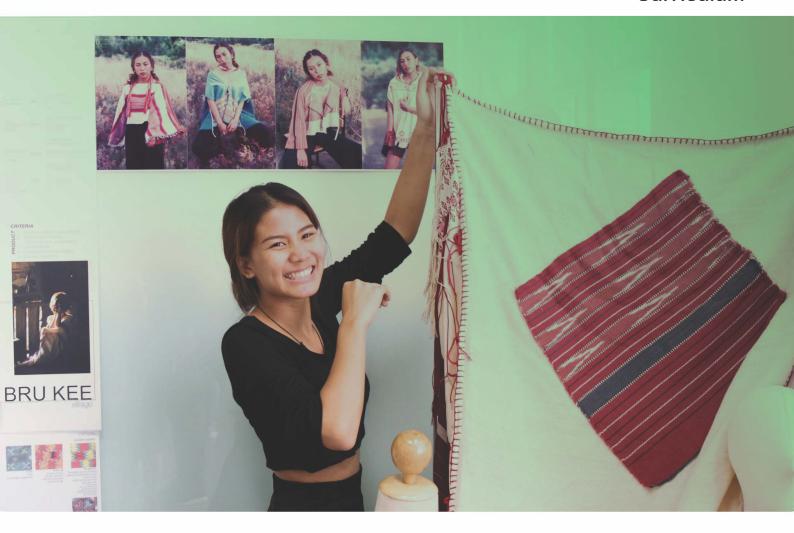
1. Personal statement in video format (.mov, .avi, .mp4). Maximum 5-minute long.
   Total file size must not exceed 20 MB and named as "MIDI_firstname_lastname_statement".

2. (optional) E-Portfolio Content includes scientific projects, business projects and art and creative works.
   Portfolio must be saved in pdf format. Total file size of E-Portfolio must not exceed 20 MB.

Total Program Credits	**134 credits**
Curriculum structure	
General Education Courses	31 credits
Health Courses	1 credit
Integrative Courses	15 credits
Language Courses	9 credits
Elective Courses (not less than)	6 credits
Major Courses	85 credits
Business Fundamental courses	15 credits
Technology Fundamental courses	15 credits
Design Fundamental courses	15 credits
MIDI-ATION	40 credits
Free Elective Courses (not less than)	18 credits

Updated on 1 December 2021/Curriculum New 2022

Partner Universities:
Dongkuk University

Industry partners:
SCG Cement-Building Materials
CEA – Creative Economy Agency
Global Entrepreneurship Network
NIA – National Innovation Agency
Thai Health Promotion Foundation

Careers that can be pursued after graduation:
Business owner (SME)
Start- ups
Innovation-related business
Industrial designer
Service designer

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