



Bachelor of Arts Program in Business English

(International Program)

New Curriculum, Year 2014

School of Humanities and Applied Arts

University of the Thai Chamber of Commerce

**Bachelor of Arts Program in Business English (International Program)
(New Curriculum, Year 2014)**

Awarding Institution	University of the Thai Chamber of Commerce
School/Major	School of Humanities and Applied Arts

Part 1 General Information

1. Program Title

Thai:	หลักสูตรศิลปศาสตรบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจ (หลักสูตรนานาชาติ)
English:	Bachelor of Arts Program in Business English (International Program)

2. Degree Title

2.1 Full Title (Thai):	ศิลปศาสตรบัณฑิต (ภาษาอังกฤษธุรกิจ)
2.2 Abbreviated Title (Thai):	ศศ.บ. (ภาษาอังกฤษธุรกิจ)
2.3 Full Title (English):	Bachelor of Arts (Business English)
2.4 Abbreviated Title (English):	B.A. (Business English)

3. Major

Business English

2. Philosophy

Build highly-qualified graduates who possess good business knowledge, excellent English communicative skills, analytical and critical thinking skills, high ethical standards, and good social responsibility.

3. Objectives

- 5.1 To provide graduates with strong analytical, strategic, operational, international business knowledge, and an excellent command of English for effective business communication in an intercultural environment.
- 5.2 To train and enhance graduates to meet the needs of international business communication.
- 5.3 To instill graduates with high moral virtue and ethical standards ready to take on social responsibilities.
- 5.4 To provide graduate with computer skills essential for effective business operations.
- 5.5 To provide graduates with analytical and research skills required for successful postgraduate study both domestically and internationally.
- 5.6 To provide graduates of international standard caliber.

6. Total Credits

138 Credits

7. Type of Program

7.1 Mode of Study

Leading to the Bachelor Degree, 4-year program

7.2 Language of Study

English language

7.3 Admission

Thai and Non-Thai students who are proficient in English

7.4 Collaboration with Other Institutions

Teaching and learning in the program are entirely arranged by Awarding Institution

7.5 Type of Conferred Degree

A single degree award

8. Career Prospects after Graduation

- 1) International Affairs Officials in Government and Private Sectors
- 2) Language Consultants in Government and Private Sectors
- 3) Interpreters/Translators
- 4) Tour Guides
- 5) Language Teachers/Tutors
- 6) Public Relations Officers
- 7) Customer Service Officers
- 8) Entrepreneurs

9. Instructional Venue

School of Humanities and Applied Arts, University of the Thai Chamber of Commerce

The development of the program will align and serve national economic and social developments and address international business competition. Program development places emphasis on enhancing business English capabilities of graduates in order to ensure that they possess good professional knowledge and skills in business English and update their knowledge and skills continuously. Additionally, they should be able to apply information technology to their profession and respond to changes in information technology and financial systems. Program development also aims to generate graduates' learning outcomes regarding moral, ethical, social and environmental responsibility.

Part 2 Educational Management System, Implementation, and Curriculum Structure

2.1. Educational Management System

2.1.1 System

The regular academic year is divided into two semesters, which are the first and the second semesters. A summer session may be offered. First and second semesters are a minimum of fifteen weeks each, excluding the examination period whilst the summer semester is a minimum of eight weeks with an equivalent number of class periods to a semester.

2.1.2 Summer Semester

The offer of a summer semester is dependent on the consideration of program committees.

2.1.3 Credit equivalent to semester system

None

2.2 Program Implementation

2.2.1 Study Period

First semester August – December

Second semester January – May

Summer semester June – July

2.2.2 Qualifications of the Applicants

The applicants must possess one of the qualifications as follows:

2.2.2.1 Applicants have completed high school or equivalent (Grade 12 from American-system schools or O-Level from British-system schools) from national or international institutions approved by Ministry of Education, or the applicants are or used to be students of higher education institutions approved by Ministry of Education.

2.2.2.2 Applicants have completed Bachelor Degree in any major from University of the Thai Chamber of Commerce, and applied for Bachelor Degree in another major.

2.2.2.3 Applicants have completed Bachelor Degree from other national or international institutions approved by Ministry of Education, and applied for Bachelor Degree in another major.

2.2.2.4 Applicants, whose qualifications have not met the above criteria, are in the consideration of Admission Committee.

2.3 Admission Requirements

2.3.1 All applicants must pass admission process in accordance with the regulations of University of the Thai Chamber of Commerce.

2.3.2 Applicants are required to have a minimum IELTS (Academic Band) of 5.5 with minimum of 5 in every band, or a minimum TOEFL of 500 (Paper-Based Test), 173 (Computer - Based Test), or 61 (Internet - Based Test), or other equivalent English tests.

International College

2.3.3 Applicants from overseas who use English as the first language are exempted from the English Test. However, they must go through an interview held by the School committee.

2.3.4 Applicants who achieve all requirements are required to take Pre-Study Courses, including English for academic purposes to improve their academic English skills.

2.3.5 University Council may approve the applications without passing through normal admission, if it is a request from government or international organizations.

2.4 Courses and Credit Transfer

Courses and credit transferring must be approved by program committees and must be consistent with The Regulation of University of the Thai Chamber of Commerce, Knowledge, Skills and Experience Transfer from Informal Education to Formal Education, Undergraduate and Postgraduate Programs, B.E. 2547, and The Regulation of University of the Thai Chamber of Commerce, Credit transfer, Undergraduate Program, B.E. 2548 as well as The Regulation of University of the Thai Chamber of Commerce, Second Degree, Undergraduate Program, B.E. 2543

3. Curriculum Structure

3.1 Total Credits: 138 Credits

3.2 Curriculum Structure

Curriculum structure is shown as follows:

A. General Education Courses	30	Credits
1) Language Courses	15	Credits
2) Science and Mathematics Courses	6	Credits
3) Social Science Courses	3	Credits
4) Humanities Courses	3	Credits
5) Development of Quality of Life Courses	3	Credits
B. Specialized Courses	102	Credits
1) Core Courses	24	Credits
2) Major Required Courses	33	Credits
3) Major Elective Courses	30	Credits

4) Minor Courses	15	Credits
C. Free Elective Courses	6	Credits

3.3 List of Courses in the Program

(1) Code Description

Code description for each course in the Bachelor Program is identified as follows.

1) Code Description for General Education Courses

Code description is identified by the use of English alphabet for the first two digits followed by the use of numbers as the third, the fourth and the fifth digits. The detailed information is presented below.

First-digit letter "I"	International Program
Second-digit letter	Schools in the University providing General Education Courses
H	School of Humanities and Applied Arts
S	School of Science and Technology
B	School of Business
Third-digit "No. 0"	General Education Course
Fourth- and fifth-digits	Course Numbers

2) Code Description for Specialized Courses

2.1) Core Courses

Code description is identified by the use of English alphabet for the first two digits followed by the use of numbers as the third, the fourth and the fifth digits. The detailed information is presented below.

First-digit letter "I"	International Program
Second-digit letter	Schools in the University providing Core Courses
B	School of Business
A	School of Accountancy
E	School of Economics
H	School of Humanities and Applied Arts – Core Courses

International College

S	School of Sciences and Technology
L	School of Law
U	School of Humanities and Applied Arts – Major Courses

Third-digit number Year of study, in which courses are arranged

No.1 First-Year Courses

No.2 Second-Year Courses

No.3 Third-Year Courses

No.4 Fourth-Year Courses

Fourth- and fifth-digits Course Numbers of Core Courses from 01-09

2.2) Major Required Courses

Code description is identified by the use of English alphabet for the first two digits followed by the use of numbers as the third, the fourth and the fifth digits. The detailed information is presented below.

First-digit letter “I” International Program

Second-digit letter Schools in the University and Major (if any)

Third-digit number Year of study, in which the courses are arranged

Fourth- and fifth-digits Course Numbers of Major Required Courses from 10-29

2.3) Major Elective Courses

Code description is identified by the use of English alphabet for the first two digits followed by the use of numbers as the third, the fourth and the fifth digits. The detailed information is presented below.

First-digit letter “I” International Program

Second-digit letter Schools in the University and Major (if any)

Third-digit number Year of study, in which courses are arranged

Fourth-and fifth-digits Course Number of Major Elective Courses from 30-90

2.4) Minor Courses

Code description of Minor Courses, which the School of Humanities and Applied Arts provides for students from other Schools, is identified as follows.

First-digit letter "I"	International Program
Second-digit letter "X"	Minor Courses
Third-digit "No.5"	School of Humanities and Applied Arts as the provider
Fourth-and fifth-digits	Course Number of Minor Courses

3) Code Description for Free Elective Courses

The first letter "I" refers to International Program. The second letter refers to School or Major (if any). The third-digit "No.0" refers to Free Elective Courses while the fourth- and the fifth-digits refer to course number of Free Elective Courses.

(2) List of Courses**A. General Education Courses: 30 Credits****1. Language Courses: 5 Courses 15 Credits**

Course Code	Course Title	Credits (Lecture-tutorial- self study)	Prerequisite
IH009	English for Communication 1	3(3-0-6)	-
IH010	English for Communication 2	3(3-0-6)	IH009 or TOEIC of 250 or equivalent
IH011	English for Communication 3	3(3-0-6)	IH010 or TOEIC of 350 or equivalent
IH012	English for Communication 4	3(3-0-6)	IH011 or TOEIC of 450 or equivalent
IH013	Thai Language for Communication	3(3-0-6)	-
IH014	Thai Language and Culture	3(3-0-6)	-

International College

Remarks: 1. For English language courses, students can submit TOEIC scores or the equivalent to gain exemption from English for Communication 1-4 as specified in their descriptions. In doing so, students must complete the submission of TOEIC scores no later than the end of the second semester of the second year. If students earn TOEIC scores of 550 or above, they are not required to enroll in any English language courses in the General Education Course Group. However, they must enroll in alternative courses (excluding General Education Courses) offered by the university in place of the exempted credits in order to obtain the entire number of credits of the program.

2. With regard to Thai language courses, Thai students select IH013; foreign students select IH014.

2. Science and Mathematics Courses: 2 Courses 6 Credits

Course Code	Course Title	Credits (Lecture-tutorial-self study)	Prerequisite
IS004	Modern Science and Technology	3(3-0-6)	-
IS005	Mathematics and Statistics for Daily Life	3(3-0-6)	-

3. Social Science Course: 1 Course 3 Credits

Course Code	Course Title	Credits (Lecture-tutorial-self study)	Prerequisite
IB002	Modern Business	3(3-0-6)	-

4. Humanities Course: 1 Course 3 Credits

Course Code	Course Title	Credits (Lecture-tutorial-self study)	Prerequisite
IH022	Self-Management	3(3-0-6)	-

5. Quality of Life Development Course: 1 Course 3 Credits

Course Code	Course Title	Credits (Lecture- tutorial-self study)	Prerequisite
IH032	Global Life Skills	3(3-0-6)	-

B. Specialized Courses: 102 Credits**1. Core Courses: 8 Courses 24 Credits**

Course Code	Course Title	Credits (Lecture- tutorial-self study)	Prerequisite
IB102	Organization and Management	3(3-0-6)	-
IB201	Principles of Marketing	3(3-0-6)	-
IH101	Information Systems for Business	3(2-2-5)	-
IH102	Intercultural Business Communication	3(3-0-6)	-
IH201	ASEAN Economics and Trade	3(3-0-6)	-
IH202	Ethics for Business and Everyday Life	3(3-0-6)	-
IH301	Group Dynamics	3(2-2-5)	-
IH401	Research Methodology in Business English	3(2-2-5)	-

2. Major Required Courses: 11 Courses 33 Credits

Course Code	Course Title	Credits (Lecture- tutorial-self study)	Prerequisite
IU101	English Usage	3(2-2-5)	-
IU102	Advanced Reading and Writing Skills	3(2-2-5)	-
IU201	Business English Conversation	3(1-4-4)	-
IU202	Academic Writing	3(2-2-5)	-
IU203	Note-Taking and Summary Writing	3(2-2-5)	-
IU204	Public Speaking	3(2-2-5)	-
IU301	Critical Reading of Business Technical Materials	3(2-2-5)	-
IU302	Advanced Business Communication	3(2-2-5)	-
IU303	English for Business Presentations	3(2-2-5)	-
IU304	English for Business Discussion and Negotiation	3(2-2-5)	-
IU401	Seminar in Business English	3(0-6-3)	-

3. Major Elective Courses: Students can select 10 courses (30 credits) from any course listed below. Students who choose Co-operative Education (6 credits) are required to select 8 courses (24 credits) to fulfill the 30 credit requirement.

Course Code	Course Title	Credits (Lecture- tutorial-self study)	Prerequisite
IU230	Literature Appreciation	3(2-2-5)	-
IU231	Poetry Appreciation	3(2-2-5)	-

Course Code	Course Title	Credits (Lecture- tutorial-self study)	Prerequisite
IU232	English Linguistics and Phonetics	3(2-2-5)	-
IU233	Sociolinguistics of English	3(3-0-6)	-
IU234	English Oral Reading for Careers	3(1-4-4)	-
IU330	Translation 1	3(2-2-5)	-
IU331	Translation 2	3(2-2-5)	-
IU332	English for the Financial Sector	3(2-2-5)	-
IU333	English for International Trade and Marketing	3(2-2-5)	-
IU334	English for Science and Technology	3(2-2-5)	-
IU335	English for Industrial Management and Logistics	3(2-2-5)	-
IU336	English for Hospitality Industry	3(2-2-5)	-
IU337	English for Airline Business	3(2-2-5)	-
IU338	English for Public Relations	3(2-2-5)	-
IU339	English for Law	3(2-2-5)	-
IU340	English for Fashion Industry	3(2-2-5)	-
IU341	English for Restaurant Industry	3(2-2-5)	-
IU342	English in Media	3(2-2-5)	-
IU430	Persuasive Writing	3(2-2-5)	-
IU431	Creative Writing 1	3(2-2-5)	-
IU432	Creative Writing 2	3(2-2-5)	-
IU433	Business Translation 1	3(2-2-5)	-
IU434	Business Translation 2	3(2-2-5)	-
IU435	Consecutive Interpretations	3(2-2-5)	-
IU436	Business Report and Proposal	3(2-2-5)	-

Course Code	Course Title	Credits (Lecture-tutorial-self study)	Prerequisite
	Writing		
IU437	Independent Study	3(0-6-3)	-
IU438	Co-operative Education	6(0-40-20)	-
IU439	Second Language Acquisition	3(3-0-6)	-
IU440	Foundation of Language Teaching	3(3-0-6)	-
IU441	English for Business Training	3(2-2-5)	

4. Minor Courses: 5 courses 15 credits

Students can choose to study any groups of the minor courses offered by other schools.

Minor in International Business Management group

Course Code	Course Title	Credits (Lecture-tutorial-self study)	Prerequisite
IX102	International Business Management	3(3-0-6)	IB102
IX103	International Logistics and Supply Chain Management	3(3-0-6)	-
IX105	International Human Resource Management	3(3-0-6)	IX102
IX107	International Business Policy and Trade Theory	3(3-0-6)	-
IX110	Global Marketing	3(3-0-6)	IB201
IX112	International Business Strategy	3(3-0-6)	IX102

Minor in Marketing group

Course Code	Course Title	Credits (Lecture-tutorial-self study)	Prerequisite
IX201	Consumer Behavior	3(3-0-6)	IH022, IB201
IX203	Price Management and Pricing Theory	3(3-0-6)	IB201
IX206	Marketing Management	3(3-0-6)	IB201
IX208	Global Brand Management	3(3-0-6)	IB201
IX210	Marketing Channel and Distribution Management	3(3-0-6)	IB201
IX211	Integrated Marketing Communications	3(3-0-6)	IB201

Minor in Logistics Management group

Course Code	Course Title	Credits (Lecture-tutorial-self study)	Prerequisite
IX301	Fundamental of Supply Chain and Logistics	3(3-0-6)	-
IX302	Inventory Management	3(3-0-6)	IX301
IX303	Procurement and Global Sourcing	3(3-0-6)	IX301
IX304	Warehouse Management	3(3-0-6)	IX301
IX305	Freight Transport and Distribution	3(3-0-6)	IX301
IX306	Strategic Planning for Supply Chain and Logistics	3(3-0-6)	IX301

Minor Courses in Business English offered to students from other schools in the University: Students from other UTCC schools can take 15 credits from the following minor courses provided by the School of Humanities and Applied Arts.

Minor in Business English

Course Code	Course Title	Credits (Lecture-tutorial-self study)	Prerequisite
IX501	Business English Conversation	3(1-4-4)	-
IX502	Critical Reading of Business Technical Materials	3(2-2-5)	-
IX503	Advanced Business Communication	3(2-2-5)	-
IX504	English for International Trade and Marketing	3(2-2-5)	-
IX505	English for Hospitality Industry	3(2-2-5)	-
IX506	English for Public Relations	3(2-2-5)	-

C. Free Elective Courses: 2 Courses 6 Credits

Students can take 2 courses (6 credits) from the elective course group as required from any school of the University of the Thai Chamber of Commerce, except those in the general education courses.

3.1.4 Study Plan

1) Study Plan without Co-operative Education

First Year, First Semester

Course Code	Course Title	Credits (Lecture-tutorial- self study)	Prerequisite
IH013 IH014	Thai Language for Communication or Thai Language and Culture	3(3-0-6)	-
IH009	English for Communication 1	3(3-0-6)	-
IS004	Modern Science and Technology	3(3-0-6)	-
IS005	Mathematics and Statistics for Daily Life	3(3-0-6)	-
IB002	Modern Business	3(3-0-6)	-
IB102	Organization and Management	3(3-0-6)	-
IU101	English Usage	3(2-2-5)	-
	Total	21	

First Year, Second Semester

Course Code	Course Title	Credits (Lecture-tutorial- self study)	Prerequisite
IH010	English for Communication 2	3(3-0-6)	IH009 English for Communication 1 or TOEIC of 250 or equivalent
IH022	Self-Management	3(3-0-6)	-
IH032	Global Life Skills	3(3-0-6)	-
IH101	Information Systems for Business	3(2-2-5)	-
IH102	Intercultural Business Communication	3(3-0-6)	-
IU102	Advanced Reading and Writing Skills	3(2-2-5)	-
	Total	18	

International College

Second Year, First Semester

Course Code	Course Title	Credits (Lecture-tutorial- self study)	Prerequisite
IH011	English for Communication 3	3(3-0-6)	IH010 English for Communication 2 or TOEIC of 350 or equivalent
IH201	ASEAN Economics and Trade	3(3-0-6)	-
IB201	Principles of Marketing	3(3-0-6)	-
IU201	Business English Conversation	3(1-4-4)	-
IU202	Academic Writing	3(2-2-5)	-
	1 Major Elective Course	3	-
	Total	18	

Second Year, Second Semester

Course Code	Course Title	Credits (Lecture-tutorial- self study)	Prerequisite
IH012	English for Communication 4	3(3-0-6)	IH011 English for Communication 3 or TOEIC of 450 or equivalent
IH202	Ethics for Business and Everyday Life	3(3-0-6)	-
IU203	Note-Taking and Summary Writing	3(2-2-5)	-
IU204	Public Speaking	3(2-2-5)	-
	1 Major Elective Course	3	-
	1 Minor Course	3	-
	Total	18	

International College

Third Year, First Semester

Course Code	Course Title	Credits (Lecture-tutorial-self study)	Prerequisite
IU301	Critical Reading of Business Technical Materials	3(2-2-5)	-
IU302	Advanced Business Communication	3(2-2-5)	-
IU303	English for Business Presentations	3(2-2-5)	-
	2-3 Major Elective Courses	6/9	-
	1 Minor Course	3	-
	Total	18/21	

Third Year, Second Semester

Course Code	Course Title	Credits (Lecture-tutorial-self study)	Prerequisite
IH301	Group Dynamics	3(2-2-5)	-
IU304	English for Business Discussion and Negotiation	3(2-2-5)	-
	3-4 Major Elective Courses	9/12	-
	1 Minor Course	3	-
	Total	18/21	

Fourth Year, First Semester

Course Code	Course Title	Credits (Lecture-tutorial- self study)	Prerequisite
IH401	Research Methodology in Business English	3(2-2-5)	-
IU401	Seminar in Business English	3(0-6-3)	-
	1-2 Major Elective Course	3/6	-
	1 Minor Course	3	-
	1 Free Elective Course	3	-
	Total	15/18	

Fourth Year, Second Semester

Course Code	Course Title	Credits (Lecture-tutorial- self study)	Prerequisite
	1-2 Major Elective Courses	3/6	-
	1 Minor Course	3	-
	1 Free Elective Course	3	-
	Total	9/12	

2) Study Plan with Co-operative Education**First Year, First Semester**

Course Code	Course Title	Credits (Lecture-tutorial-self study)	Prerequisite
IH013 IH014	Thai Language for Communication or Thai Language and Culture	3(3-0-6)	-
IH009	English for Communication 1	3(3-0-6)	-
IS004	Modern Science and Technology	3(3-0-6)	-
IS005	Mathematics and Statistics for Daily Life	3(3-0-6)	-
IB002	Modern Business	3(3-0-6)	-
IB102	Organization and Management	3(3-0-6)	-
IU101	English Usage	3(2-2-5)	-
	Total	21	

First Year, Second Semester

Course Code	Course Title	Credits (Lecture-tutorial-self study)	Prerequisite
IH010	English for Communication 2	3(3-0-6)	IH009 or TOEIC of 250 or equivalent
IH022	Self-Management	3(3-0-6)	-
IH032	Global Life Skills	3(3-0-6)	-
IH101	Information Systems for Business	3(2-2-5)	-
IH102	Intercultural Business Communication	3(3-0-6)	-
IU102	Advanced Reading and Writing Skills	3(2-2-5)	-
	Total	18	

Second Year, First Semester

Course Code	Course Title	Credits (Lecture-tutorial- self study)	Prerequisite
IH011	English for Communication 3	3(3-0-6)	IH010 or TOEIC of 350 or equivalent
IH201	ASEAN Economics and Trade	3(3-0-6)	-
IB201	Principles of Marketing	3(3-0-6)	-
IU201	Business English Conversation	3(1-4-4)	-
IU202	Academic Writing	3(2-2-5)	-
	1 Major Elective Course	3	-
	Total	18	

Second Year, Second Semester

Course Code	Course Title	Credits (Lecture-tutorial- self study)	Prerequisite
IH012	English for Communication 4	3(3-0-6)	IH011 or TOEIC of 450 or equivalent
IH202	Ethics for Business and Everyday Life	3(3-0-6)	-
IU203	Note-Taking and Summary Writing	3(2-2-5)	-
IU204	Public Speaking	3(2-2-5)	-
	1 Major Elective Course	3	-
	1 Minor Course	3	-
	Total	18	

International College

Third Year, First Semester

Course Code	Course Title	Credits (Lecture-tutorial-self study)	Prerequisite
IU301	Critical Reading of Business Technical Materials	3(2-2-5)	-
IU302	Advanced Business Communication	3(2-2-5)	-
IU303	English for Business Presentations	3(2-2-5)	-
	2 Major Elective Courses	6	-
	1 Minor Course	3	-
	Total	18	

Third Year, Second Semester

Course Code	Course Title	Credits (Lecture-tutorial-self study)	Prerequisite
IH301	Group Dynamics	3(2-2-5)	-
IU304	English for Business Discussion and Negotiation	3(2-2-5)	-
	3 Major Elective Courses	9	
	1 Minor Course	3	
	Total	18	

Third Year, Summer Semester

Course Code	Course Title	Credits (Lecture-tutorial-self study)	Prerequisite
	2 Free Elective Courses	6	
	Total	6	

International College

Fourth Year, First Semester

Course Code	Course Title	Credits (Lecture-tutorial-self study)	Prerequisite
IH401	Research Methodology in Business English	3(2-2-5)	-
IU401	Seminar in Business English	3(0-6-3)	-
	1 Major Elective Courses	3	-
	2 Minor Courses	6	
	Total	15	

Fourth Year, Second Semester

Course Code	Course Title	Credits (Lecture-tutorial-self study)	Prerequisite
IU438	Cooperative Education	6(0-40-20)	-
	Total	6	

3.1.5 Course Description**A. General Education Courses****1. Language Group: 5 Courses 15 Credits****IH009 English for Communication 1 3 (3-0-6)**

Development and practice of communicative English in everyday life, focusing on listening to short conversations and messages for main ideas and details, greeting and socializing, taking part in small talk, introducing oneself, welcoming, asking and giving information, reading paragraphs for main ideas and supporting details, and writing short and simple messages through a standard and an electronic form.

IH010 English for Communication 2 3 (3-0-6)

**Prerequisite (attempt pass): IH009 English for Communication 1 or
TOEIC 250 or equivalent**

Development and practice of communicative English in everyday life, focusing on listening to complicated messages and conversations for main ideas and supporting details, taking part in conversation by asking, responding, and giving opinions, everyday life conversation in various situations, presenting and comparing simple business data, reading and summarizing more complicated passages, and writing more complicated messages through a standard and an electronic form.

IH011 English for Communication 3 3 (3-0-6)

**Prerequisite (attempt pass): IH010 English for Communication 2 or
TOEIC 350 or equivalent**

Development and practice of business English for everyday life, communication by integrating the four skills: listening, speaking, reading, and writing, focusing on telephone conversation; presenting business information concerning corporate details, products, and services; comparing and analyzing business data; writing memos and electronic mails; reading and summarizing business articles.

IH012 English for Communication 4 3 (3-0-6)

**Prerequisite (attempt pass): IH011 English for Communication 3 or
TOEIC 450 or equivalent**

Development and practice of Business English for everyday life, communication by integrating the four skills: listening, speaking, reading, and writing, focusing on expressions used in simulated meetings, basic business negotiations and job interviews; writing application letters and resumes through a standard and an electronic form; reading and summarizing articles related to current business situations; and cross-cultural business communication.

IH013 Thai Language for Communication 3 (3-0-6)

Development and practice of standard Thai usage including listening, speaking, reading, and writing to convey ideas logically and communicate effectively.

IH014 Thai Language and Culture 3 (3-0-6)

Use of Thai for basic communication. Practice in listening, speaking, reading, and writing skills. Study of the relationship between Thai language and culture, belief and common values in Thai society, and appropriate use of Thai for various situations.

2. Science and Mathematics Group: 2 Courses 6 Credits**IS004 Modern Science and Technology 3 (3-0-6)**

Modern science and technology related to innovations, creation of new knowledge, and scientific and technological advances affecting environment, energy, agricultural products, medical science, communication, economics, business and society.

IS005 Mathematics and Statistics for Daily Life 3 (3-0-6)

Importance and impact of mathematics and statistics on science and technology, mathematics and statistics for daily life and business, use of mathematics and statistics software for data analysis and interpretation.

3. Social Science Group: 1 Course 3 Credits**IB002 Modern Business****3 (3-0-6)**

Principles and applications of basic business management, modern business organization, finance, economics, accounting, business law, business environment, good governance, business ethics, and corporate social responsibility.

4. Humanities Group: 1 Course 3 Credits**IH022 Self-Management****3 (3-0-6)**

Principles and applications of psychological knowledge related to individual differences, individual and group social behaviors concerning perception, learning, motivation, emotional quotients, maturity, personal care and hygiene, leadership and teamwork, constructive stress management, thinking and reasoning, analysis and understanding of human behaviors leading to self-awareness, self-monitoring, self-adjustment, and ethics for everyday life.

5. Quality of Life Development Group: 1 Course 3 Credits**IH032 Global Life Skills****3 (3-0-6)**

Global life skills and knowledge related to social institutions, politics and democracy, changes in global community affecting Thai economics and society, ASEAN community and their artistic and cultural differences, information and communication technology skills, personality development, socialization and social etiquette and trustworthiness.

B. Specialized Courses**1. Core Courses: 8 courses 24 credits****IB102 Organization and Management****3 (3-0-6)**

Systematic operations of organizations, direction and determination of business policies, management procedures in modern organizations, interrelationship between management functions and the effects of external environment on organizations in order

to link the operations with other functions of modern organizations efficiently as well as concepts and importance of corporate governance.

IB201 Principles of Marketing 3 (3-0-6)

Definition and significance of modern marketing concepts in business and the economy, effects of the business environment on marketing and market systems, analysis of consumer behavior, market segmentation, market targeting, product and service positioning, marketing mix, and the applications of information technology in a modern marketing mix.

IH101 Information Systems for Business 3 (2-2-5)

Definitions, concepts and importance of data, information and information systems in business organizations; information technology management, information and information systems used in business organizations; information searching for business and industry; application of information systems for business advantages.

IH102 Intercultural Business Communication 3 (3-0-6)

Basic concepts and theory of communication in intercultural business contexts focusing on intercultural business behaviors, various cultural dimensions existed in global economic environment, critical cultural awareness and decisive factors determining success in a commercial relationship.

IH201 ASEAN Economics and Trade 3 (3-0-6)

Overviews of ASEAN economics and trade covering the creation of the ASEAN community, ASEAN economic geography, and ASEAN major areas of cooperation with an emphasis on finance and economic cooperation.

IH202 Ethics for Business and Everyday Life 3 (3-0-6)

Principles, practice, and importance of ethics in business and everyday life with an emphasis on an individual's or organization's moral judgment leading to ethical behaviors, corporate social responsibility, and good corporate governance.

IH301 Group Dynamics

3 (2-2-5)

Theories and techniques used in solving career and communication problems as a team; problem-solving and decision-making procedures; practice in policy making; group learning management; group meeting; interviews; motivation building; and study of leadership.

IH401 Research Methodology in Business English

3 (2-2-5)

Fundamental of doing primary and secondary research including theoretical premises and principles of research, quantitative and qualitative research and various methodologies; students' designing and conducting their own research project with the approval of the School's committee.

2. Major Required Courses: 11 courses 33 credits

IU101 English Usage

3 (2-2-5)

English syntactic structure, semantics, and numerous problematic points of English usage with an emphasis on accuracy of vocabulary and grammar, appropriate use of demotic language and slang focusing on register, style, and tone.

IU102 Advanced Reading and Writing Skills

3 (2-2-5)

Development and practice of advanced reading and writing skills needed in academic setting; reading for main ideas and details, implicit and explicit meaning, organization patterns, writers' point of views, underlying concepts, and interpreting compact information in the forms of graphics, tables, charts and diagrams; writing in response to what being read as well as the topics of learners' own interest, with an emphasis on appropriate organization patterns, a variety of writing types (informative, persuasive, cause-effect, and argumentative), grammar and mechanics, and appropriate word choice.

IU201 Business English Conversation

3 (1-4-4)

Practice of business English conversation in various business, work, and social settings, with an emphasis on fluency, accuracy, and appropriate expressions and vocabulary.

IU202 Academic Writing

3 (2-2-5)

Development of greater mastery of English academic writing of various kinds of texts, extension of writing ability to more complex sentence structure, composition of short essays and articles, practice in argumentation, interpreting and creating stylistic effects, fundamental of writing preparation including brainstorming, planning, researching, drafting, and editing as well as making appropriate references and presenting work in a professional manner.

IU203 Note-Taking and Summary Writing

3 (2-2-5)

Practice in taking notes and summarizing of what being heard or read efficiently and appropriately, focusing on business meetings, business transactions, newscasts, interviews, conferences, synopsis of films and documentaries, etc.

IU204 Public Speaking

3 (2-2-5)

Principles and practice of public speaking to develop learners' skills, knowledge, and understanding of the public speaking process covering the principles of reasoning, speech communication theory, audience analysis, collection of materials, outlining, and delivery with an emphasis on the oral presentation of well-prepared speeches and use of computer technology when appropriate.

IU301 Critical Reading of Business Technical Materials

3 (2-2-5)

Practice in reading and analyzing various kinds of authentic reading materials in business (advertisements, billboards, product inserts, manuals, contracts, research articles, proposals, business news, etc.) with an emphasis on the ability to identify various styles of writing and how they are used to assist various interpretations, analysis

of implication and inference, authors' points of view and how to respond to and critique texts in terms of balance, persuasiveness and writing skills, as well as for their general communicative success.

IU302 Advanced Business Communication 3 (2-2-5)

Principles and practice in communicating efficiently in English through various forms of business communication channels: business letters, inter-office memorandum, email messages, progress reports, resumes, and teleconferences, with an emphasis on appropriate and correct use of language, format, style and tone.

IU303 English for Business Presentations 3 (2-2-5)

Principles and techniques in giving business presentations including speaking techniques, preparation of effective audio-visual presentation aids through the use of modern technology, and various types of presentations used in today's business environment.

IU304 English for Business Discussion and Negotiation 3 (2-2-5)

Principles and techniques in business discussion and negotiation including formats and language used in business meetings and discussion such as conducting formal meetings, stating opinions, accepting and rejecting opinions, and taking and preparing meeting agendas and minutes; structures of different types of business negotiations and persuasion and their implementation with the roles of communication, different types of power, cultural factors affecting negotiations, practical negotiation frameworks and tactics.

IU401 Seminar in Business English 3 (0-6-3)

Consideration and critique of the current issues and problems related to business English by applying and integrating the knowledge and skills learned to cope with the problems raised, based on case studies, articles, and documents in Thai and other foreign languages.

3. Major Elective Courses: 10 courses 30 credits

- IU230 Literature Appreciation** **3 (2-2-5)**
Introduction to the historical development, genres, and themes of literature, practice in literary analysis of classics and modern fictions.
- IU231 Poetry Appreciation** **3 (2-2-5)**
Development, values, aesthetics and characteristics of poetry; the use of figurative language; study of selected English poems to practice interpreting the themes and messages; and oral reading practice.
- IU232 English Linguistics and Phonetics** **3 (2-2-5)**
General linguistic features of the English language, including its nature and origin, phonology, syntax, morphology, and semantics as well as intensive practice and study of English phonological systems and problems encountered by non-native English speakers.
- IU233 Sociolinguistics of English** **3 (3-0-6)**
Global English linguistic landscapes; variety and status of English languages; standardization and nativization of the English language; English linguistic imperialism over other languages; roles of English in social, political, economic, and legal contexts; bilingualism and multilingualism.
- IU234 English Oral Reading for Careers** **3 (1-4-4)**
Principles and practice in English oral reading for careers including news readers, announcers, documentary narrators, masters of ceremony, television and radio program hosts.
- IU330 Translation 1** **3 (2-2-5)**
General translation principles, introduction to discourse analysis and its application to translation, practice in various forms of translation from Thai to English.

IU331 Translation 2 3 (2-2-5)

General translation principles, introduction to discourse analysis and its application to translation, practice in various forms of translation from English to Thai.

IU332 English for the Financial Sector 3 (2-2-5)

Study and practice in English language usage in banking, finance, and economics with an emphasis on technical terms, expressions, skills and documents necessary in international economic and financial environments.

IU333 English for International Trade and Marketing 3 (2-2-5)

Study and practice in English language usage in international trade, marketing, and import/export procedures with an emphasis on technical terms, expressions, skills and documents necessary in international trade and marketing environments.

IU334 English for Science and Technology 3 (2-2-5)

Study and practice in English language usage in science and technology with an emphasis on technical terms, expressions, and skills necessary in the fields of science and technology.

IU335 English for Industrial Management and Logistics 3 (2-2-5)

Study and practice in English language usage in industrial management and logistics with an emphasis on technical terms, expressions, skills and documents necessary in industrial management and logistics environments.

IU336 English for Hospitality Industry 3 (2-2-5)

Study and practice in English language usage in the hospitality industry with an emphasis on technical terms, expressions, skills and documents necessary in tourism and hotel industry environments.

IU337 English for Airline Business 3 (2-2-5)

Study and practice in English language usage in airline business with an emphasis on technical terms, expressions, skills and documents necessary in airline business environments.

IU338 English for Public Relations 3 (2-2-5)

Study and practice in English language usage in public relations with an emphasis on technical terms, expressions, skills and preparation of publicity materials.

IU339 English for Law 3 (2-2-5)

Study and practice in English language usage in law with an emphasis on technical terms, expressions, skills, and documents necessary in legal environments.

IU340 English for Fashion Industry 3 (2-2-5)

Study and practice in English language usage in the fashion industry with an emphasis on technical terms, expressions, skills, and documents necessary in fashion industry environments.

IU341 English for Restaurant Industry 3 (2-2-5)

Study and practice in English language usage in the restaurant industry with an emphasis on technical terms, expressions, skills, and documents necessary in restaurant industry environments.

IU342 English in Media 3 (2-2-5)

Practice of integrated English skills through the study of the English language used in various kinds of media (newspapers, magazines, advertisements, films, television, radio, and website).

IU430 Persuasive Writing 3 (2-2-5)

Principles of persuasion applied to written communication in all fields with an emphasis on logical fallacies, propaganda, and persuasive rhetorical styles.

IU431 Creative Writing 1

3 (2-2-5)

Study and practice of creative writing designed to develop critical awareness, creativity, and skills in writing various forms of non-fiction: features, memoir, travel, personal essay, history, and autobiography.

IU432 Creative Writing 2

3 (2-2-5)

Study and practice of creative writing designed to develop critical awareness, creativity, and skills in writing various forms of prose fiction: short stories and short plays.

IU433 Business Translation 1

3 (2-2-5)

Principles and practice of translating long and complex texts from various business sources (business news, business articles, business reports, contracts, advertisements, and instructions) from Thai to English.

IU434 Business Translation 2

3 (2-2-5)

Principles and practice of translating long and complex texts from various business sources (business news, business articles, business reports, contracts, advertisements, and instructions) from English to Thai.

IU435 Consecutive Interpretations

3 (2-2-5)

Principles of oral translation from Thai to English and English to Thai; note-taking techniques for consecutive interpreters; etiquette for interpreters; practice in listening and interpreting in simulated business meeting context.

IU436 Business Reports and Proposal Writing

3 (2-2-5)

Principles and practice of structured writing for business reports and proposals: routine and non-routine, internal and external, informative, persuasive and progressive reports as well as different kinds of proposals, with an emphasis on formats and features

of business reports and proposals, audience analysis, collecting, researching and synthesizing information.

IU437 Independent Study

3 (0-6-3)

An individual study under faculty supervision, focusing on a specific business area topic; evaluation based on projects or assignments approved by faculty members.

IU438 Co-operative Education

6 (0-40-20)

Hands-on experience in an approved business enterprise for one semester as a temporary employee or an assistant to experience the real business environment and atmosphere as well as to apply and accommodate knowledge gained throughout the course of study in the real working situation. In order to prepare themselves, students must attend training sessions related to both academic knowledge and how to behave in working society as well as follow the procedures of Co-operative Education specified by the University. Students will be monitored and evaluated by the instructor in charge and job supervisor.

IU439 Second Language Acquisition

3 (3-0-6)

Introduction to the study of Second Language Acquisition (SLA) theories from a multitude of perspectives – linguistics, psychology, and cognitive science – to examine how, why, and under what conditions human beings acquire a second language.

IU440 Foundation of Language Teaching

3 (3-0-6)

Principles and theories of English language teaching; various approaches to language instruction management and teaching methods.

IU441 English for Business Training

3 (2-2-5)

Theories and practice of business training, training needs assessment, course design, implementation and evaluation as well as various approaches to training and situational effects.

4. Minor Courses: 5 courses 15 credits

The minor courses provided by School of Humanities and Applied Arts for students from other schools in the University

Minor in Business English

IX501 Business English Conversation

3 (1-4-4)

Business English conversation in various business and social settings, including socializing and small talks, telephone conversation, welcoming and assisting company's guests, describing an organization background and its products or services, with an emphasis on fluency, accuracy, and appropriate expressions and vocabulary.

IX502 Critical Reading of Business Technical Materials

3 (2-2-5)

Practice in reading and analyzing various kinds of authentic reading materials in business (advertisements, billboards, product inserts, manuals, contracts, research articles, proposals, business news, etc.) with an emphasis on the ability to identify various styles of writing and how they are used to assist various interpretations, analysis of implication and inference, authors' points of view and how to respond to and critique texts in terms of balance, persuasiveness and writing skills, as well as for their general communicative success.

IX503 Advanced Business Communication

3 (2-2-5)

Principles and practice in communicating efficiently in English through various forms of business communication channels: business letters, inter-office memorandum, email messages, progress reports, resumes, and teleconferences, with an emphasis on appropriate and correct use of language, format, style and tone.

IX504 English for International Trade and Marketing

3 (2-2-5)

Study and practice in English language usage in international trade, marketing, and import/export procedures with an emphasis on technical terms, expressions, skills and documents necessary in international trade and marketing environments.

IX505 English for Hospitality Industry

3 (2-2-5)

Study and practice in English language usage in the hospitality industry with an emphasis on technical terms, expressions, skills and documents necessary in tourism and hotel industry environments.

IX506 English for Public Relations

3(2-2-5)

Study and practice in English language usage in public relations with an emphasis on technical terms, expressions, skills and preparation of publicity materials.

C. Free Elective Courses: 2 courses 6 credits

Students can choose any free elective courses offered by other school, except courses in General Education.

