

Bachelor of Arts Program in Business English (International Program)

Degree Plan

Regular Track and Cooperative Education Track

Total Number of Credits

General Education	24 credits
English Languages	9 credits
Integrated Professional Skills Course	15 credits
Professional Education	93 credits
Core Courses	36 credits
Major Requirements	36 credits
Major Electives	21 credits
Free Electives	9 credits
Total	<u>126</u> credits

List of Courses

1. General Education (24 Credits)

English Languages (9 Credits)

IEN106	The Art of Writing	3
IEN107	Critical Reading and Writing	3
IEN108	Persuasive Presentation	3

Integrated Professional Skills Course (15 Credits)

IGE011	Thinking Skills for Lifelong Learning	3
IGE012	Citizenship in Society and International Community	3
IGE013	Technology and Innovation for the Future	3
IGE014	Aesthetics and Well-being for Life	3
IGE015	Entrepreneurial Spirit and Financial Literacy	3

2. Professional Education (93 credits)

Core Courses (36 credits)

IBE101	Business Essentials	3
IBE102	Digital Technology in Business	3
IBE103	Data-driven Business Presentation	3
IBE104	Professional Reading and Writing Strategy	3
IBE201	Business Management and Innovation	3
IBE202	Principles of Marketing for Global Business	3

IBE203	Data Analytics Fundamentals	3
IBE204	English for Global Economy and Investment	3
IBE205	Managerial Competency for Business	3
IBE206	Sales Pitching in English	3
IBE207	Global Business Readings and Research	3
IBE208	Logistics Management and Communication in English	3

Major Requirements

(36 credits)

IBE211	Business Communication Essentials	3
IBE212	Business Training	3
IBE213	Communication Strategy in Business Writing	3
IBE214	English for Business Meeting	3
IBE311	International Trade and Industrial Management	3
IBE312	International Relations in Business	3
IBE313	Storytelling for Business	3
IBE314	Business Proposal and Report	3
IBE315	Negotiations in Business	3
IBE411	Seminar in Global Business Environment	3
IBE412	Business Professionals and Job Application in English	3
IBE413	Intercultural Communication in Business	3

Major Electives

(21 credits)

Students select only 21 credits from the following courses.

- **Digital Marketing and Communication**

IBE322	Communication in English for E-Commerce	3
IBE324	Creating English Content for Marketing	3
IBE326	Product and Brand Management in Digital Platform	3
IBE327	Essentials of Social Media & Digital Marketing	3
IBE328	Modern Strategy for Customer Engagement	3

- **Communication in Service Industry**

IBE421	Communicative English for Airlines Industry	3
IBE422	Customer Service and Communication	3
IBE423	Communicative English for Tourism Industry	3
IBE424	Service Design and Presentation	3
IBE425	Public Speaking and Event Moderating	3

- **Media Content Creation**

IBE521	Academic English for Language Service	3
IBE522	English-Thai Translation (for Thai students)	3
IBE524	Creative Writing	3
IBE525	Language Learning and Training	3
IBE526	English Competency Development	3
IBE531	Introduction to Public Relations and Event Business	3
IBE532	Art Appreciation for Media and Communication	3
IBE533	Corporate Branding	3
IBE534	Corporate Event	3
IBE535	Campaign Planning	3

- **International Relations**

IBE321	Cross cultural Communication Strategy	3
IBE323	Team Communication and Project Management	3
IBE325	Communication in English for HRM	3
IBE331	Reading for Change	3
IBE332	Selected Topics in International Relations	3

- **Others (Cooperative Education and Independent Study)**

ICO601	Pre-Cooperative Education (For Cooperative Education Track)	3
IBE602	Cooperative Education (For Cooperative Education Track)	6
IBE603	Independent Study	3

3. Free Electives

(9 credits)

Students must select 9 credits with international courses from other majors as the following courses.

ICN101	Chinese I	3
ICN102	Chinese II	3
ICN201	Chinese for Business Communication	3
ICN202	Introduction to Chinese Writing	3
IFR101	French I	3
IFR102	French II	3
IGR101	German I	3
IGR102	German II	3
IIL101	Italian Language and Culture I	3
IIL102	Italian Language and Culture II	3
IJP101	Japanese I	3
IJP102	Japanese II	3
IKR101	Korean Language and Culture I	3
IKR102	Korean Language and Culture II	3
IRS101	Russian Language and Culture I	3
IRS102	Russian Language and Culture II	3
ISD101	Swedish Language and Culture I	3
ISD102	Swedish Language and Culture II	3
ISP101	Spanish I	3
ISP102	Spanish II	3
ITH101	Thai Language for International Students I	3
ITH102	Thai Language for International Students II	3
IVN101	Vietnamese Language and Culture I	3
IVN102	Vietnamese Language and Culture II	3
IBE001	Workplace English Writing	3
IBE002	Practical Business Emails	3
IBE003	Sounds of English in Practice	3
IBE004	Communicative English for Networking	3

Course Description

1. General Education (24 Credits)

English Languages (9 Credits)

IEN106 The Art of Writing (3 Credits)

Paragraph and essay writing through planning, drafting, and revising narrative, descriptive, and expository writing

IEN107 Critical Reading and Writing (3 Credits)

Critiquing any reading materials: Identifying main ideas and summarizing texts; analyzing the intent, tone, bias, and intended audience of the author; and recognizing propaganda, fake news and disinformation

IEN108 Persuasive Presentation (3 Credits)

Planning, organizing, designing, and delivering persuasive presentations, with an emphasis on using persuasion strategies, deploying effective arguments, and mastering body language, voice, and word choice, as well as innovative audio-visual media

Integrated Professional Skills Course (15 Credits)

IGE011 Thinking Skills for Lifelong Learning (3 Credits)

Theories and practical thinking tools, practice critical thinking, creative and innovative thinking, analytical thinking, synthesis thinking and problem- solving thinking, including how to link and select appropriate thinking tools and effectively adapt to daily life, professional undertakings and lifelong learning

IGE012 Citizenship in Society and International Community (3 Credits)

Concepts, traits, rights, duties and responsibilities of citizenship in Thai society, global society, and digital society, with ability to adjust and live happily with others while keeping abreast of and adapting themselves to societal changes which may affect livelihood and working life; awareness and cooperation at different levels among people of diverse cultures

IGE013 Technology and Innovation for the Future (3 Credits)

Concepts, roles, awareness and adjustment to changes of the future and applications of various types of technology and innovation in knowledge acquisition and improvement of quality of life in a new normal society including ways to solve life complexity and challenges, and to enhance creative working life; impacts of technology and innovation on our livelihood, society and economics, and how to optimize and to protect the intellectual property arising from technology and innovation

IGE014 Aesthetics and Well-being for Life (3 Credits)

How to live a meaningful life through various types of arts, recreational activities and sports; new perspectives for aesthetics of life that influence one's mind and how one may plan a path to success from one's passion

IGE015 Entrepreneurial Spirit and Financial Literacy (3 Credits)

The development of character traits that are vital to cultivating an entrepreneurial spirit, with an emphasis placed on how to think like an entrepreneur, opportunities to start and run a business with on the basis of ethics and moral grounds, how to effectively manage and make financial decisions, personal financial management and investment, including sustainable development, effective leadership skills development, teamwork, bold, prompt and well-informed decisions-making

2. Professional Education (93 credits)**Core Courses (36 credits)****IBE101 Business Essentials (3 Credits)**

A broad introduction to business, covering a business type and its definition, business principles, a business structure, functions of management, and practices of modern business enterprises, conceptualizing overall business environment, exploring functional and essential elements of a for-profit company and the challenges presented by current competitive global marketplace

IBE102 Digital Technology in Business (3 Credits)

Utilizing necessary computer programs for doing business and working processes, including data collection, filing management system, data processing, data analysis by using basic statistical functions, and data presentation, the importance and implementation of a digital technology in business functions relating sales, marketing, and management.

IBE103 Data-driven Business Presentation (3 Credits)

Developing compelling and impactful narratives for business presentations, how to present and explain information in a way that can be effectively received by the audience, several techniques and tips to ensure the effectiveness of information delivery, practice of crafting slides, finding plots, choosing storylines, targeting messages, and using compelling charts and graphs to support a narrative

IBE104 Professional Reading and Writing Strategy (3 Credits)

The uses of different reading and writing strategies to enhance reading and writing proficiency, reading a variety of texts to learn vocabulary and language structures as well as develop text familiarity, practice of producing reflective papers using writing strategies to respond to topics and issues raised from their reading

IBE201 Business Management and Innovation (3 Credits)

Key principles of business management, including planning, organizing, leading, and controlling, modern and contemporary organization theories, organization structuring, managing organizational conflicts, organization development, and business management innovation

IBE202 Principles of Marketing for Global Business (3 Credits)

Marketing principles, analyzing marketing environment, understanding consumer behavior, defining target market group, designing customer value-driven strategy, exploring and showcasing how to incorporate the marketing strategy and tools into organizations by learning best practices from current case stories, gaining experience with a variety of industry sectors and practice of how to develop the primary elements of a marketing plan for a global business of their choice

IBE203 Data Analytics Fundamentals (3 Credits)

The importance of data and how to use data in business and the tools that are used to perform daily functions, the key aspects of data analysis, the fundamentals of gathering data, identifying data sources, data analytics, data utilization, data visualizations, and dashboard tools

IBE204 English for Global Economy and Investment (3 Credits)

The use of English language for global economy and international investment, functional language and vocabulary used in specific professional investment contexts, terminology and practice of English language usage for international economic and financial environments

IBE206	Sales Pitching in English	(3 Credits)
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IBE207	Global Business Readings and Research	(3 Credits)
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IBE208	Logistics Management and Communication in English	(3 Credits)
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Major Requirements (36 credits)

IBE211 Business Communication Essentials (3 Credits)

IBE212	Business Training	(3 Credits)
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IBE411 Seminar in Global Business Environment (3 Credits)

Enhancing awareness and understanding of global business environment, the functions and development of global dynamics including political, security, and economic perspectives

IBE412 Business Professionals and Job Application in English (3 Credits)

Characteristics of different business professionals and the practice of English language skills necessary for job applications, preparing resumes, filling out application forms, and participating in job interviews

IBE413 Intercultural Communication in Business (3 Credits)

Developing intercultural skills for business success through examining how culture and intercultural dynamics influence interactions between people, businesses, organizations and management, different cultural approaches to management, organizational structures, meetings, time, productivity, status and staff as well as the effects of culture and language in communication between people from various countries

Major Electives (21 credits)

Students select only 21 credits from the following courses.

- **Digital Marketing and Communication**

IBE322 Communication in English for E-Commerce (3 Credits)

Roles and functions of both internal and external communication for E-Commerce as well as practicing English for communication necessary in e-commerce

IBE324 Creating English Content for Marketing (3 Credits)

Comprehensive manuals for expanding a business in the contemporary day through the use of digital content, skills needed to create and carry out a content marketing strategy that advances a business as well as hands-on experience with the various tools that companies need to successfully sell their goods and services in the digital age

IBE326 Product and Brand Management in Digital Platform (3 Credits)

Product and brand management, valuable brand management strategies, product line management, product positioning, new product and brand development, product and brand management at each stage of the product life cycle on media and digital marketing channels, causes and avoidance of product and brand management failures, defining other marketing mix strategies consistent with product and brand strategies, developing globally competitive brands, the function of the government in product and brand management, and ethical product and brand management.

IBE328	Modern Strategy for Customer Engagement	(3 Credits)
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- Communication in Service Industry

IBE421 Communicative English for Airlines Industry (3 Credits)

IBE422 Customer Service and Communication (3 Credits)

IBE423 Communicative English for Tourism Industry (3 Credits)

IBE424 Service Design and Presentation (3 Credits)

IBE425 Public Speaking and Event Moderating (3 Credits)

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- **Media Content Creation**

IBE521 Academic English for Language Service (3 Credits)

Skills in using written language in academic contexts and proofreading together with editing manuscripts for academic publications

IBE522 English-Thai Translation (for Thai students) (3 Credits)

Translating long and complex various business texts from English to Thai and vice versa together with analyzing translation problems and solutions as well as translation technology

IBE524 Creative Writing (3 Credits)

Developing creative writing and thinking skills for expressing meanings and responding to business purposes

IBE525 Language Learning and Training (3 Credits)

English language teaching methods and techniques for teaching listening, speaking, reading, and writing skills to speakers of English as a foreign language including teaching practice

IBE526 English Competency Development (3 Credits)

Principles, fundamental components, and test specifications of the TOEIC examination and practice of English language and test-taking skills as well as strategies for the TOEIC test through intensive practice to increase their TOEIC scores

IBE531 Introduction to Public Relations and Event Business (3 Credits)

Public relations and event principles, the meaning, importance, values, and roles of public relations and events for driving the business, including the use of public relations strategies and approaches to develop communication plans and events through hands-on practices.

IBE532 Art Appreciation for Media and Communication (3 Credits)

Various art styles and movements in different eras—from the past to the present day, notable artists' approaches and their influences on design, lifestyle, fashion, products, contemporary culture, the creation of contemporary media, conveying meanings and stories based on current issues and social trends.

IBE533 Corporate Branding (3 Credits)

The importance of corporate branding, types and importance of organizational communication; theories and principles of organizational communication both internally and externally; roles and effects of communication management in private and public sectors; application of theories to criticize communicational situations in organizations and develop people-centric communication strategy plan for organizations.

IBE534 Corporate Event (3 Credits)

Types, steps of event operation and techniques for event production for organizations - both government and private sectors, knowledge assets about public relations, relationship management, new product launching and promotion, and brand awareness, application of knowledge about event planning, information search, budget control of event production to achieve goals stakeholders' relationship management, marketing data, customer journey analysis, risk management as well as event evaluation.

IBE535 Campaign Planning (3 Credits)

Theories and principles of integrated campaign planning; practice on planning and developing marketing communication campaigns in all media mixes: traditional media, new media, social media, and other media; media campaign practices through in-class marketing communication projects administered.

- **International Relations**

IBE321 Cross cultural Communication Strategy (3 Credits)

Intercultural knowledge for understanding multicultural communicative approaches by exploring relations among languages, cultures, and behaviours in global contexts

IBE323 Team Communication and Project Management (3 Credits)

How to deliver powerful, clear messages regarding strategy, customer service, and branding as well as establish a rapport with coworkers and management through internal communication to promote cooperation and teamwork together with project management

IBE325 Communication in English for HRM (3 Credits)

Fundamental principles and English language usage for communication in human resource management including interviewing, writing scripts for classified, replying to application letters, writing training projects, conducting training, and writing appraisal reports

IBE331 Reading for Change (3 Credits)

Developing proficiency in reading different types of texts, locating information, interpreting, and reflecting on reading materials, engaging in reading texts with the purpose to bring about positive change in any aspect of life

IBE332 Selected Topics in International Relations (3 Credits)

Exploration of and discussions on key topics in international relations and their impact on global business and communication in relation to political, economic, and cultural interactions between nations, fundamental theories of international relations and global governance structures, focusing on their implications for international trade, multinational business operations, trade negotiations, and corporate strategies; integrating case studies, real-world events, and presentation as well as interactive discussions.

- **Others (Cooperative Education and Independent Study)**

ICO601 Pre-Cooperative Education (For Cooperative Education Track) (3 Credits)

Concepts behind the cooperative education system and the development of readiness and various capabilities including job interviewing techniques, communication skills, personality, teamwork, organizational culture, creative thinking techniques, report writing, and presentation techniques, as well as entrepreneurship skills, recommended practices at work

IBE602 Cooperative Education (For Cooperative Education Track) (6 Credits)

Prerequisite: ICO601

Actual working in a real-world establishment as a full-time employee for a minimum period of one educational term or sixteen weeks offering relevant work-integrated learning or project-based learning and contributing to the benefit of the entity.

IBE603 Independent Study (3 Credits)

An Individualized study under faculty supervision focusing on a specific business-related topic

3. Free Electives (9 credits)

Students must select 9 credits with international courses from other majors as the following courses.

ICN101 Chinese I (3 Credits)

Fundamental Chinese structures, phonology, tones, and basic 500 characters used in counting numbers, greeting, reserving accommodation, traveling abroad, exchanging money and ordering food

ICN102 Chinese II (3 Credits)

Developing Chinese skills in speaking, structures, 1,200 Chinese characters used in daily life

ICN201 Chinese for Business Communication (3 Credits)

Chinese language used in the business environment, and technical terms with an emphasis on negotiations, business presentations, customer service, and 500 Chinese words in business

ICN202 Introduction to Chinese Writing (3 Credits)

Practice of Chinese compositions, writing grammatically correct compositions with 200-300 words and correct Chinese characters

IFR101 French I (3 Credits)

Fundamental French language structures and general vocabulary, the practice of listening, reading, speaking, and writing skills

IFR102 French II (3 Credits)

French language structures and common vocabulary, the practice of advanced listening, speaking, reading, and writing

IGR101 German I (3 Credits)

Fundamental German language structures and general vocabulary, the practice of listening, speaking, reading, and writing skills for higher education

IGR102 German II (3 Credits)

German language structures and vocabulary used in daily life, and the practice of advanced listening, speaking, reading and writing

IIL101 Italian Language and Culture I (3 Credits)

Italian language with emphasis on comprehension of the spoken language and appreciation of Italian culture leading to the ability to function at a basic level

IIL102 Italian Language and Culture II (3 Credits)

Italia language and culture, practice the intermediate listening, speaking, reading and writing

IJP101 Japanese I (3 Credits)

Fundamental Japanese language structures and general vocabulary; the practice of listening, reading, speaking and writing skills

IJP102 Japanese II (3 Credits)

Japanese language structures and daily-life vocabulary, the practice of advanced listening, speaking, reading and writing

IKR101 Korean Language and Culture I (3 Credits)

Korean language with emphasis on comprehension of the spoken language and appreciation of Korean culture leading to the ability to function at a basic level

IKR102 Korean Language and Culture II (3 Credits)

Korean language and culture, practice the intermediate listening, speaking, reading and writing

IRS101 Russian Language and Culture I (3 Credits)

Russian language and culture with emphasis on comprehension of the spoken language and appreciation of Russian culture leading to the ability to function at a basic level

IRS102 Russian Language and Culture II (3 Credits)

Russian language and culture and practice the intermediate listening, speaking, reading and writing

ISD101 Swedish Language and Culture I (3 Credits)

An introduction to the Swedish language with emphasis on comprehension of the spoken language and appreciation of Swedish culture leading to the ability to function at a basic level

ISD102 Swedish Language and Culture II (3 Credits)

Swedish language and culture and practice of the intermediate listening, speaking, reading and writing

ISP101 Spanish I (3 Credits)

Fundamental Spanish language structures and general vocabulary, a practice of listening, speaking reading and writing skills

ISP102 Spanish II (3 Credits)

Spanish language structures and common vocabulary, practice of advanced listening, speaking, reading and writing

ITH101 Thai Language for International Students I (3 Credits)

Intensive spoken and written Thai for beginners with emphasis on conversational skills for everyday activities including elements of the Thai language in preparation for study

ITH102 Thai Language for International Students II (3 Credits)

The use of Thai language structures, grammar, vocabulary, and idioms, including skills of speaking, listening, reading and writing Thai as well as Thai culture for communication

IVN101 Vietnamese Language and Culture I (3 Credits)

Vietnamese language with emphasis on comprehension of the spoken language and appreciation of culture leading to the ability to function at a basic level

IVN102 Vietnamese Language and Culture II (3 Credits)

Vietnamese language and culture, practice of the intermediate listening, speaking, reading and writing

IBE001 Workplace English Writing (3 Credits)

Principles and skills in business correspondence with an emphasis on writing process, types of correspondence, the use of tone, the use of formal and informal language, common writing errors, and grammar and writing problems in different types of emails, announcements, memos, and letters focusing on comprehensibility, appropriateness, intercultural sensitivity, and other topics related to social media and writing online in business organizations and e-commerce

IBE002 Practical Business Emails (3 Credits)

Business email correspondence, how to write, edit and proofread emails, practice of using business writing expressions

IBE003 Sounds of English in Practice (3 Credits)

Developing English listening and speaking proficiency with accurate and clear pronunciation and intonation, utilizing practical approaches including diagrams, exercises, drills, and listening, and step-by-step practice through the sounds and structures of English pronunciation

IBE004 Communicative English for Networking (3 Credits)

Practice of interacting with business contacts in person, on the phone, and over email in a professional way, vocabulary and customs related to socializing and networking in English, business etiquette, interpersonal and intercultural communication