



BUI

**BANGKOK UNIVERSITY
INTERNATIONAL**

Knowledge with Virtue

2024

Degree Plan

Bachelor of Arts (B.A.)

Business English

Student's Name

Student's ID No.

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Table of Contents

Topics	Page
Where to Go for Help	4
Grade Point Average Computation	6
Academic Regulations	10
Plagiarism Policy	15
Readmission of Students	17
Transfer of School/Field of Study	17
Academic Leave	17
Graduation	18
Requirements for Honors	18
Code of Conduct	19
Business English Program Curriculum	21
Program Learning Outcomes	22
List of Courses	25
Regular Track/ Cooperative Education Track	32
Course Description	40

Where to Go for Help

- Academic Advice
 - Chairperson
 - Lecturers
- Course Contents and Lecturers
 - Chairperson
- University's Rules and Regulations
 - The Dean of BU International
 - Chairperson
- Library Services
 - BU Library and Learning Space
- Financial Problems
 - Financial Affairs
- Sickness & Medical Emergency
 - University's Infirmary
- Psychological Advice
 - Educational Service and Student Welfare Office
- Lost & Found Items
 - Educational Service and Student Welfare Office
 - One Stop Service
- Recommendation Letter
 - International Affairs Office
 - Records Office
- Student's Incoming Mail / Package
 - Educational Service and Student Welfare Office
 - International Center

Locations of Helpers:

- The Dean of BU International - Library and Learning Center, 5th Floor
- Associate Dean for Academic Affairs - Library and Learning Center, 5th Floor
- Associate Dean for Student Affairs - Library and Learning Center, 5th Floor
- Chairperson - Library and Learning Center, 5th Floor
- BU International Office - Library and Learning Center, 5th Floor
- BU International Faculty Office - Library and Learning Center, 5th Floor
- Student Services and International Affairs - International Center
- Central Library and Learning Space - Building RC, 4th Floor
- Educational Service and Student Welfare Office - International Center

Grade Point Average Computation

There are two types of Grade Point Averages (GPA):

1. Grade Point Average is an average of grade points for each semester.
2. Cumulative Grade Point Average is an average of grade points of all attended semesters.

How to Calculate GPA

1. Replace grades with the quality points as shown below:

Grade	Achievement Rate	Quality Points
A	Excellent	4.00
B+	Very Good	3.50
B	Good	3.00
C+	Fairly Good	2.50
C	Fair	2.00
D+	Poor	1.50
D	Very Poor	1.00
F	Failed	0

Other letter symbols used include:

“W” indicates withdrawal and its credits will not be calculated.

“S” indicates satisfactory work completed.

“I” indicates incomplete, used in case a student fails to complete an assignment within time limitation. An “I” grade must be changed to a completed grade within three weeks. Otherwise, the grade will automatically become an “F.”

“U” indicates unsatisfactory (some courses must be repeated to obtain grade “S.”)

“AUD” indicates non-credit registration (Students must be granted permission from the Dean of BU International to audit a class.)

“CS” indicates credits obtained from a standardized test.

“CE” indicates credits obtained from Exams.

“CT” indicates credits obtained from Training.

2. Multiply each grade by its credits.
3. Add up all results from Step No. 2.
4. Divide the total number of grade points (Step No. 3) by the total number of credits.

How to Calculate GPA and Cumulative Grade Point Average (Cum.GPA)

Cumulative Grade Point Average

The cumulative grade point average is calculated by dividing the total number of grade points by the total number of credits earned.

Example

1st Semester

Courses	Credits	Grades	Grade Points
Critical Reading and Writing	3	A	$4 \times 3 = 12$
The Art of Writing	3	C	$2 \times 3 = 6$
Persuasive Presentation	3	B+	$3.5 \times 3 = 10.5$
Thinking Skill for Lifelong Learning	3	D+	$1.5 \times 3 = 4.5$
Citizenship in Society and International Community	3	B	$3 \times 3 = 9$
Entrepreneurial Spirit and Financial Literacy	<u>3</u>	B	$3 \times 3 = 9$
	<u>18</u>		<u>51</u>

$$\text{Grade point average of the 1st semester} = \frac{51}{18} = 2.83$$

2nd Semester

Courses	Credits	Grades	Grade Points
Technology and Innovation for the Future	3	C	$2 \times 3 = 6$
Entrepreneurial Spirit and Financial Literacy	3	C	$2 \times 3 = 6$
Business Essentials	3	B	$3 \times 3 = 9$
Aesthetics and Well-being for Life	3	D+	$1.5 \times 3 = 4.5$
Digital Technology in Business	3	C	$2 \times 3 = 6$
	<u>15</u>		<u>31.5</u>

$$\text{Grade point average of the 2nd semester} = \frac{31.5}{15} = 2.10$$

$$\text{Cumulative grade point average of both 1}^{\text{st}} \text{ and 2}^{\text{nd}} \text{ semesters} = \frac{51+31.5}{18+15} = \frac{82.5}{33} = 2.50$$

Note: Only 2 decimal points will be used without rounding off.

Summer Semester

Course	Credits	Grade	Grade Points
Principles of Marketing for Global Business	3	A	4 X 3 = 12
Data-driven Business Presentation	<u>3</u>	C	2 X 3 = <u>6</u>
	<u>6</u>		<u>18</u>

$$\text{Grade point average of the summer term} = \frac{18}{6} = 3.00$$

$$\text{Cumulative grade point average} = \frac{51+31.5+18}{18+15+6} = \frac{100.5}{39} = 2.57$$

GPA Calculation for Withdrawn Courses

GPA calculation will not include the credits of withdrawn courses.

Example

1st Semester

Courses	Credits	Grades	Grade Points
Critical Reading and writing	3	A	$4 \times 3 = 12$
The Art of Writing	3	C	$2 \times 3 = 6$
Persuasive Presentation	3	B+	$3.5 \times 3 = 10.5$
Thinking Skills for Lifelong Learning	3	D+	$1.5 \times 3 = 4.5$
Citizenship in Society and International Community	3	B	$3 \times 3 = 9$
Technology and Innovation for the Future	<u>3</u>	W	$0 \times 3 = \underline{0}$
	<u>15</u>		<u>42</u>

$$\text{Grade point average of the 1st semester} = \frac{42}{15} = 2.80$$

* Students may repeat failed courses in later semesters. The new grades given to the repeated courses will be calculated for GPA and cumulative GPA; however, the “F” grade from the previous semester will still be shown on the transcript.

Caution:

Students are strongly encouraged to keep track of their GPAs attentively.

ACADEMIC REGULATIONS

Academic System

Bangkok University International offers classes with two compulsory fourteen-week semesters and an optional summer term in one academic year. The primary purposes of summer term are to offer courses to students who wish to repeat failed courses in mandatory semesters or to students who fail to register in particular courses in a semester as indicated in the degree plan.

Transfer Students/Credits

Applicants seeking to transfer credits must meet the following requirements:

- collect at least 12 credits from previous institutions;
- have a cumulative GPA of 2.00 or higher;
- submit the following application documents to Bangkok University:
 - A transcript from previous college or university
 - A copy of English-translated high school transcript
 - Course descriptions of courses taken at previous college or university
 - A letter of recommendation
 - A copy of national ID card or passport
 - Three one-inch photos
 - TOEFL, IELTS, CU-TEP, SAT scores (optional)*

Courses that are eligible for transfer must be given grade “C” or higher. Courses can be transferred up to maximum of 90 credits. Transfer students must register at least one academic year with BU International before graduation. Transfer students are NOT eligible for honor degrees.

Classification of Students

Students are classified on the basis of the following numbers of credits completed:

Classification	Credits attained
Freshmen	0 - 33
Sophomores	34 - 66
Juniors	67 - 99
Seniors	100 or above

Course Load

Students must enroll for the minimum course load of 12 credits per semester. They can enroll for up to 22 credits in each semester.

Probationary Status

Probationary students are those who achieve a cumulative grade point average (CUM. GPA) between 1.50-1.74. The probationary students are required to obtain a cumulative GPA of 1.75 or higher at the end of each semester, or they will be dismissed.

Probationary students **must** contact the Counseling Department for guidelines and assistance. Probationary students are not allowed to register for more than 16 credits in the first and second semesters and 10 credits in summer term.

Registration

1. Students are obliged to register within the registration period and pay for tuition and fees before the deadline indicated on the registration receipt.
2. Registration in a course with prerequisite requirements must meet the requirements, otherwise the registration will be cancelled.
3. Students may register for **up to 22 credits, but not less than 12 credits** during first and second semesters. For summer semester, students may register for up to **9 credits**.
4. Students who cannot register for courses within the registration periods by themselves are advised to authorize a guardian or a friend to register at the Records Office on their behalf during the registration period.
5. Students who fail to register during the registration periods can seek an approval from the Dean of BU International for late registration within the first week of each semester. However, late registration is subject to the availability of courses.
6. Probationary students must receive for approval from a counselor at the Counseling Department prior to the registration.
7. Students who do not want to register for first or second semester must apply for academic leave or their student status will be terminated.

Adding Courses

1. Adding must be done within the Adding and Dropping period, which is scheduled in the first week of every semester.
2. Students who wish to add courses must fill out the Adding/Dropping Form (RO. 021), which is available at the Records Office.
3. Students cannot add courses totaling more than 22 credits per semester in the first and second semesters, or 9 credits in summer term.

Dropping Courses

1. Dropping courses must be done within the Adding and Dropping period, which is scheduled during the first week of every semester.
2. Students who wish to drop courses must fill out the Adding/Dropping Form (RO. 021), which is available at the Records Office.
3. After dropping courses, students must still maintain the minimum requirement of 12 credits for first and second semesters. If a student registers for less than 12 credits in the first and second semesters, the dropping will be forfeited.
4. After dropping is finalized, 40% of tuition and fees will be refunded to a student's account. Dropped courses will not be listed in a student's transcript.

Withdrawing Courses

1. The withdrawal period starts from the third week after the midterm examination until the last Saturday of the semester before the final examination in the first and second semesters.
2. The letter symbol "W" will appear on the transcript for withdrawn courses.
3. After withdrawal, students must maintain the minimum course load of 12 credits for the first and second semesters.
4. Special withdrawal must be approved by the Dean of BU International.

Refund Policy

- 100% of tuition and fees will be refunded to students who register in a course which is later cancelled by the University.
- 40% of tuition and fees will be refunded to students who drop a course within the Adding and Dropping period, which is scheduled in the first week of every semester.

Time Limitation

Students must complete the degree programs within eight academic years, but not less than three academic years, from the date of initial enrollment.

Class Attendance Policy

Students are expected to attend classes regularly and attendance will be considered as part of participation for grading purposes. In case of illness, students are required to submit a doctor's certificate to lecturers for verification.

Academic Evaluation

The academic evaluation of students is normally undertaken at the end of each semester, except for first-year students whose assessment will be done at the end of their full second semester. Summer terms are included in semester calculation for first-year students whether concluding or intervening semesters.

Students in good standing are expected to attain a GPA of not less than 1.75.

Probationary students are those who obtain a GPA of less than 1.75 from the total credits attempted.

Request for a Comprehensive 100% Final Assessment

Students who fail to take the midterm assessment are eligible to take a comprehensive 100% final assessment for the following reasons:

1. Severe sickness that requires urgent medical attention or an admission to hospital services. In such case, medical certification is required;
2. Accident that causes severe injury or requires the student's presence at the place where the accident occurs in order to solve the problem;
3. Severe illness, grave accident, or death of the student's parents or guardians who give financial support to the student;
4. Students' financial catastrophe;
5. Students who are absent due to one of these reasons are eligible to have a comprehensive 100% final assessment by reporting the absence for the midterm assessment together with credible evidence within 5 days after the absence. However, postponement for the submission of evidence may be acceptable. The Dean of BU International will determine the student's request within 5 working days after the midterm assessment;

6. National athletes who have to take a leave to attend a competition, or students who are granted a scholarship to study abroad and have to depart during the midterm examination, must notify the Director of Sports and Students Activities Office or the Dean of BU International for approval by the Vice President for International Affairs for the absence.

Failure and Repetition

Students who fail in General Education and Professional Foundation, including Major Requirement courses must repeat the courses until grade “D” or higher is earned. Students who fail in Major Elective, and Free Elective courses may repeat the same courses or select other new courses.

Students may also repeat courses previously given “D” or “D+” in order to improve their GPA. Nevertheless, the grades from previous semesters will appear on the transcript. Students are eligible for course repetition after a minimum of 12 credits are earned.

Dismissal

The following students are subject to dismissal:

1. Students with a cumulative grade point average of less than 1.50 assessed at the end of each semester (with the exception of the first semester of the first year)
2. Probationary students with a cumulative grade point average of less than 1.75 evaluated at the end of each academic year
3. Students with a cumulative grade point average of less than 2.00 calculated at the end of the 8th academic year
4. Students’ death
5. Voluntary resignation
6. Expulsion

Academic Dishonesty

Academic dishonesty includes such practices as cheating on examinations, plagiarism, or committing any act proved to be dishonest. The student's acts considered as "cheating on the exam" include:

- bringing any notes, written paper or technology which has content related to the content of that course into the examination room;
- passing examination papers to other students, or copying answers from other students' examination papers, or attempting to copy answers from other students' examination papers;
- taking the examination on behalf of somebody else.

Any student proved dishonest will receive an "F" grade for that course. He/She is also liable to be suspended for one academic year. This period of suspension includes the summer session. In a serious case, the student will be dismissed.

Plagiarism Policy

Guidelines for education about, and management of, plagiarism

- a. Suggested definition of plagiarism
- b. BU International's approach to plagiarism
- c. Levels of plagiarism and action to be taken

a. Suggested definition of plagiarism

For the purposes of this policy, plagiarism could be defined as:

"The representation of another person's work, without acknowledgement of the source, as the student's own for the purposes of satisfying formal assessment requirements."

<http://www.staffsunion.com/news/article/Plagiarism-know-the-rules/>

b. BU International's approach to plagiarism

BU International's approach for managing plagiarism is educative rather than punitive.

- students should understand:
 - what plagiarism is

- how to avoid it
- what BU International's policy is and the penalties that apply

c. Levels of plagiarism and action to be taken

(derived from: http://www.lc.unsw.edu.au/plagiarism/plagiarism_STUDENTBOOK.pdf
<http://www.newcastle.edu.au/policylibrary/000608.html>)

Suggested levels of plagiarism and action to be taken are:

Level 1

Where the plagiarism is significant (i.e. meets BU International's definition) and a first occurrence and the student is at first or second year level:

Response:

1. counsel the student and
2. require the student to revise the item and resubmit

Level 2

Where a second instance of plagiarism occurs or the student is in the third or fourth year:

Response:

1. issue a verbal warning and
2. return the item unmarked to the student for rewriting and resubmitting or
3. deduct marks or award no marks for the assignment (with no permission to rewrite the item)

Level 3

Where the plagiarism is extensive and the student is in the third or fourth year or a third instance of plagiarism has occurred irrespective of the level of the student:

Response:

1. return the item unmarked to the student with written explanation of the plagiarism and
2. deduct marks or award no marks for the assignment (with no permission to rewrite the item)

Readmission of Students

Any student who withdraws or leaves before the completion of the course of studies may be readmitted by notifying the Records Office before the opening of the new academic year. Students must provide their reasons for readmission to the Dean of BU International for approval.

Readmitted students must complete the university's current curriculum. Relevant credits from a previous major are transferable to the same or a new major. Further readjustment to the present curriculum will be considered by the Dean of BU International or the Vice President for International Affairs.

Readmission Requirements

Former students seeking readmission to Bangkok University International must have good behavior and academic records and contact the university one month before the oncoming academic year. They must not have left the university for a period longer than five years.

Transfer of Major/Field of Study

Students who wish to transfer from their current major to a new major within BU International must have completed a minimum of two semesters in their former major.

Approval of a transfer requires a student to submit a request form. Additionally, the Dean's approval is required for a transfer to Computer Graphics and Multimedia major. The student has to make sure that all the procedures have been followed to ensure registration in the next semester. Completed courses in which credits can be transferred must have a course content equivalent to that required in the curriculum of the new school.

Academic Leave

Students may be eligible to take academic leave for one of the following reasons:

- Severe illness supported by a doctor's letter indicating instant medical care is required;
- Participation in the university exchange programs or receiving overseas scholarships;
- Failure to register in a particular semester within the registration period;
- A family or personal crisis.

Students who want to take academic leave must file an academic leave request along with the required document at the Records Office within the scheduled period in each semester. For more information, check with the Academic Calendar for BU International at <http://recordsoffice.bu.ac.th/>.

Graduation

All students eligible to apply for graduation must maintain a minimum GPA of 2.00 within eight years after their enrollment. Once they complete all academic requirements, students must apply to the Records Office for graduation, and make a formal request for degree conferment.

Degree Pursuit

Students who are qualified for a diploma can earn a bachelor's degree by repeating the same courses and obtaining a grade of "C". Alternatively they may register in other courses with prior approval of the Dean of the particular school. They must earn a GPA of not less than 2.00 within eight years after their enrollment.

Students who have completed the program and earned a GPA of between 1.50 - 1.99 can only apply for a certificate of course completion.

Requirements for Honors

- First Class Honors

Students who fulfill all the requirements for graduation within eight academic semesters, and have obtained a GPA of 3.50 or above, will be awarded First Class Honors. Those with the grade of D, D+, F, U or if they repeat a course for any reason will not be eligible for the First Class Honors. Transferred students are also not eligible for First Class Honors.

- Second Class Honors

Students who complete all the requirements for graduation within eight academic semesters, and obtain a GPA of 3.25 or above, will be awarded Second Class Honors. Those with the grade of F, U or if they repeat a course for any reason are not eligible for Second Class Honors.

Transfer students, students studying for a second degree, continuing program students, and students who concurrently enroll at other universities are not eligible for honors.

Code of Conduct

Students must adhere to the following University Code of Conduct:

1. Students must abide by the university rules and regulations, and official announcements made by university officers or lecturers.
2. Students must dress in the school uniform when attending class, using university's facilities, and taking examinations, and they must carry their student ID card at all times and must be ready to show it when asked.
3. Students must treat all lecturers and university officers with respect.
4. Students must not gamble or be involved in any gambling activities.
5. Students must not carry weapons or dangerous items of any kind.
6. Students must not bring or drink any alcoholic beverage on university premises.
7. Students must not bring or use any illegal drug on campus.
8. Students must not commit any crime or be with a person or persons who have committed crime which could bring the university into disrepute.
9. Students must not be infected with deadly contagious diseases or diseases that are socially unacceptable. In case of suspected infection, the university's executives, or the Director of Student Services and Activities or Student Advisors, can require a thorough medical examination.
10. Students must not be present in a place that is recognized as morally inappropriate.
11. Students must not be involved in any activities considered violent, including bullying, intimidation, taunting, verbal abuse or the use of threat of violence towards any person.
12. Students must behave in a socially acceptable manner in public, and must not act in a way that is considered sexually offensive or which is offensive to those with learning and/or physical disabilities.
13. Students are required to seek approval from the university before they stage a performance of any kind.
14. Students are required to seek approval from the university before they hold a large gathering on campus.
15. Students are required to seek approval from the university before they publish any materials.

Students who are found to have violated the code of conduct in any way are subject to the following penalties:

1. Reprimand or a notification to parents or guardians;
 2. Probation;
 3. Deduction of grade;
 4. Suspension;
 5. Exclusion from final examination;
 6. Withholding of degree;
 7. Dismissal.
-

Curriculum
Bangkok University International
Business English Program
Academic Year 2024

Philosophy of the Curriculum

The curriculum focuses on developing students' essential competencies in cross-cultural communication using business English at an international level. It includes necessary technological skills relevant to business-related work, emphasizes professionalism in team-based data-driven work, and provides business knowledge that can be applied and further developed efficiently and effectively in professional settings. Additionally, the curriculum places importance on dynamic learning environments and proactive learning processes to foster unique qualities defined by the university, such as creativity, collaboration, continuous learning, perseverance towards expected success, and the ability to adapt actions and thinking to achieve desired outcomes. This is facilitated through learning activities and practical experiences covering international business content, business English communication, and the use of necessary technologies in the workplace.

Objectives of the Curriculum

3.2.1 To produce graduates capable of business communication internationally using specialized professional English in fields related to management, administration, production, marketing of goods and services in the global business sector.

3.2.2 To produce graduates who can communicate cross-culturally, work in international coordination roles, serve as interpreters, translators, or work in organizations involved in international business activities, training, teaching, language editing, or writing.

3.2.3 To produce graduates with creative thinking abilities, keeping pace with technological changes relevant to business operations, and capable of adapting to align with global societal contexts.

Total Number of Credits

General Education		24 credits
Professional Education		93 credits
Core Courses	36	credits
Major Requirements	36	credits
Major Electives	21	credits
Free Electives		9 credits
Total		126 credits

Program Learning Outcomes (PLO)

PLO 1 (GELO 1) Students are able to apply necessary knowledge and skills of the 21st century.

Sub PLO 1A Students are able to compare and apply information from various sources to find answers to what they want to learn (**Curiosity**).

Sub PLO 1B Students are able to apply creative thinking processes to solve various problems in daily life or work (**Creativity**).

Sub PLO 1C Students are able to adapt and live in the changing social situations of Thai and global societies (**Street Smart**).

Sub PLO 1D Students are able to seek cooperation and work collaboratively with others in assigned roles (**Collaboration**).

Sub PLO 1E Students are able to explain their own characteristics and design a life plan to achieve their desired goals within the ethical framework of being a good citizen (**Passion**).

PLO 2 (GELO 2) Students are able to evaluate business resources and construct written English for international business communication.

Sub PLO A: Students are able to summarize the main ideas of complex text on both concrete and abstract topics.

Sub PLO B: Students are able to respond orally or in written to a wide range of texts with implicit meaning effectively.

Sub PLO C: Students will be able to express themselves fluently and spontaneously and use language flexibly and effectively for social, academic and professional purposes.

Sub PLO D: Students will be able to communicate clearly, using well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors and cohesive devices.

PLO 3 (SSLO 1) Students are able to generate effective oral communication in multinational business scenarios in compliance with specified standards of English competency.

PLO 4 (SSLO 2) Students are able to evaluate business resources and construct written English for international business communication.

PLO 5 (SSLO 3) Students are able to apply business and communication strategies efficiently and effectively through creativity, innovation, technology, and presentation.

Sub PLO 5A Students are able to analyze and present data by using necessary digital tools for business.

Sub PLO 5B Students are able to develop solutions in business and social contexts appropriately applying a foreign language for communication with confidence and professional mannerisms.

Sub PLO 5C Students are able to generate innovative ideas for business communication.

Year Learning Outcome (YLO)

Year 1 Students can speak and write to convey ideas, discuss, and respond to business-related topics by using English for communication.

Year 2 Students can research, synthesize, and analyze topics of their interested business by using listening, speaking, reading, and writing skills in English specifically for business.

Year 3 Students can apply business knowledge to create project works, propose solutions or present business innovative ideas by using business English communication skills and utilizing relevant business technologies as tools for working and presenting.

Year 4 Students can communicate in English appropriately in the context of working or in environments related to international business effectively at a level accepted by the organization or according to the standards or criteria set by the curriculum.

List of Courses for Bachelor of Arts Program in Business English

1. General Education: 24 credits

Code	Course	Credits	Credits Earned	Grade	Prerequisite
Language (9 Credits)					
IEN106	The Art of Writing	3			
IEN107	Critical Reading and Writing	3			
IEN108	Persuasive Presentation	3			
Integrated Professional Skills (15 Credits)					
IGE 011	Thinking Skills for Lifelong Learning	3			
IGE 012	Citizenship in Society and International Community	3			
IGE 013	Technology and Innovation for the Future	3			
IGE 014	Aesthetics and Well-being for Life	3			
IGE 015	Entrepreneurial Spirit and Financial Literacy	3			
IGE106	Financial Literacy and Sustainable Development	3			
IGE107	Entrepreneurial Spirit and Leadership Skills	3			
Total			24	credits	

Professional Education: 93 credits

1. Core Courses: 36 credits

Code	Course	Credits	Credits Earned	Grade	Prerequisite
IBE 101	Business Essentials	3			
IBE 102	Digital Technology in Business	3			
IBE 103	Data-driven Business Presentation	3			
IBE 104	Professional Reading and Writing Strategy	3			
IBE 201	Business Management and Innovation	3			
IBE 202	Principles of Marketing for Global Business	3			
IBE 203	Data Analytics Fundamentals	3			
IBE 204	English for Global Economy and Investment	3			
IBE 205	Managerial Competency for Business	3			
IBE 206	Sales Pitching in English	3			
IBE 207	Global Business Readings and Research	3			
IBE 208	Logistics Management and Communication in English	3			
Total			36	credits	

2. Major Requirements: 36 credits

Code	Course	Credits	Credits Earned	Grade	Prerequisite
IBE 211	Business Communication Essentials	3			
IBE 212	Business Training	3			
IBE 213	Communication Strategy in Business Writing	3			
IBE 214	English for Business Meeting	3			
IBE 311	International Trade and Industrial Management	3			
IBE 312	International Relations in Business	3			
IBE 313	Storytelling for Business	3			
IBE 314	Business Proposal and Report	3			
IBE 315	Negotiations in Business	3			
IBE 411	Seminar in Global Business Environment	3			
IBE 412	Business Professionals and Job Application in English	3			
IBE 413	Intercultural Communication in Business	3			
Total			36	credits	

3. Major Electives: 21 credits

The major elective courses are categorized into five tracks. To complete 21 credits, students are afforded the flexibility to choose among track#1 to track#4 plus any other 2 courses across tracks. Alternatively, students can independently choose 7 courses across tracks listed in Track#5.

Code	Course	Credits	Credits Earned	Grade	Prerequisite
Track #1 Digital Marketing and Communication					
IBE 322	Communication in English for E-Commerce	3			
IBE 324	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			
Track #2 Media Content Creation					
IBE531	Introduction to Public Relations and Event Business	3			
IBE532	Art Appreciation for Media and Communication				
IBE533	Corporate Branding				
IBE531	Corporate Event				
IBE531	Campaign Planning				
Track #3 Communication for 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			
Track #4 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			
Track #5 Alternative Tracks					
Students can choose any courses provided in Tracks 1-4 and/or any courses* listed below to make 21 credits, altogether 7 courses in total. * Note: The availability of each course in any given semester is contingent upon meeting the minimum enrollment, yet parallel courses can be supplemented if necessary.					
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			
Co-operative Education (Optional)* & Independent Study**					
ICO601	Pre-Cooperative Education	3			
IBE602	Cooperative Education	3			ICO601
IBE603	Independent Study	3			
Total			21	Credits	

Remarks:

* ICO601 and IBE602 are major elective courses for students in Cooperative Education Track only. IBE602 Cooperative Education is reserved for students in Cooperative Education Track only.

** IBE603 Independent Study needs Dean's approval to open the course.

4. Free Electives: 9 credits

All students are required to choose one of the 3rd language courses listed as free electives plus other two courses offered or approved by BU International Policy Committee. All free elective courses available in this program are as follows.

Code	Course	Credits	Credits Earned	Grade	Prerequisite
IBE001	Workplace English Writing	3			
IBE002	Practical Business Emails	3			
IBE003	Communicative English for Networking	3			
IBE004	Communicative English for Networking	3			
Third Language Course (Choose One Compulsory Free Elective Course.)					
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 Foreigner I	3			
ITH102	Thai Language for Foreigner II	3			
IVN101	Vietnamese Language and Culture I	3			
IVN102	Vietnamese Language and Culture II	3			
Total			6	credits	

Business English Program

Degree Plan

Regular Track

Year 1

Semester 1

Course Code	Course Name	Credit	Lecture- Practice-Self- study
IEN 106	The Art of Writing	3	2 – 2 – 6
IEN 107	Critical Reading and Writing	3	2 – 2 – 6
IEN 108	Persuasive Presentation	3	2 – 2 – 6
IGE 011	Thinking Skills for Lifelong Learning	3	3 – 0 – 6
IGE 012	Citizenship in Society and International Community	3	3 – 0 – 6
IGE 013	Technology and Innovation for the Future	3	3 – 0 – 6
		18	15 – 6 – 36

Semester 2

Course Code	Course Name	Credit	Lecture- Practice-Self- study
IGE 014	Aesthetics and Well-being for Life	3	3 – 0 – 6
IGE 015	Entrepreneurial Spirit and Financial Literacy	3	3 – 0 – 6
IBE 101	Business Essentials	3	3 – 0 – 6
IBE 102	Digital Technology in Business	3	3 – 0 – 6
IBE 103	Data-driven Business Presentation	3	2 – 2 – 6
IBE 104	Professional Reading and Writing Strategy	3	2 – 2 – 6
		18	16 – 4 – 36

Degree Plan
Regular Track
Year 2

Semester 1

Course Code	Course Name	Credit	Lecture- Practice-Self- study
IBE 201	Business Management and Innovation	3	3 – 0 – 6
IBE 202	Principles of Marketing for Global Business	3	3 – 0 – 6
IBE 203	Data Analytics Fundamentals	3	2 – 2 – 6
IBE 204	English for Global Economy and Investment	3	2 – 2 – 6
IBE 211	Business Communication Essentials	3	2 – 2 – 6
IBE 212	Business Training	3	2 – 2 – 6
		18	14 – 8 – 36

Semester 2

Course Code	Course Name	Credit	Lecture- Practice-Self- study
IBE 205	Managerial Competency for Business	3	3 – 0 – 6
IBE 206	Sales Pitching in English	3	2 – 2 – 6
IBE 207	Global Business Readings and Research	3	2 – 2 – 6
IBE 208	Logistics Management and Communication in English	3	2 – 2 – 6
IBE 213	Communication Strategy in Business Writing	3	2 – 2 – 6
IBE 214	English for Business Meeting	3	2 – 2 – 6
		18	13 – 10 – 36

Degree Plan
Regular Track
Year 3

Semester 1

Course Code	Course Name	Credit	Lecture- Practice-Self- study
IBE 311	International Trade and Industrial Management	3	2 – 2 – 6
IBE 312	International Relations in Business	3	3 – 0 – 6
IBE 313	Storytelling for Business	3	2 – 2 – 6
XXXXXX	Major Elective I	3	2 – 2 – 6
XXXXXX	Major Elective II	3	2 – 2 – 6
XXXXXX	Free Elective 1 (Third language)	3	2 – 2 – 6
		18	13 – 10 – 36

Semester 2

Course Code	Course Name	Credit	Lecture- Practice-Self- study
IBE 314	Business Proposal and Report	3	2 – 2 – 6
IBE 315	Negotiations in Business	3	2 – 2 – 6
XXXXXX	Major Elective III	3	2 – 2 – 6
XXXXXX	Major Elective IV	3	2 – 2 – 6
XXXXXX	Free Elective II	3	2 – 2 – 6
		15	10 – 10 – 30

Degree Plan
Regular Track
Year 4

Semester 1

Course Code	Course Name	Credit	Lecture- Practice-Self- study
IBE 411	Seminar in Global Business Environment	3	2 – 2 – 6
IBE 412	Business Professionals and Job Application in English	3	2 – 2 – 6
IBE 413	Intercultural Communication in Business	3	2 – 2 – 6
XXXXXX	Major Elective V	3	2 – 2 – 6
XXXXXX	Free Elective III	3	2 – 2 – 6
		15	10 – 10 – 30

Semester 2

Course Code	Course Name	Credit	Lecture- Practice-Self- study
XXXXXX	Major Elective VI	3	2 – 2 – 6
XXXXXX	Major Elective VII	3	2 – 2 – 6
		6	4 – 4 – 12

Degree Plan
Cooperative Education Track
Year 1

Semester 1

Course Code	Course Name	Credit	Lecture- Practice-Self- study
IEN 106	The Art of Writing	3	2 – 2 – 6
IEN 107	Critical Reading and Writing	3	2 – 2 – 6
IEN 108	Persuasive Presentation	3	2 – 2 – 6
IGE 011	Thinking Skills for Lifelong Learning	3	3 – 0 – 6
IGE 012	Citizenship in Society and International Community	3	3 – 0 – 6
IGE 013	Technology and Innovation for the Future	3	3 – 0 – 6
		18	15 – 6 – 36

Semester 2

Course Code	Course Name	Credit	Lecture- Practice-Self- study
IGE 014	Aesthetics and Well-being for Life	3	3 – 0 – 6
IGE 015	Entrepreneurial Spirit and Financial Literacy	3	3 – 0 – 6
IBE 101	Business Essentials	3	3 – 0 – 6
IBE 102	Digital Technology in Business	3	3 – 0 – 6
IBE 103	Data-driven Business Presentation	3	2 – 2 – 6
IBE 104	Professional Reading and Writing Strategy	3	2 – 2 – 6
		18	16 – 4 – 36

Degree Plan
Cooperative Education Track
Year 2

Semester 1

Course Code	Course Name	Credit	Lecture- Practice-Self- study
IBE 201	Business Management and Innovation	3	3 – 0 – 6
IBE 202	Principles of Marketing for Global Business	3	3 – 0 – 6
IBE 203	Data Analytics Fundamentals	3	2 – 2 – 6
IBE 204	English for Global Economy and Investment	3	2 – 2 – 6
IBE 211	Business Communication Essentials	3	2 – 2 – 6
IBE 212	Business Training	3	2 – 2 – 6
		18	14 – 8 – 36

Semester 2

Course Code	Course Name	Credit	Lecture- Practice-Self- study
IBE 205	Managerial Competency for Business	3	3 – 0 – 6
IBE 206	Sales Pitching in English	3	2 – 2 – 6
IBE 207	Global Business Readings and Research	3	2 – 2 – 6
IBE 208	Logistics Management and Communication in English	3	2 – 2 – 6
IBE 213	Communication Strategy in Business Writing	3	2 – 2 – 6
IBE 214	English for Business Meeting	3	2 – 2 – 6
		18	13 – 10 – 36

Degree Plan
Cooperative Education Track
Year 3

Semester 1

Course Code	Course Name	Credit	Lecture- Practice-Self- study
IBE 311	International Trade and Industrial Management	3	2 – 2 – 6
IBE 312	International Relations in Business	3	3 – 0 – 6
IBE 313	Storytelling for Business	3	2 – 2 – 6
XXXXXX	Major Elective I	3	2 – 2 – 6
XXXXXX	Major Elective II	3	2 – 2 – 6
XXXXXX	Free Elective 1 (Third Language Course)	3	2 – 2 – 6
		18	13 – 10 – 36

Semester 2

Course Code	Course Name	Credit	Lecture- Practice-Self- study
IBE 314	Business Proposal and Report	3	2 – 2 – 6
IBE 315	Negotiations in Business	3	2 – 2 – 6
XXXXXX	Major Elective III	3	2 – 2 – 6
XXXXXX	Major Elective IV	3	2 – 2 – 6
XXXXXX	Free Elective II	3	2 – 2 – 6
		15	10 – 10 – 30

Degree Plan
Cooperative Education Track
Year 4

Semester 1

Course Code	Course Name	Credit	Lecture- Practice-Self- study
IBE 411	Seminar in Global Business Environment	3	2 – 2 – 6
IBE 412	Business Professionals and Job Application in English	3	2 – 2 – 6
IBE 413	Intercultural Communication in Business	3	2 – 2 – 6
ICO 601	Pre-Cooperative Education	3	3 – 0 – 6
XXXXXX	Free Elective III	3	2 – 2 – 6
		15	11 – 8 – 30

Semester 2

Course Code	Course Name	Credit	Lecture- Practice-Self- study
IBE 602	Cooperative Education	6	0 – 35 – 0
		6	0 – 35 – 0

Business English Program
Bangkok University International
Course Description
Academic Year 2024

1. General Education (24 CREDITS)

ENGLISH LANGUAGE COURSE (9 CREDITS)

IEN 106 The Art of Writing 3 (2 – 2 – 6)

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

IEN 107	Critical Reading and Writing	3 (2 – 2 – 6)
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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

IEN 108	Persuasive Presentation	3 (2 – 2 – 6)
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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 SKILL COURSE (15 CREDITS)

IGE011	Thinking Skills for Lifelong Learning	3 (3 – 0 – 6)
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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 (3 – 0 – 6)
	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 (3 – 0 – 6)
	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 (3 – 0 – 6)
	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 (3 – 0 – 6)
	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 Courses (93 credits)

2.1 Core Course (36 credits)

IBE 101	Business Essentials	3 (3 – 0 – 6)
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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

IBE 102 Digital Technology in Business 3 (3 – 0 – 6)

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.

IBE 103 Data-driven Business Presentation 3 (2 – 2 – 6)

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

IBE 104 Professional Reading and Writing Strategy 3 (2 - 2 - 6)

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

IBE 201	Business Management and Innovation	3 (3 – 0 – 6)
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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

IBE 202	Principles of Marketing for Global Business	3 (3 – 0 – 6)
	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	
IBE 203	Data Analytics Fundamentals	3 (2 – 2 – 6)
	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	
IBE 204	English for Global Economy and Investment	3 (2 – 2 – 6)
	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	
IBE 205	Managerial Competency for Business	3 (3 – 0 – 6)
	The theoretical and practical managerial skills necessary for planning, monitoring, measurement, motivation, and performance improvement defining and developing individual and organization-level performance indicators to align individual and organizational performance goals and objectives.	
IBE 206	Sales Pitching in English	3 (2 – 2 – 6)
	The skills and strategies required for business sales presentations, knowledge and selling skills, persuasion strategies, tips and techniques to achieve specific business objectives with the practice of analysing the target audience and context, identifying the strengths and weaknesses of products, adjusting messages and approaches to suit an audience and the context, developing a hook to capture the attention of an audience; outlining the story elements necessary for a cohesive presentation, creating impact to boost sale, delivering closing as well as handling questions	

IBE 207 Global Business Readings and Research 3 (2 – 2 – 6)

The basic principles of rhetoric, including the elements of argument for reading and writing argumentative and persuasive texts in business, reading various business research articles to gather information for discussing and analysing content and researching information and propositions in business journals, magazine articles, and editorials

IBE 208 Logistics Management and Communication in English 3 (2 – 2 – 6)

The main components of logistics systems as well as the English language used to communicate with people in a variety of situations in the logistics industry, the practice of using relevant vocabulary and jargon used for each stage in the logistics process, discussions and activities focusing on listening, speaking, writing and reading in the context of logistics work

2.2 Major Requirement Courses (36 credits)

IBE 211 Business Communication Essentials 3 (2 – 2 – 6)

Principles and types of business communication together with their definitions and a practice of various business conversations, giving responses with appropriate language usage and taking part in discussions based on business communication cases, the practice of applying business terms and expressions, analyzing situations, and exchanging ideas or making arguments.

IBE 212 Business Training 3 (2 – 2 – 6)

Theory and practice of business training approaches, training needs assessments, training design, implementation and evaluation of the training projects

IBE 213 Communication Strategy in Business Writing 3 (2 – 2 – 6)

Communicating in business English, enhancing skills in business writing and phrase-usage together with practice of communication tactics through using terms and expressions in business contexts

IBE 214 English for Business Meeting 3 (2 – 2 – 6)

Practice of English language used in conducting informal and formal meetings, preparing for a meeting, creating an agenda, scheduling a meeting, opening/chairing a meeting and closing a meeting, following the agenda, having a discussion, running a brainstorming session, stating opinions, decision-making, and preparing meeting minutes

IBE 311	International Trade and Industrial Management	3 (2 – 2 – 6)
	Technical terms, sentence structures, expressions appearing in documents commonly used in international trade, international marketing, import/export procedures and international business management, implementing skills in listening, speaking, writing, and reading	
IBE 312	International Relations in Business	3 (3 – 0 – 6)
	Interrelationships between the global economy, the political environment, and business strategy, investigating how cultural and international trade influences corporate choices in the global economy, international economic interactions and how they connect to current global issues as well as how to react to these problems in a professional organizational setting	
IBE 313	Storytelling for Business	3 (2 – 2 – 6)
	Practical guidelines to produce outstanding tales for business endeavors, how to tell stories using strategies for effective storytelling based on science and best practices	
IBE 314	Business Proposal and Report	3 (2 – 2 – 6)
	Principles of writing business proposals, situation and audience analysis, collecting, researching and synthesizing information, formats and features of business proposals, and different kinds of business reports, including informative and persuasive	
IBE 315	Negotiations in Business	3 (2 – 2 – 6)
	Principles and techniques in business negotiations, practice of language structures, different types of negotiations and persuasions together with the implementation through the roles of communication, different types of negotiating power, cultural factors affecting negotiations, and practical negotiating frameworks and tactics	
IBE 411	Seminar in Global Business Environment	3 (2 – 2 – 6)
	Enhancing awareness and understanding of global business environment, the functions and development of global dynamics including political, security, and economic perspectives	

IBE 412 Business Professionals and Job Application in English 3 (2 – 2 – 6)
 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

IBE 413 Intercultural Communication in Business 3 (2 – 2 – 6)
 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

2.3 Major Elective Courses (21 credits)

Track #1 Digital Marketing and Communication

IBE322 Communication in English for E-Commerce 3 (2 – 2 – 6)
 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 (2 – 2 – 6)
 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 (3 – 0 – 6)
 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.

IBE327 Essentials of Social Media & Digital Marketing 3 (3 – 0 – 6)

Two-way digital marketing communications on all platforms: websites, PCs, mobile sites and applications accessed through via personal communications devices. Analysis of the behaviour of senders and recipients of digital communications, consumer-specific content presented via digital marketing communications.

IBE328 Modern Strategy for Customer Engagement 3 (3 – 0 – 6)

Strategies and technologies employed to engage with and gratify consumers in the digital era, multi-channel communication, customer insights, social media engagement, content creation for online communities, customer relationship. Management, sustainability and social responsibility, predictive analytics and security and privacy.

Track#2 Media Content Creation

IBE531 Introduction to Public Relations and Event Business 3 (3 – 0 – 6)

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 (3 – 0 – 6)

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 (3 – 0 – 6)

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 (2– 2 – 6)

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 (3 – 0 – 6)

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.

Track#3 Communication for Service Industry

IBE421 Communicative English for Airlines Industry 3 (2– 2 – 6)

The use of technical terms, structures, expressions and documents in passenger handling, ticketing and rendering other services

IBE422 Customer Service and Communication 3 (2– 2 – 6)

The use of terms, structures, expressions and documents in customer service handling, complaints, and solving problems relating customer service.

IBE423 Communicative English for Tourism Industry 3 (2– 2 – 6)

Practice of communicative English and technical terms used in a variety of tourism industries

IBE424 Service Design and Presentation 3 (2– 2 – 6)

How to develop a service based on a thorough analysis of business targets and customer needs, all the way to simulative product project design and presentation

IBE425 Public Speaking and Event Moderating 3 (2– 2 – 6)

Practical course on the principles of public speaking, skills needed to work as a professional Master of Ceremony (MC); organizing social events, promotional events, exhibitions, product demonstrations, road shows, and show hospitality.

Track #4 International Relations

IBE321 Cross cultural Communication Strategy

3 (2 – 2 – 6)

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 (2 – 2 – 6)

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 (2 – 2 – 6)

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 (2 – 2 – 6)

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 (2 – 2 – 6)

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

Track#5 Alternative track

Track#5 comprises all courses offered in Track#1-Track#4 and other courses listed below.

IBE521 Academic English for Language Service

3 (2 – 2 – 6)

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 (2 – 2 – 6)

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 (2 – 2 – 6)

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

IBE525 Language Learning and Training 3 (3 – 0 – 6)

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 (2 – 2 – 6)

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

- Others (Cooperative Education and Independent Study)

ICO 601 Pre-Cooperative Education 3 (3 – 0 – 6)

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

IBE 602 Cooperative Education 6 (0 – 35 – 0)

Prerequisite: ICO 601

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

IBE 603 Independent Study 3 (0 – 0 – 12)

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

3. Free Electives (9 credits)

ICN 101	Chinese I	3 (2 – 2 – 6)
	Fundamental Chinese structures, phonology, tones, and basic 500 characters used in counting numbers, greeting, reserving accommodation, traveling abroad, exchanging money and ordering food	
ICN 102	Chinese II	3 (2 – 2 – 6)
	Developing Chinese skills in speaking, structures, 1,200 Chinese characters used in daily life	
ICN 201	Chinese for Business Communication	3 (2 – 2 – 6)
	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	
ICN 202	Introduction to Chinese Writing	3 (2 – 2 – 6)
	Practice of Chinese compositions, writing grammatically correct compositions with 200-300 words and correct Chinese characters	
IFR 101	French I	3 (2 – 2 – 6)
	Fundamental French language structures and general vocabulary, the practice of listening, reading, speaking, and writing skills	
IFR 102	French II	3 (2 – 2 – 6)
	French language structures and common vocabulary, the practice of advanced listening, speaking, reading, and writing	
IGR 101	German I	3 (2 – 2 – 6)
	Fundamental German language structures and general vocabulary, the practice of listening, speaking, reading, and writing skills for higher education	
IGR 102	German II	3 (2 – 2 – 6)
	German language structures and vocabulary used in daily life, and the practice of advanced listening, speaking, reading and writing	

IIL 101	Italian Language and Culture I	3 (2 – 2 – 6)
	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	
IIL 102	Italian Language and Culture II	3 (2 – 2 – 6)
	Italia language and culture, practice the intermediate listening, speaking, reading and writing	
IJP 101	Japanese I	3 (2 – 2 – 6)
	Fundamental Japanese language structures and general vocabulary; the practice of listening, reading, speaking and writing skills	
IJP 102	Japanese II	3 (2 – 2 – 6)
	Japanese language structures and daily-life vocabulary, the practice of advanced listening, speaking, reading and writing	
IKR 101	Korean Language and Culture I	3 (2 – 2 – 6)
	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	
IKR 102	Korean Language and Culture II	3 (2 – 2 – 6)
	Korean language and culture, practice the intermediate listening, speaking, reading and writing	
IRS 101	Russian Language and Culture I	3 (2 – 2 – 6)
	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	
IRS 102	Russian Language and Culture II	3 (2 – 2 – 6)
	Russian language and culture and practice the intermediate listening, speaking, reading and writing	

ISD 101	Swedish Language and Culture I	3 (2 – 2 – 6)
	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	
ISD 102	Swedish Language and Culture II	3 (2 – 2 – 6)
	Swedish language and culture and practice of the intermediate listening, speaking, reading and writing	
ISP 101	Spanish I	3 (2 – 2 – 6)
	Fundamental Spanish language structures and general vocabulary, a practice of listening, speaking reading and writing skills	
ISP 102	Spanish II	3 (2 – 2 – 6)
	Spanish language structures and common vocabulary, practice of advanced listening, speaking, reading and writing	
ITH 101	Thai Language for International Students I	3 (2 – 2 – 6)
	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	
ITH 102	Thai Language for International Students II	3 (2 – 2 – 6)
	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	
IVN 101	Vietnamese Language and Culture I	3 (2 – 2 – 6)
	Vietnamese language with emphasis on comprehension of the spoken language and appreciation of culture leading to the ability to function at a basic level	
IVN 102	Vietnamese Language and Culture II	3 (2 – 2 – 6)
	Vietnamese language and culture, practice of the intermediate listening, speaking, reading and writing	

IBE 001	Workplace English Writing	3 (2 – 2 – 6)
	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	
IBE 002	Practical Business Emails	3 (2 – 2 – 6)
	Business email correspondence, how to write, edit and proofread emails, practice of using business writing expressions	
IBE 003	Sounds of English in Practice	3 (2 – 2 – 6)
	Developing English listening and speaking proficiency with accurate and clear pronunciation and intonation, utilizing practical approaches including diagrams, exercises, drills, listening, and step-by-step practice through the sounds and structures of English pronunciation	
IBE 004	Communicative English for Networking	3 (2 – 2 – 6)
	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	