

COURSE DESCRIPTION
Bachelor of Arts Program in English for Business Communication
DPU International College, Dhurakij Pundit University
135 Credits

General Education Course Description

Science and Mathematics

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| MA 150 | Mathematics and Statistics for Daily Life | 3 (2-2-6) |
| | <p>Percentage and ratio, introductory logic, simple and complex interest calculations; current and future value of money; mathematics and insurance business; introduction to money and capital markets; statistics in life and work; data and information; introduction to data collection, analysis and presentation.</p> | |
| SC 150 | Sciences and Technology for Quality of Life and Society | 3 (2-2-6) |
| | <p>Concepts and processes of science, energy, nutrition, and medicine for health care; relations between living things and natural resources; atmospheric changes, electricity, communications; environmental problems and remedial technology; application of modern sciences and technologies for better living.</p> | |

Humanities

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| IL150 | Information for Research | 1 (1-2-4) |
| | <p>Information system type and sources of information; components and categories of information resources; reference information; electronic information and internet research; research and report production; component of research reports; footnoting and referencing of printer and electronic materials.</p> | |

GE 150	Physical Education for Quality of Life	1 (1-1-1)
	Basic knowledge and skills for physical fitness and mental health; physical exercise and recreational activities to promote values, ethics, sportsmanship, and quality of life.	
GE 169	Holistic Approaches to Life	1 (1-1-2)
	Knowledge regarding physical, psychological, social interaction and the value of life necessary for self-development, setting life goals, academic life, society and personality.	
GE 151	Man and Reasoning	3 (3-0-6)
	Recognition and perception of human beings, principles and methods of analysis, synthesis, and logical sequence of ideas, as well as the use of reasoning process for problem-solving and decision-making both in theory and practice, and analyzing case studies taken from current affairs and daily life.	
GE 152	Philosophy and Life	3 (3-0-6)
	Theories, concepts, and principles of philosophy; application of philosophy in analyses and criticisms of various issues in life and society; adoption of ethical, moral, and philosophical.	
GE 153	Thai Studies	3 (3-0-6)
	Study of the foundations of Thai civilization; changes and developments in various aspects including history, politics, governance, economy, society, religion and arts; preservation of Thai identity and adjustment of life style to fit in with present and future Thai society.	
GE 154	Thai Folk Wisdom	3 (3-0-6)
	Definition, scope and importance of culture; regional and national culture in Thailand; types of Thai wisdom; factors for emergency of Thai folk wisdom; the four necessities and livelihood of people in the four regions of the country; value, perpetuation,	

and dissemination of Thai folk wisdom; its application in present day life.

GE 161 World Civilization 3 (3-0-6)

Historical and cultural background together with different ways of living based on developments which enable human beings to gain insights in politics, economies, society, culture, as well as values, religions, and beliefs.

Social Sciences

BA 151 Managing Business for New Entrepreneur 3 (3-0-6)

Format and establishment of business, business opportunity, laws and regulations concerning business; study of related components including marketing, accounting, production, finance and human resources; functions and management of each component; and strategies for successful business operation.

BA 152 Business Analysis and Planning 3 (3-0-6)

Components of business; setting business goals, making business plans, analysis of business environment, market, customers and competitors, market share, selection of target markets, financial estimate, financial analysis, production management, human resources management, business performance monitoring and evaluation, business operation, case studies to practice proposing ideas for business operations together with business plans and business plan analysis.

GE 155 Politics, Economy and Society 3 (3-0-6)

Interrelationships of society, economy and politics; social, economic and political evolution in the world and Thai contexts; institutional concepts and existing institutions; democratic rule; political, economic and social problems.

GE 156 Psychology for Quality of Life 3 (3-0-6)

Fundamentals of psychology, principles and theories of psychology, for improvement of quality of life and self-development including personality, motivation, creative thinking, good interpersonal relationships, temperament, mental health, self-adjustment, planning for better life and successful career, leadership and team spirit, as well as application of psychological processes for a happy life.

GE 167 Public Mind for Community 3 (3-0-6)

Theories on communities, communities and Thai society, the needs to create awareness of public mind for communities among students, to learn about communities and how to provide them with services concerning the environment and social welfares aiming at building up knowledge and public conscience for communities in the future.

LW 150 Introduction to the Study of Laws 3 (3-0-6)

The sources, development and the concept of laws, the fundamental principles of civil laws, criminal laws, public laws and various procedural laws.

Language

LE 101 English Use 1 3 (3-0-6)

Consolidation and further development of students' fundamental English skills, placing an emphasis on how English speakers communicate in a variety of contexts and situations; subjects covered include small talk, student-teacher interactions and politeness strategies, as well as a variety of short texts, such as E-mail; consideration of cross-cultural communication issues.

LE 102 English Use 2 3 (3-0-6)

Prerequisite:

Continuation of the objectives set forth in English Use 1, namely to improve communication skills, both oral and textual in a variety of situations and requirements.

TH 150 Communication Skills in Thai 3 (3-0-6)

Thai words and meanings, writing sentences and correcting inappropriate sentences; summarizing; compiling information to write essay; writing paragraphs and essays.

TH 160 Communication Skills in Thai for Non-Native Speakers 3 (3-0-6)

Introduction to Thai language for daily life. Emphasis on appropriate expressions, intonation, pronunciation and behavior in a variety of contexts by phonetic approach.

Required Course Description

Core Courses

IT 257 Electronic Business 3 (2-2-6)

Trends in electronic business; network communication; Internet system; electronic business operational systems; computer security; electronic work strategies; practice in electronic business planning and development.

LE 201 English Learning Skills and Strategies 3 (3-0-6)

Practice in the skills required to assume responsibility for independent learning practices; general development of the responsibilities needed as independent learners; learning of various skills, including use of English monolingual and English-Thai dictionaries, Internet searching, basic reading and study strategies, and determining meaning from context.

- LE 203 Basic Research Skills** **3 (3-0-6)**
Fundamentals of doing primary and secondary research; theoretical premises and principles of research; differences of using quantitative and qualitative approaches to research; design of a research project.
- LE 206 Introduction to Marketing Communication** **3 (3-0-6)**
Principles of marketing communication, marketing communication strategies; integrated communication campaigns; public relations and advertisement activities; evaluation of marketing communication campaigns and its effects on the business.
- LE 208 Principles of Marketing** **3 (3-0-6)**
Overview of the underpinning concepts of marketing and the various effects on business, stakeholders and the natural environment; scope, significance and conceptual development of product and service markets; the business environment affecting marketing activities; market segmentation, targeting and positioning; market share; development and management of new products; pricing and distribution strategies; marketers' ethics.
- LE 210 Professional Writing** **3 (3-0-6)**
Prerequisite: None
Development of writing skills needed for professional texts and situations, with a focus on formatting, presentation and style; formulaic expressions commonly used in various types of business communication.
- LE 211 Background to English Speaking Cultures** **3 (3-0-6)**
Appreciation of the various cultures of the English speaking world; discussion and consideration of the main historical, philosophical, religious and socio-cultural developments and aspects of these cultures.

- LE 212 Discourse Analysis** **3 (3-0-6)**
Recognition of different genres of written and oral texts through textual analysis; awareness raising of styles and conventions used in different texts; introduction to various theoretical frameworks and approaches used to analyze discourse.
- LE 213 Appreciation of the Language Arts** **3 (3-0-6)**
Introduction to literature in English; appreciation of the language arts through study of a range of literary types, focusing on fiction, poetry and drama.
- LE 214 Global Leadership Skills** **3 (3-0-6)**
Current and future trends and directions in leadership; approaches to, and influences on leadership; different leadership styles and how these can impact environments.

Major Required Courses

- LE 301 Locution and Pronunciation** **3 (3-0-6)**
Introduction to critical pronunciation patterns in English; focus on developing appropriate pronunciation of English using various methods to develop the perception of English language sounds; development of general physical aspects of speaking in English, competence in intonation and expressiveness.
- LE 308 Communication across Cultures** **3 (3-0-6)**
Analysis of main aspects of communication that can give rise to misunderstandings and conflict in cross-cultural communication; exploration of practices, beliefs, values and assumptions that form the basis of cultural behaviors and interpretations of events; recognition and resolution of interactive difficulties.

- LE 310 Note-taking and Summarizing 3 (3-0-6)**
Prerequisite: LE315 Fundamentals of Writing
Practice in effective note-taking from oral and written texts; summarizing texts efficiently and appropriately, both written and oral; development of paraphrasing skills.
- LE 312 Analytical Reading 3 (3-0-6)**
Prerequisite: LE325 Basic Reading Skills
Development of reading competence through increased complexity of texts; analysis of text types and structures; practice in identifying a variety of text types and styles of writing and how this is used to assist various interpretations; analysis of implication and inference, authors' points of view and how to respond to and critique texts in terms of balance, persuasiveness and general communicative success.
- LE 313 Advanced Writing 3 (3-0-6)**
Prerequisite: LE316 Genre Writing
Development of analytical and critical skills required to compose feature articles, editorials and essays; practice in selecting a topic, researching and comprehending various angles and perspectives in relation to it and to compose balanced and considered writing pieces and an appropriate tone and style.
- LE 314 Introduction to Semiotics 3 (3-0-6)**
Introduction to the study of signs and signification; analysis of how signs and sign systems construct and reflect ideologies and cultural practices; application of semiotic analysis to various forms of mass media.
- LE 315 Fundamentals of Writing 3 (3-0-6)**
Composition of structurally correct sentences, ranging from simple to complex; composition of paragraphs and short texts that are coherent and logically organized; introduction to the appropriate use and function of punctuation in English; grammar editing.

- LE 316 Genre Writing** **3 (3-0-6)**
- Prerequisite: LE315 Fundamentals of Writing
- Analysis of structure and style of a range of generic texts, particularly those relevant to academic writing; production of a small range of texts, including journalistic texts, short essays, short reports and anecdotes; language style editing
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- LE 317 General Conversation** **3 (3-0-6)**
- Introduction to general conversational patterns in English; providing information about oneself and one's environment; asking questions, and describing events and procedures; focus on socio-cultural aspects of communication such as politeness, paying attention and negotiating misunderstandings.
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- LE 318 Oral Communication Strategies** **3 (3-0-6)**
- Prerequisite: LE317 General Conversation
- Continued focus on developing learner confidence in oral expression in English; emphasis on comprehending and expressing explanations, opinions and arguments; solving communication problems and tasks, both real and simulated; introduction to communication strategies; raising awareness of and competence in various situations and contexts, with consideration of individual, cultural and linguistic similarities and differences.
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- LE 319 Oral Interaction for Professional Purposes** **3 (3-0-6)**
- Prerequisite: LE318 Oral Communication Strategies
- Development of oral competence learned in Oral Communication Strategies; focus on the importance of context in communication; analysis of oral communication data using pragmatic principles in communication such as cooperation, politeness, relevance and reflexivity; development of oral and pragmatic skills needed for expression, persuasion and negotiation in professional cross-cultural and intercultural contexts.

LE320 Effective Presentation Techniques and Skills 3 (3-0-6)

Prerequisite: LE318 Oral Communication Strategies

Fundamentals of preparing and giving presentations for various professional environments, including delivery techniques, preparation for effect and clarity, and general presentation principles; study of the most common types of presentations in professional contexts.

LE325 Basic Reading Skills 3 (3-0-6)

Various reading strategies and development of an ability to interpret basic short texts; interpretation of vocabulary and general meaning from context at both sentence and text levels; analysis of how word choice influences the overall meaning of a text; distinguishing various textual discourses; gathering information from a variety of texts to differentiate fact from opinion; introduction to the basic reading techniques and strategies of skimming, scanning and drawing inferences.

LE326 Reading for professional contexts 3 (3-0-6)

Prerequisite: LE312 Analytical Reading

Exposure to various texts common to the professional environment; continued development of reading competence through analysis and interpretation of longer and more complex academic and professional oriented texts.

LE401 Seminar in Mass Media and Current Events 3 (3-0-6)

Consideration and critique of the main issues of the day in a rational and balanced manner; emphasis on how the mass media constructs the news in order to take into account various perspectives while developing their own; student-led debates and presentations.

Major Elective Courses 6 Credits

- LE322 Modern Fiction in English 3 (3-0-6)**
Appreciation of Modern fiction in English from various cultures; the historical context of modern fiction; discussion, critique and comparison of a variety of texts from different authors.
- LE323 Film Appreciation 3 (3-0-6)**
Critique of contemporary and classical films, using the analytical tools of the field; structure of films to produce various effects; consideration of such aspects as direction, camera use, lighting, settings and scores; discussion and comparison of cinematic narrative and main cinematic genres.
- LE324 Poetry Appreciation 3 (3-0-6)**
Characteristics of poetry; study of selected poems to practice interpreting the themes and messages; to study the use of various figures of speech and to analyze the prosody employed; independent poetry analysis and composition.
- LE410 Co-operative Education in English for Business Communication 6 (600 hours)**
(Students must be at least 3rd year and meet GPA requirement)
Cooperative education with a minimum of 600 person-hour internship; preparation of students for the real challenges in the professional field; practice and consolidation of skills covered in the academic program.
- LE411 Airline and Tourism Industry Trends 3 (3-0-6)**
Consideration and critique of contemporary issues in the airline and tourism industries; focus on the developments and changes in these industries; practice and development of discussion and argumentation skills through student-led debates and presentations.

Minor Courses

Stream A: Chinese

- CB355 Chinese 1 3 (3-0-6)**
Listening, speaking, reading, and writing skills and practice in correct pronunciation using the Pinyin transcription system and Chinese characters; vocabularies used in every day's life; a mastery of at least 400 words.
- CB356 Chinese 2 3 (3-0-6)**
Prerequisite: CB355 Chinese 1 or departmental consent
Expressions, phrases and sentence final particles; practice conversations in various situations; writing simple sentences; a mastery of another 400 new words.
- CB357 Chinese 3 3 (3-0-6)**
Prerequisite: CB356 Chinese 2 or departmental consent
Listening, speaking, reading, and writing skills in general situations; Chinese grammar and language expressions through the study of excerpts, compositions and short articles; a mastery of another 400 new words.
- CB358 Chinese 4 3 (3-0-6)**
Prerequisite: CB357 Chinese 3 or departmental consent
Complex sentence structures; expressions used in every day's life; summarizing of short stories and articles; a mastery of another 400 new words.
- CB359 Chinese Listening and Speaking Skills 3 (3-0-6)**
Listening and speaking Chinese; the use of words, expressions, exclamations, phrases and sentence, final particles for various situations; recounting experiences and listening to short passages.

CB360 Business Chinese Conversation 3 (3-0-6)

Prerequisite: CB359 Chinese Listening and Speaking Skills or departmental consent

Listening, speaking, reading, and writing Chinese for general business; expressions used in various situations with colleagues and business partners.

Stream B: Translation

LE351 Introduction to Translation (English to Thai) 3 (3-0-6)

Introduction to translation principles; practice in interpreting short texts of various genres in English with an emphasis on the effect of contexts on the interpretation of words, phrases and sentences in a discourse; practice in the re-expression of the derived interpretation into Thai with an emphasis on naturalness.

LE352 Introduction to Translation (Thai to English) 3 (3-0-6)

Practice in the interpreting of various types of short texts in Thai and the translation of these texts into English with an emphasis on the appropriate use of English for the types of text.

LE353 Business Translation (English to Thai) 3 (3-0-6)

Practice in translating various types of business document from English into Thai; acquisition of technical and professional terminology and language styles in business documents; use of various types of translation resources.

LE354 Business Translation (Thai to English) 3 (3-0-6)

Practice in translating various types of business document from Thai into English; acquisition of technical and professional terminology and language styles in business documents; use of various types of translation resources.

LE355 Fiction and Film Translation 3 (3-0-6)

Characteristics of fiction; problems in the translation of short stories and novels; characteristics of films and film translation; practice in the translation of both fictions and films.

LE356 Consecutive Interpretation Skills 3 (3-0-6)

Principles of oral translation; note-taking techniques for consecutive interpreters; etiquette for interpreters; practice in listening and interpreting in simulated business contexts.

Stream C: Japanese

JP351 Communicative Japanese 1 3 (3-2-6)

Listening, speaking, reading and writing Japanese for communication in daily life.

JP352 Communicative Japanese 2 3 (3-2-6)

Prerequisite: JP351 Communicative Japanese 1

Listening, speaking, reading and writing Japanese for communication in daily life at more complex level.

JP357 Communicative Japanese 3 3 (3-3-6)

Prerequisite: JP352 Communicative Japanese 2

Further study and practice of Japanese listening, speaking, reading and writing skills with the use of complex structures.

JP358 Japanese for customer Service 3 (3-0-6)

Prerequisite: JP352 Communicative Japanese 2

Listening, speaking, reading and writing Japanese for customer service and customer contact in various situations.

JP360 Japanese for Hospitality Service 3 (3-2-6)

Prerequisite: JP 352 Communicative Japanese 2

Listening, speaking, reading and writing Japanese in the hospitality industry.

JP361 Japanese for Business 3 (3-2-6)

Prerequisite: JP357 Communicative Japanese 3

Listening, speaking, reading and writing Japanese for a business communication with colleagues and business partners in various situations; e-mail communication; finding information on the internet.

Stream D: Thai

TH351 Communicative Thai 1 3 (3-2-6)

Speaking, reading, listening and writing Thai for communication in daily life.

TH352 Communicative Thai 2 3 (3-2-6)

Prerequisite: TH 351 Communicative Thai 1

Speaking, reading, listening and writing Thai for communication in daily life at a more advanced level.

TH353 Communicative Thai 3 3 (3-2-6)

Prerequisite: TH352 Communicative Thai 2

Speaking, reading, listening and writing Thai in academic and business areas.

TH354 Communicative Thai 4 3 (3-2-6)

Prerequisite: TH 353 Communicative Thai 3

Speaking, reading, listening and writing Thai in more complex communication such as news, advertisement, and songs.

TH355 Thai Reading and Writing 1 3 (3-2-6)

A study of vocabularies, idioms and basic structures from passages about Thai way, Thai culture, and Thai tourism.

TH356 Thai Reading and Writing 2 3 (3-2-6)

Prerequisite: TH355 Thai Reading and Writing 1

A study of more complex vocabularies and sentence structure; different types of writing including narration, explanation, letter writing, and note taking.