

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

Curriculum structure

A. General education 30 credits

Science and mathematics	6	credits
Humanities	6	credits
Social sciences	9	credits
Language	9	credits

B. Required courses 99 credits

Core courses	30	credits
Major required courses	45	credits
Major elective courses	6	credits
Minor courses	18	credits

C. Free elective 6 credits

Course requirements

A. General education 30 credits

Science and mathematics 6 credits

MA150 Mathematics and Statistics for Daily Life	3 (3-0-6)
SC150 Sciences and Technology for Quality of Life and Society	3 (3-0-6)

Humanities 6 credits

GE150 Physical Education for Quality of Life	1 (1-1-1)
GE169 Holistic Approaches to Life	1 (1-1-2)
IL150 Information for Research	1 (1-2-4)

Select 1 course 3 credits

GE151 Man and Reasoning	3 (3-0-6)
GE152 Philosophy and Life	3 (3-0-6)
GE153 Thai Studies	3 (3-0-6)
GE154 Thai Folk Wisdom	3 (3-0-6)
GE161 World Civilization	3 (3-0-6)

Social sciences 9 credits

BA151 Managing Business for New Entrepreneur	3 (3-0-6)
BA152 Business Analysis and Planning	3 (3-0-6)

Select 1 course 3 credits

GE155 Politics, Economy and Society	3 (3-0-6)
GE156 Psychology for Quality of Life	3 (3-0-6)
GE167 Public Mind for Community	3 (3-0-6)
LW150 Introduction to the Study of Laws	3 (3-0-6)

Language 9 credits

LE101 English Use 1	3 (3-0-6)
LE102 English Use 2	3 (3-0-6)

Select 1 course 3 credits

TH150 Communication Skills in Thai	3 (3-0-6)
TH160 Communication Skills in Thai for Non-Native Speakers	3 (3-0-6)

B. Required courses 99 credits

1. Core Courses 30 credits

IT257 Electronic Business	3 (2-2-6)
LE201 English Learning Skills and Strategies	3 (3-0-6)
LE203 Basic Research Skills	3 (3-0-6)
LE206 Introduction to Marketing Communication	3 (3-0-6)
LE208 Principles of Marketing	3 (3-0-6)
LE210 Professional Writing	3 (3-0-6)
LE211 Background to English Speaking Cultures	3 (3-0-6)
LE212 Discourse Analysis	3 (3-0-6)
LE213 Appreciation of the Language Arts	3 (3-0-6)
LE214 Global Leadership Skills	3 (3-0-6)

2. Major Required Courses 45 Credits

LE301 Locution and Pronunciation Skills	3 (3-0-6)
LE308 Communication across Cultures	3 (3-0-6)
LE310 Note-taking and Summarizing	3 (3-0-6)
LE312 Analytical Reading	3 (3-0-6)
LE313 Advanced Writing	3 (3-0-6)
LE314 Introduction to Semiotics	3 (3-0-6)
LE315 Fundamentals of Writing	3 (3-0-6)
LE316 Genre Writing	3 (3-0-6)
LE317 General Conversation	3 (3-0-6)
LE318 Oral Communication Strategies	3 (3-0-6)

LE319 Oral Interaction for Professional Purposes	3 (3-0-6)
LE320 Effective Presentation Techniques and Skills	3 (3-0-6)
LE325 Basic Reading Skills	3 (3-0-6)
LE326 Reading for Professional Contexts	3 (3-0-6)
LE401 Seminar in Mass Media and Current Events	3 (3-0-6)

3. Major Elective Courses 6 Credits

LE322 Modern Fiction in English	3 (3-0-6)
LE323 Film Appreciation	3 (3-0-6)
LE324 Poetry Appreciation	3 (3-0-6)
LE411 Airline and Tourism Industry Trends	3 (3-0-6)

OR

LE 410 Cooperative Education in English for Business Communication	6 (600 hrs)
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4. Minor Select Stream A B C or D 18 Credits

Stream A Chinese

CB 355 Chinese 1	3 (3-2-6)
CB 356 Chinese 2	3 (3-2-6)
CB 357 Chinese 3	3 (3-2-6)
CB 358 Chinese 4	3 (3-2-6)
CB 359 Chinese Listening and Speaking Skills	3 (3-2-6)
CB 360 Business Chinese Conversation	3 (3-2-6)

Stream B Translation

LE 351 Introduction to Translation (E to T)	3 (3-0-6)
LE 352 Introduction to Translation (T to E)	3 (3-0-6)
LE 353 Business Translation (E to T)	3 (3-0-6)
LE 354 Business Translation (T to E)	3 (3-0-6)
LE 355 Fiction and Film Translation	3 (3-0-6)
LE 356 Consecutive Interpretation Skills	3 (3-0-6)

Stream C Japanese

JP 351 Communicative Japanese 1	3 (3-2-6)
JP 352 Communicative Japanese 2	3 (3-2-6)
JP357 Communicative Japanese 3	3 (3-2-6)
JP358 Japanese for Customer Service	3 (3-2-6)
JP360 Japanese for Hospitality Service	3 (3-2-6)
JP361 Japanese for Business	3 (3-2-6)

Stream D Thai (for foreign students)

TH 351 Communicative Thai 1	3 (3-2-6)
TH 352 Communicative Thai 2	3 (3-2-6)
TH353 Communicative Thai 3	3 (3-2-6)
TH354 Communicative Thai 4	3 (3-2-6)
TH355 Thai Reading and Writing 1	3 (3-2-6)
TH356 Thai Reading and Writing 2	3 (3-2-6)

C. Free elective 6 credits

Students must complete 6 credits from courses offered in any international or English program with approval from the program committee.