

Course Descriptions

English for Business Communication Program

GENERAL EDUCATION COURSES

- Humanities

GE150 Physical Education Activities for Quality of Life Prerequisite: None Basic knowledge and skills for physical fitness and mental health; physical exercise and recreational activities to promote values, ethics, sportsmanship, and quality of life.	1	(1-1-1)
GE151 Man and Reasoning Prerequisite: None 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.	3	(3-0-6)
GE152 Philosophy and Life Prerequisite: None 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 thoughts in improving quality of life.	3	(3-0-6)
GE153 Thai Studies Prerequisite: None 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.	3	(3-0-6)
GE154 Thai Folk Wisdom Prerequisite: None Definition, scope and importance of culture; regional and national culture in Thailand; types of Thai wisdom; factors for emergence 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.	3	(3-0-6)
GE158 Religious Studies and Moral Practice Prerequisite: None General characteristics of religions, values and impacts of religions on human life up to present; contemporary issues leading to correct understanding and practice consistent with religious precepts; students' participation in physical, spiritual, and intellectual development projects to encourage leading a life as a model citizen.	3	(2-2-6)
GE159 Self-Development Skills Prerequisite: None Positive attitude towards higher education; campus life; adaptation to the new educational environment; self-confidence and pride development; personality development; self reliance and social responsibility; participation in creative activities; teamwork; psychological development; stress management; judgement and discretion; self-subsistence livelihood	1	(1-1-2)
IL150 Information for Research Prerequisite: None 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.	1	(1-2-4)

- -Social Sciences

BA152 Business Analysis and Planning Prerequisite: None 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.	3	(3-0-6)
GE155 Politics, Economy and Society Prerequisite: None Interrelationships of society, economy and politics; social, economic and political evolution in the world and the Thai contexts; institutional concepts and existing institutions; democratic rule; political, economic and social problems.	3	(3-0-6)

GE156 Psychology for Quality of Life	3	(3-0-6)
Prerequisite: None		
Fundamental of psychology; principles and theories of psychology for improvement of quality of life and self-development including personality, motivations, creative thinking, good interpersonal relationship, 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.		
GE157 Community Business Study	3	(3-0-6)
Prerequisite: None		
Concept and methodology of community business; different types of community business enterprises; promotion of community business management by the public sector, private sector and government sector; development of community business in Thailand and case study.		
LW150 Introduction to the Study of Laws	3	(3-0-6)
Prerequisite: None		
Sources, development and concept of laws; fundamental principles of civil laws, criminal laws, public laws and various procedural laws.		

- Sciences and Mathematics

MA150 Mathematics and Statistics for Daily Life	3	(3-0-6)
Prerequisite: None		
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.		
SC150 Sciences and Technology for Quality of Life and Society	3	(3-0-6)
Prerequisite: None		
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.		

- Languages

LE101 English Use 1	3	(3-0-6)
Prerequisite: None		
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. The course also addresses cross-cultural communication issues.		
LE102 English Use 2	3	(3-0-6)
Prerequisite: English Use 1		
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.		
LE150 Communication Skills in Thai	3	(3-0-6)
Prerequisite: None		
Development of speaking, reading, listening and writing skills starting at the levels of the learners' proficiency with an emphasis on communication facility.		

CORE COURSES

LE201 English Learning Skills and Strategies	3	(3-0-6)
Prerequisites: None		
Practice in the skills required to assume responsibility for independent learning practices; students will learn to set goals, and devise strategies, do self-needs analysis, use methods to solve learning problems, set targets to maintain motivation and learning enjoyment and generally develop their responsibilities as independent learners. Skills learned include use of English and English-Thai dictionaries, Internet searching, basic reading and studying strategies and determining meaning from context.		
LE202 Report Writing	3	(3-0-6)
Prerequisite: None		
Purpose of business reports; structure, steps in writing, and elements of effective business report writing and presentation, including design, layout and use of graphics; practice in report writing skill essential for professionals in almost any future occupation or business.		

LE203 Basic Research Skills	3	(3-0-6)
Prerequisite: None		
Fundamentals of doing primary and secondary research; theoretical premises and principles of research, quantitative and qualitative research and various methodologies; learners will design a research project, determining the most appropriate method for its execution.		
LE204 Background to English Cultures	3	(3-0-6)
Prerequisite: None		
Appreciation of the various cultures of the English spoken world; beginning with a more general exploration of the notion of culture, the course goes on to cover the historical development as well as some of the main philosophical, religious and socio-cultural aspects of these cultures. These are then related to the communicative and behavioral features of major English native-speaking societies.		
LE205 Fundamentals of Translation	3	(3-0-6)
Prerequisite: None		
Introduction to general translation principles and practices; discourse analysis principles and an application to translation; introductory practice in various forms of translation from English to Thai and Thai to English.		
LE206 Introduction to Marketing Communication	3	(3-0-6)
Prerequisite: None		
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.		
LE207 Mass Media Language	3	(3-0-6)
Prerequisite: None		
Introduction to the various types of mass communication media, reading and writing and analyses of the language styles used in different media and in public relations; practice in the use of suitable and effective language in mass communication.		
LE208 Principles of Marketing	3	(3-0-6)
Prerequisite: None		
Overall picture of marketing and its various effects on business; scope, significance and conceptual development of market; business environment affecting marketing activities; target market study; market share; selection of target market; positioning of products; development and management of combination of markets; marketers' ethics.		
LE209 Global Marketing	3	(3-0-6)
Prerequisite: None		
Foundation knowledge of global market and its importance; types of international marketing policy; analysis of target markets; global marketing planning; global marketing strategies and global brands; access to international markets; formation of regional free trade groups; government policy and role in promoting global exporters; intellectual property in global markets; and tendency in copyright and brand patent management of trans-national companies.		
IT257 Electronic Business	3	(2-2-6)
Prerequisite: None		
Trends in electronic business; network communication; Internet system; electronic business operational systems; computer security; electronic work strategies; practice in electronic business planning and development.		

MAJOR REQUIRED COURSES

LE301 Locution and Pronunciation	3	(3-0-6)
Prerequisite: None		
Introduction to critical pronunciation patterns in English; focus on developing appropriate pronunciation of English using various methods to develop their perception of English language sounds. Students also develop competence in intonation, expressiveness and general physical aspects of speaking in English.		
LE302 Introduction to Conversation	3	(3-0-6)
Prerequisite: None		
Introduction to general conversational patterns in English, primarily in the context of first meetings; 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.		
LE303 Introduction to Reading	3	(3-0-6)
Prerequisite: None		
Instruction in various reading strategies while developing the ability to interpret 'basic' short texts; interpretation of vocabulary and general meaning from context at both sentence and text level; analysis of how word choice influences a text's meanings. Learners also begin to distinguish various textual discourses, to gather information from a variety of texts and to distinguish 'fact' from opinion.		
LE304 Introduction to Writing	3	(3-0-6)
Prerequisite: None		
Composing structurally correct sentences, ranging from simple to complex; composing paragraphs and shorter texts that are coherent and logically organized; introduction to the appropriate use and function of punctuation in English; students are ultimately expected to be able to compose coherent, meaningful short texts that focus on description, explanation and expression of opinion.		

LE305 Intermediate Conversation	3	(3-0-6)
Prerequisite: Introduction to Conversation		
Continued focus on developing learner confidence in oral expression in English; focus on providing explanations, expressing opinions and solving communication problems; raising awareness of and competence in various situations and contexts, with consideration of cultural and linguistic patterns.		
LE306 Intermediate Reading	3	(3-0-6)
Prerequisite: Introduction to Reading		
Development of reading competence by increasing the complexity of texts; students interpret a variety of authentic texts by considering textual and overall context and general purpose (for example to inform or to persuade). Students are introduced to skimming and scanning and other reading techniques and strategies.		
LE307 Intermediate Writing	3	(3-0-6)
Prerequisite: Introduction to Writing		
Development of greater mastery of English writing of various kinds of texts; extension of writing ability to more complex sentence structure and paragraphs; composition of short essays and articles; practice in argumentation, interpretation and creating stylistic effects; fundamentals of writing preparation including brainstorming, planning, drafting and editing as well as meeting deadlines and presenting work in a professional manner.		
LE308 Communication across Cultures	3	(3-0-6)
Prerequisite: None		
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. In conjunction, learners examine how their own cultural backgrounds inform their communicative practices, and then develop an appreciation of cultural difference and how to recognize and resolve interactive difficulties.		
LE309 Presentations for Business	3	(3-0-6)
Prerequisite: Advanced Conversation		
Fundamentals of preparing and giving business presentations including speaking techniques, preparation for effect and clarity, and general presentation principles. Students will learn the most common types of presentations in the business context.		
LE310 Note-taking and Summarizing	3	(3-0-6)
Prerequisite: Intermediate Writing		
Practice in taking minutes of meetings, taking notes for others, summarizing texts efficiently and appropriately; practice in using E-mail in a work environment.		
LE311 Advanced Conversation	3	(3-0-6)
Prerequisite: Intermediate Conversation		
Continued focus on basic enunciations and interactions learned in intermediate conversation; interpretation of conversations with an analytical approach; focus on the importance of context in communication; performance and composition of longer dialogues using the analytical tools provided; focus on personal expression, intonation and gesture as well as more colloquial and idiomatic English as spoken by natives.		
LE312 Analytical Reading	3	(3-0-6)
Prerequisite: Intermediate Reading		
Practice in the ability to identify various styles of writing and how they are used to assist various interpretations; analysis of implication and inference, authors' points of view and how to respond to and critique texts in terms of balance, persuasiveness and writing skills, as well as for their general communicative success.		
LE313 Advanced Writing	3	(3-0-6)
Prerequisite: Intermediate Writing Composition		
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.		
LE314 Introduction to Semiotics	3	(3-0-6)
Prerequisite: None		
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.		
LE401 Seminar in Mass Media and Current Events	3	(3-0-6)
Prerequisite: Mass Media Language		
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 (from Mass Media Analysis), in order to take into account various perspectives while developing their own. Approximately fifty percent of the course is lecture-based, while the other fifty percent is based on student-led debates and presentations.		

MAJOR ELECTIVE COURSES

LE321 Literature Appreciation Prerequisite: Intermediate Reading Introduction to the historical development, genres and themes of literature; practice in literary analysis of classics and modern fiction.	3	(3-0-6)
LE322 Modern Fiction in English Prerequisite: None Appreciation of fiction in English from various cultures; focus on the historical context of modern fiction, as well as an analysis of the styles and genres commonly found. Students are required to be able to discuss, critique and compare a variety of texts from various authors.	3	(3-0-6)
LE323 Film Appreciation Prerequisite: None Critique of contemporary and classical films, using the analytical tools of the field; focus on how films are structured in order to produce effect; consideration of such aspects as direction, use of camera and lighting, settings and scores; discussion on cinematic narrative and comparison of main cinematic genres; students are expected to be able to write knowledgeable critiques of a chosen film.	3	(3-0-6)
LE324 Poetry Appreciation Prerequisite: None 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 poem collection projects by students.	3	(3-0-6)
LE410 Co-operative Education in English for Business Communication Prerequisite: None Students work in a selected business enterprise as a temporary employee or an assistant to experience the real business environment and atmosphere as well as to apply and accommodate knowledge gained throughout the course of study in the real working situation. The assignments are to be advised to meet the course requirements.	6	(600 hours)

MINOR COURSES

Stream One: Chinese

CB355 Chinese 1 Prerequisite: None Practice in listening, speaking, reading, and writing skills and practice in correct pronunciation, using the Pinyin transcription system and Chinese characters; a mastery of at least 400 word vocabulary for describing one's daily life, introducing oneself and one's friends and family; and for simple interaction with others.	3	(3-0-6)
CB356 Chinese 2 Prerequisite: Chinese 1 [CB355] or departmental consent Study of expressions, phrases and sentence final particles; practice conversations in various situations such as in telephone conversations, asking for time and date, places, and objects of use; practice writing simple sentences grammatically and a mastery of another 400 new words.	3	(3-0-6)
CB357 Chinese 3 Prerequisite: Chinese 2 [CB356] or departmental consent Practice in listening, speaking, reading, and writing skills in familiar situations such as going sightseeing, consulting a doctor, going to a bank, visiting friends, shopping; practice writing and learning Chinese grammar and language expressions through the study of excerpts, compositions and short articles; a mastery of another 400 new words.	3	(3-0-6)
CB358 Chinese 4 Prerequisite: Chinese 3 [CB357] or departmental consent Study of more complex sentences and business expressions in daily life; practice conversations on topics such as weather, seasons, festivals, and sports; practice reading and summarizing short articles and short stories; practice writing; a mastery of another 400 new words.	3	(3-0-6)
CB359 Chinese Listening and Speaking Skills Prerequisite: None Practice listening and speaking; practice the appropriate use of words, expressions, exclamations, phrases and sentence final particles for various situations; practice recounting experiences and listening to short passages.	3	(3-0-6)
CB360 Business Chinese Conversation Prerequisite: Chinese Listening and Speaking Skills [CB359] or departmental consent Study of business vocabulary and expressions; practice conversations in various business situations such as meeting with customers, attending receptions, scheduling meetings, and transportation of merchandise.	3	(3-0-6)

Stream Two: Translation

LE351 Introduction to Translation (English to Thai)

3 (3-0-6)

Prerequisite: None

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 and 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)

Prerequisite: Fundamentals of Translation [LE205]

Practice in the interpreting 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)

Prerequisite: Fundamentals of Translation [LE205]

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)

Prerequisite: Fundamentals of Translation [LE205]

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

LE355 Fiction and Film Translation

3 (3-0-6)

Prerequisite: Fundamentals of Translation [LE205]

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

LE356 Consecutive Interpretation

3 (3-0-6)

Prerequisite: Fundamentals of Translation [LE205]

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