

Faculty :	Faculty of Liberal Arts <i>(Tha Prachan Campus)</i>
Program :	Business Communication (BC)
Level :	Undergraduate

Semester 1/2025			
Course Code	Course	Credits	Course Description or link to Course Description
EB103	Strategic Marketing	3	Transformation of marketing; digital channels for reaching target customers; successful management strategies for customer engagement; planning and execution of digital marketing strategies; the future of digital marketing
EB102	Business English Writing1	3	Principles of expository compositions and the development of expository writing skills necessary for business.
EB100	Business English Listening and Speaking	3	Listening and speaking skills at an intermediate level; communication in formal contexts; analysis of language and the use of related vocabulary and expressions; cultural awareness; expressing opinions and group discussions.
CB110	Chinese 1	3	Chinese vocabulary, grammar, listening, speaking, reading, and writing skills for everyday life at the beginner's level.
JB110	Japanese 1	3	Japanese vocabulary, grammar, listening, speaking, reading, and writing skills for everyday life at the middle beginner's level.
KB110	Korean 1	3	Korean vocabulary, grammar, listening, speaking, reading, and writing skills for everyday life at the lower beginner's level.
CB130	Chinese Communication 1	3	Chinese listening and speaking skills at the beginner's level for everyday communication, introducing yourself, and asking for and giving personal information

JB130	Japanese Communication 1	3	Japanese listening and speaking skills for everyday communication—introducing yourself, asking and giving information concerning yourself, at the middle beginner's level.
KB130	Korean Communication 1	3	Korean communicative skills for general contexts at the beginner's level.
AS287	Contemporary Issue in ASEAN	3	Contemporary issues reflecting current affairs of ASEAN such as popular culture, conflicts, economic development, political issues, and social problems.
TU107	Digital Skills and Problem Solving	3	Basic computational thinking skill for solving problems and developing new social and economic opportunities. Efficient access and search for information. Information reliability evaluation. Filtering and managing information systematically. Ethical digital usage and professional online communication.
TU100	Civic Engagement	3	Instillation of social conscience and awareness of one's role and duties as a good global citizen. This is done through a variety of methods such as lectures, discussion of various case studies and field study outings. Students are required to organise a campaign to raise awareness or bring about change in an area of their interest
LAS101	Critical Thinking, Reading and Writing	3	Development of critical thinking through questioning, analytical, synthetic and evaluation skills. Students learn how to read without necessarily accepting all the information presented in the text, but rather consider the content in depth, taking into account the objectives, perspectives, assumptions, bias and supporting evidence, as well as logic or strategies leading to the author's conclusion. The purpose is to apply these methods to students' own persuasive writing based on information researched from various sources, using effective presentation techniques.

Semester 2/2025

Course Code	Course	Credits	Course Description or link to Course Description
CIS107	Innovation and Entrepreneurship	3	Data Science and Innovation Capability. Strategy for building innovation capacity. Barriers to innovation. Innovation Readiness. Manage Organization Change resulting from Innovation. Organization structure, cultures, and leadership for innovation. Sustaining Innovation. Fundamental concepts and analytical tools that help assess opportunities and develop entrepreneurial ventures, and how these concepts and tools may be applied to real world business situations and opportunities. Develop, define and clearly communicate a new business concept or initiative in an efficient, effective and compelling manner.
EB105	Fundamental Economics	3	Fundamental Economics : Basic principles of economics, including both microeconomics and macroeconomics. The concepts of demand and supply of goods, consumer behavior, production and costs. Market structures, trade, and international trade, providing a comprehensive foundation in economic theory and systems.
EB101	International Business English Reading	3	Strategies used in reading informative texts in international business contexts, analysis of language, discriminating content and the writer's presentation methods.
TU201	Financial Literacy for Individuals	3	Financial Literacy for Individuals: To learn the foundations, principles, importance and guidelines of financial planning for life goals, the uses of financial instruments, together with self-discovery techniques, financial planning techniques including how to earn, collect, use and invest money, savings allocation and DCA investment techniques, debt management techniques, savings increase techniques, personal income tax saving planning techniques as well as the principles and importance of the Sufficiency Economy Philosophy in Thai society in order to be applied in living.

TU122	Laws in Everyday Life	3	Law in Everyday Life: To study general aspects of law as correct patterns of human conduct in society. To equip learners with basic principles of public law (rules of law), and its values which are associated with citizens' moral core. To provide basic knowledge in public law and private law, involving the issues of rights and duties, dispute settlement, Thai Justice Procedures, the usage and interpretation of law principles, with an emphasis on case studies in our daily live.
EB150	Business English Writing 2	3	Principles of writing argumentative and persuasive texts, and the development of writing skills thereof.
CB111	Chinese 2	3	Chinese vocabulary, grammar, listening, speaking, reading, and writing skills on topics related to common situations at the upper beginner's level
KB111	Korean 2	3	Korean vocabulary, grammar, listening, speaking, reading, and writing skills for explaining experiences, situations, and places in everyday life at the upper beginner's level.
AP167	Design and Innovation	3	Fundamental capabilities in design thinking process used for creative problem-solving, emphasizing on the executing experiment to enable innovation
CB131	Chinese Communication 2	3	Chinese listening and speaking skills f at the middle beginner's level or various types of communicative situations.
JB111	Japanese 2	3	Japanese vocabulary, grammar, listening, speaking, reading, and writing skills for explanation of familiar topics in everyday life at the upper beginner's level.
JB131	Japanese Communication 2	3	Japanese listening and speaking skills for interaction and information exchange in everyday life at the upper beginner's level
KB131	Korean Communication 2	3	Korean communicative skills for work-related contexts at the middle beginner's level.
DX100	Digital Innovation	3	State of the Arts Digital Technology. Digital Driving Forces. Digital Business and Society. Digital Consumers. Digital Economy. Impacts of Digital Innovation on Business and Society.

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