

Faculty :	Faculty of Liberal Arts (<i>Rangsit Campus</i>)
Program :	Business English Communication (BEC)
Level :	Undergraduate

Semester 1/2025

Course Code	Course	Credits	Course Description or link to Course Description
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.
EB102	Business English Writing 1	3	Principles of expository compositions and the development of expository writing skills necessary for business.
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.
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.
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.

TU103	Life and Sustainability	3	This course provides an introduction to the importance of life-cycle systems perspectives in understanding major challenges and solutions to achieving more sustainable societies in this changing world. Students will learn about the relationship between mankind and the environment in the context of energy and resource use, consumption and development, and environmental constraints. Furthermore, an examination of social conflict and change from the life-cycle perspective will be used to develop an understanding of potential solution pathways for sustainable lifestyle modifications.
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.
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.
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.
EB250	Academic Writing	3	Elements of term papers and research papers; rationale and the "moves" of an academic paper; techniques and strategies involved in searching for, evaluating, and using relevant literature; avoiding plagiarism through appropriate referencing; stylistic and grammatical choices required for a writer to create clear, coherent, and logical academic papers.
EB230	Professional Business Presentations	3	Principles, processes and techniques of presenting business information, analyzing audiences, preparing information, writing presentation outlines, and simulation of business presentations.
TU116	Man Arts: Visual Art, Music and Performing Arts	3	This course is a study of art in relation to its function and the development of people, society and environment by focusing on various creative works, such as visual arts, music and performing arts, depicting the culture and perception of mankind. The course also aims to instill learners with real awareness of art values through personal experience, and also the appreciation of the aesthetic values of creative works. An emphasis is placed upon the influence of art on Thai values and the Thai way of life.

CB270	Doing Business in China	3	Concepts, theories, and frameworks of entrepreneurships and their application within the context of China.
EB200	Project Management	3	Context and scope of project management; key terminologies, processes, procedures, tools, and techniques; and the outcomes associated with developing and executing an integrated project plan.
EB276	Innovative Start-ups and Entrepreneurship	3	Development of ideas to launch start-up projects in the realm of globalization; critical steps to bring innovations to the marketplace; innovation strategies to establish and maintain a competitive advantage.
EB266	Digital Marketing Communication	3	Basic concepts and principles of digital communication; types of digital media; channels of digital communication; process of presentation through digital media; planning for strategic digital marketing; application of digital media for marketing goals.
JB210	Japanese 3	3	Japanese vocabulary, grammar, listening, speaking, reading, and writing skills for development of storytelling and explaining skills on topics related to yourself and common situations at the lower intermediate level.
KB210	Korean 3	3	Korean vocabulary, grammar, listening, speaking, reading, and writing skills for explaining environments, appearances, personality, and mistakes; and giving advice to others in various situations, at the upper beginner's level.
CB210	Chinese 3	3	Chinese vocabulary, grammar, listening, speaking, reading, and writing skills for conversational patterns, and idiomatic expressions used in everyday life and in business contexts at the lower intermediate level.

Semester 2/2025			
Course Code	Course	Credits	Course Description or link to Course Description
EB312	Business Ethics	3	Meaning of business ethics. Importance of ethics in business. Ethics in business communication and organization management. Ethical responsibilities to the profession, individuals, personnel in business organizations, the society, and the environment.

EB332	Academic Writing	3	Analysis of language structures, vocabulary, expressions, and principles of online and electronic communications. Selection of contents for formal and informal transactions. Website development for business purposes.
EC210	Introductory Economics	3	The general principles of microeconomics and macroeconomics. In microeconomics part, topics cover demand for and supply of goods, consumer behavior, production and costs, structure and behavior of production units under perfectly and imperfectly competitive markets, the concept of market failures and the role of government intervention. In macroeconomics part, topics cover objectives and problems in macroeconomic, national income determination, money and banking system, introduction to fiscal and monetary policies used for economic stabilization, the application of economic indices to analyze the economic situation. In international economics part, topics cover importance of international trade and finance, and disputes between free trade and market protection.
LEB411	Communicative Chinese in Business 4	3	Further the studies done in LEB311 by studying communicative skills in Chinese; reading short passages and writing with emphasis on complex grammatical structures and on business contexts
LEB421	Communicative Korean in Business 4	3	Further the studies done in LEB321 by studying communicative skills in Korean; reading short passages and writing with emphasis on complex grammatical structures and on business contexts
LEB431	Communicative Japanese in Business 4	3	Further the studies done in LEB331 by studying communicative skills in Japanese; reading short passages and writing with emphasis on complex grammatical structures and on business contexts
FN201	Business Finance	3	The basic principles of financial management for business; the responsibilities of financial managers; maximization of enterprise value; financial analysis, cash flow analysis, financial planning, fundamental analysis on risk, return, and asset pricing models, time value of money, working capital policies, capital budgeting, financing mix, short-term and long-term financing, and the costs of capital.

BA291	Introduction to Business	3	Business situations, types of ownership, business administration, production business activities, marketing, finance, accounting, data management, and personnel management in order that students have the basic concept of business administration and gain comprehension in different activities of each business type. Students' option in choosing an area of specialization.
EB316	Digital Communication in the Business World	3	Analysis of English language structure, vocabulary and expressions used in marketing. Analysis of language use in introducing products, advertising and promoting sales available on printed materials, television and electronic media.
EB317	Communication in Public Relations	3	Analysis of English language usage, vocabulary and expressions related to human resource management of the organization. Fundamental principles of human resource management. Practice of writing job applications and learning how to recruit personnel. Practice of writing training program, questionnaires, appraisal reports, scripts for the classified section and resume.
EB356	Translation in Business English 1	3	Principles, processes and techniques of literal translation and semantic translation. Practice in translating short texts in business from English into Thai. Analysis of translation problems and solution processes.
EB417	Communication in Brand Management	3	Analysis of English language usage, vocabulary and expressions related to public relations in business organizations. Principles of advertising and public relations. Practice of using technology media to promote or publicize the organization activities.
EB419	Selected Topics in Business	3	Analysis of English language usage, vocabulary and expressions related to business law. Business law related to the establishment of firms and labour legislation. Practice of business negotiations and presentations concerning business law.
BA201	Business Law	3	The legal system and basic legal principles affecting various forms of business. Review of particular contracts; sale, hire purchase, agency, mortgages, lease, creditors' rights and bankruptcy, etc. Also covered is the application of law to financial instruments.