

Bachelor of Arts Program in Business English (International Program)

Degree Plan

Total Number of Credits

General Education	30 credits
English Languages	9 credits
Integrated Professional Skills Course	21 credits
Professional Education	90 credits
Core Courses	33 credits
Major Requirements	27 credits
Major Electives	30 credits
Free Electives	6 credits
Total	<u>126</u> credits

List of Courses

1. General Education	(30 Credits)
<u>English Languages</u>	(9 Credits)
IEN 106 The Art of Writing	3
IEN 107 Critical Reading and Writing	3
IEN 108 Persuasive Presentation	3
<u>Integrated Professional Skills Course</u>	(21 Credits)
IGE 101 Thinking Skills for Lifelong Learning	3
IGE 102 Citizenship and Social Transformation	3
IGE 103 Technology and Innovation	3
IGE 104 Aesthetics and Well-being for Life	3
IGE 105 Global Alliance and Emerging Issues	3
IGE 106 Financial Literacy and Sustainable Development	3
IGE 107 Entrepreneurial Spirit and Leadership Skills	3

2. Professional Education (90 credits)

Core Courses (33 credits)

IMG 101	Introduction to Business	3
IMG 112	Principles of Management	3
IMK 212	Principles of Marketing	3
ICS 202	Introduction to Business Computing	3
IEN 201	Advanced Listening and Speaking	3
IEN 202	Professional Reading and Writing	3
IEN 217	English for Digital Business	3
IEN 218	English for Global Investment	3
IEN 219	English for Logistics Management	3
IEN 220	English for Sales Pitches	3
IBA 101	Entrepreneurship Foundations	3

Major Requirements (27 credits)

IEN 222	English for Business Oral Communication	3
IEN 226	Reading and Writing for Global Business	3
IEN 227	English for Business Meetings	3
IEN 302	English for International Trade and Industrial Management	3
IEN 411	Seminar in ASEAN Business Topics	3
IEN 412	Cultural Knowledge and Communication	3
IEN 413	English for Business Proposals and Reports	3
IEN 421	Intercultural Competence in Business	3
IEN 422	English for Business Negotiations and Persuasion	3

Major Electives**(30 credits)**

Students select only 30 credits from the following courses.

IEN 300	Translation I	3
	(This course is offered for Thai students only.)	
IEN 303	English for Finance and Economics	3
IEN 304	English for Mass Communication	3
IEN 305	English for Human Resource Management	3
IEN 306	English for Entrepreneurs	3
IEN 308	English for Business Training	3
IEN 309	English for Airline Business	3
IEN 320	English for Travel Industry	3
IEN 321	English for Hospitality	3
IEN 322	English for Food Service Industry	3
IEN 323	English for Medical Services	3
IEN 324	English for Healthcare and Spa	3
IEN 325	English for Legal Works	3
IEN 400	Translation II	3
	(This course is offered for Thai students only.)	
IEN 401	Seminar in Business-Related Topics	3
IEN 402	Selected Literary Works	3
IEN 403	Foundation of Language Teaching	3
IEN 404	Methodology of English Language Teaching	3
IEN 405	Linguistics for English Teaching	3
IEN 406	Research Writing	3
IEN 444	Independent Study	3
	(Dean's approval is required.)	
IEN 469	Creative Writing	3
IEN 430	Cooperative Education	6
ICO 301	Pre-Cooperative Education	3

3. Free Electives**(6 credits)**

Students must select 6 credits with international courses from other majors as the following courses.

IEN 231	English for Business Correspondence	3
IEN 331	English for Master of Ceremonies	3
IEN 332	English for Job Applications	3
IEN 431	Interpretation Skills	3
ICN101	Chinese I	3
ICN102	Chinese II	3
ICN201	Chinese for Business Communication	3
ICN202	Introduction to Chinese Writing	3
IFR101	French I	3
IFR102	German I	3
IGR102	German II	3
IIL101	Italian Language and Culture I	3
IIL102	Italian Language and Culture II	3
IJP101	Japanese I	3
IJP102	Japanese II	3
IKR101	Korean Language and Culture I	3
IKR102	Korean Language and Culture II	3
IRS101	Russian Language and Culture I	3
IRS102	Russian Language and Culture II	3
ISD101	Swedish Language and Culture I	3
ISD102	Swedish Language and Culture II	3
ISP101	Spanish I	3
ISP102	Spanish II	3
ITH101	Thai Language for International Students I	3
ITH102	Thai Language for International Students II	3
IVN101	Vietnamese Language and Culture I	3
IVN102	Vietnamese Language and Culture II	3

Course Description

1. General Education (30 Credits)

English Languages (9 Credits)

IEN 106 The Art of Writing

(3 Credits)

Intensive practice in the writing of paragraphs and essays. Plan, write, and revise different types of essays, including narration, description, and exposition, with emphasis on the development of fluency, self-confidence, and ease with writing through free writing and peer reviewing.

IEN 107 Critical Reading and Writing

(3 Credits)

A workshop on enhancing critical reading and writing skills. Build up vital skills for producing a critique of any reading materials, including how to identify main ideas and summarize texts, how to analyze author's intent, tone, bias, assumption, and intended audience, as well as how to spot propaganda, fake news and disinformation.

IEN 108 Persuasive Presentation

(3 Credits)

In-depth training on persuasive presentation skills. Learn to plan and organize ideas, design and deliver convincing presentations, with emphasis on employing persuasion strategies, deploying effective arguments, and mastering body language, voice, and word choice, as well as creative audio-visual media.

Integrated Professional Skills Course (21 Credits)

IGE 101 Thinking Skills for Lifelong Learning

(3 Credits)

A study of the principles of thinking and the development of systematic thinking including analytical thinking, synthesis thinking, critical thinking, problem-solving thinking and creative thinking. Students should be able to connect ideas and effectively choose to apply the appropriate thinking tools in daily life, working life, and lifelong learning.

IGE 102 Citizenship and Social Transformation

(3 Credits)

A study of the concepts, traits, rights, duties and freedom of citizenship. Students should be able to keep abreast of and adapt themselves to societal changes in emerging digital and multicultural environments in order to live harmoniously and happily with others and not to encroach on others.

IGE 103 Technology and Innovation

(3 Credits)

A study of the concepts, role and the application of technology, including how to become aware of technology and innovation in various areas that improves the quality of life in modern society along with its impact on life, society and economics. This course also focuses on how to protect intellectual property arising from technology and innovation.

IMK 212 Principles of Marketing (3 Credits)

Prerequisite: IMG 101 or Dean's Approval

A study of core basic principles in the marketing field, such as analyzing marketing environment, understanding consumer behavior, defining target market group, designing customer value-driven strategy, implementing the marketing mix 4P (4P: product mix management, pricing strategies, distribution policies and integrated marketing communication system), and using societal marketing.

ICS 202 Introduction to Business Computing (3 Credits)

A study of using computer for doing business and working processes such as data collection, filing management system, data processing, analyzing data in different ways, data presentation and using instant business programs for accounting, marketing and management.

IEN 201 Advanced Listening and Speaking (3 Credits)

Prerequisite: IEN 105

An enhancement of advanced listening and speaking skills as well as social etiquette in social and group interaction

IEN 202 Professional Reading and Writing (3 Credits)

Prerequisite: IEN 105

This course focuses on students' active reading skills by reading a range of contemporary and current materials. The course also emphasizes the development of writing abilities in English by implementing a writing process strategy and specific writing styles, and using essay writing techniques to master their analytical prowess and critical thinking.

IEN 217 English for Digital Business (3 Credits)

Prerequisite: IEN 105

This course provides students with English language communication skills in a digital business environment. A primary focus is placed on the enhancement of essential English listening, speaking, reading, writing, and vocabulary skills within a business context across various online platforms related to networking and digital marketing using modern types of communication technology. Students will participate in activities which allow for the implementation of technological terms and expressions in online business contexts.

IEN 218 English for Global Investment**(3 Credits)**

Prerequisite: IEN 105

This course places a communicative focus on the use of English language for international investment. Topics cover a range of specific business areas such as financial products, market analysis, asset management, initial public offering (IPO), and compliance. Functional language and vocabulary are provided for use within specific professional investment contexts such as recommending investment, negotiating mergers, and discussing price movement.

IEN 219 English for Logistics Management**(3 Credits)**

Prerequisite: IEN 105

This course is designed to introduce the main components of logistics systems as well as English language used to communicate with people in a variety of situations in the logistics industry. The course covers relevant vocabulary and jargon (technical language) used for each stage in the logistics process. Classroom discussions and activities include practice in the skills of listening, speaking, writing and reading within the context of logistics work.

IEN 220 English for Sales Pitches**(3 Credits)**

Prerequisite: IEN 105

This course emphasizes skills and strategies required for effective business sales presentations. The topics cover knowledge and selling skills, persuasion strategies, tips and techniques to achieve specific business objectives. Practice the analysis of target audience and context, identifying the strengths and weaknesses of products, adjusting messages and approach to suit an audience and the context, developing a hook to capture the attention of an audience, outlining the story elements necessary for a cohesive presentation, creating impact to boost sale, and delivering powerful closing and handling questions. Students will also learn how to use effective nonverbal communication.

IBA 101 Entrepreneurship Foundations**(3 Credits)**

A study of creative entrepreneurship foundations, including the development of new products and services, the use of business information to plan on adding value to business, the management of resources, the cultivation of entrepreneurial mindset, and the long-term business success in consideration of ethical behavior, the well-being of society, community, and environment.

Major Requirements (27 credits)

IEN 222 English for Business Oral Communication (3 Credits)

Prerequisite: IEN 105

This course enhances the students' general business conversation skills with practice in responding appropriately to others and taking part in informal discussions and exchanges. Case studies will be used to introduce business concepts and vocabulary for analysis and discussion, expression of plans and opinions, and practice in both formal and informal presentations.

IEN 226 Reading and Writing for Global Business (3 Credits)

Prerequisite: IEN 103, IEN 104

This course involves the basic principles of rhetoric, including the elements of argument for reading and writing argumentative and persuasive texts in business. This includes the analysis of content and presentation of information and propositions in newspapers, business magazine articles and editorials.

IEN 227 English for Business Meetings (3 Credits)

Prerequisite: IEN 105

Practice language used in conducting formal meeting. Topics include preparing for a meeting, opening and closing a meeting, following the agenda, discussing business strategy, running a brainstorming session, stating opinions, decision-making, and preparing minutes.

IEN 302 English for International Trade and Industrial Management (3 Credits)

Prerequisite: IEN 105

A study of technical terms, sentence structures, expressions appearing in documents commonly used in international trade, international marketing, import/export procedures and international business management; implement skills in listening, speaking, writing, and reading.

IEN 411 Seminar in ASEAN Business Topics (3 Credits)

Prerequisite: IEN 105

The course increases students' awareness and understanding of ASEAN and the ASEAN Community. Areas covered include the four major areas of ASEAN cooperation: Political and Security, Economic, Functional and Developmental.

IEN 412 Cultural Knowledge and Communication (3 Credits)

Prerequisite: IEN 105

With an emphasis on the dynamic relationships between culture, communication, and behavior, this course provides students with the opportunity to acquire the cultural knowledge required to understand and analyze how culture influences communication in a range of social and business situations. It takes both a culture-specific approach focusing on communication, values, norms and behaviors in national and ethnic cultures, and introduces broad theoretical concepts for examining intercultural communication in a globalized world.

IEN 413 English for Business Proposals and Reports (3 Credits)

Prerequisite: IEN 103, IEN 104, IEN 105

This course includes a study of the principles of writing business proposals, situation and audience analysis, collecting, researching and synthesizing information, formats and features of business proposals, and different kinds of business reports, including informative and persuasive.

IEN 421 Intercultural Competence in Business (3 Credits)

Prerequisite: ILB 110, IEN 105

This course provides students with the understandings and skills required to conduct business with a superior level of intercultural competence which is crucial for commercial success. This course focuses on business aspects of intercultural competence. Students examine how culture and intercultural dynamics influence interactions between people, businesses, organizations and management in a variety of settings. Particular areas of importance include different cultural approaches to management, organizational structures, meetings, time, productivity, status and staff. It also covers the effects of culture and language in communication between people from various countries.

IEN 422 English for Business Negotiations and Persuasion (3 Credits)

Prerequisite: IEN 103, IEN 104, IEN 105

A study of principles and techniques in business negotiations and persuasion. Students will practice preparing structures of different types of negotiations and persuasions and their implementing through the roles of communication, different types of power, cultural factors affecting negotiations, and practical negotiating frameworks and tactics.

Major Electives (30 credits)

Students select only 30 credits from the following courses.

IEN 300 Translation I (3 Credits)

Prerequisite: IEN 105

(This course is offered for Thai students only.)

A study of the basic principles and practices in the translation of business material including memos, letters, product information manuals, and instructions from English to and from Thai as well as translation problems and their solutions.

IEN 303 English for Finance and Economics (3 Credits)

Prerequisite: IEN 105

A study of and practice in English language usage in banking, finance, economics, and the terminology and skills for international economic and financial environments.

IEN 304 English for Mass Communication (3 Credits)

Prerequisite: IEN 105

A study and practice of reading, writing, and translating news and various types of articles with special focus on word choice, structure, format and style in newspapers, advertisements, public relations and broadcasting.

IEN 305 English for Human Resource Management (3 Credits)

Prerequisite: IEN 105

A study of fundamental principles in human resource management and English language usage for communication in human resource management including interviewing, writing scripts for classified, replying to application letters, writing training projects, conducting training, and writing appraisal reports.

IEN 306 English for Entrepreneurs (3 Credits)

Prerequisite: IEN 105

A study of English for Entrepreneurs including English for Small and Medium Enterprises (SMEs), English for Franchising Businesses, and English for Online Entrepreneurs. Students will study basic conversation for entrepreneurs in topics such as business negotiation, price bargaining, and servicing customers as well as study basic business terms in the fields of marketing, finance, and management for entrepreneurs.

IEN 308 English for Business Training (3 Credits)

Prerequisite: IEN 105

A study of the theory and practice of business training, training needs assessments, course design, implementation and evaluation. It covers various approaches to training and situational effects.

IEN 309 English for Airline Business (3 Credits)

Prerequisite: IEN 105

A study of the technical terms, structures, expressions and documents in passenger handling, ticketing and rendering other services

IEN 320 English for Travel Industry (3 Credits)

Prerequisite: IEN 105

A study and practice of English language of technical terms used in a variety of tourism industries.

IEN 321 English for Hospitality (3 Credits)

Prerequisite: IEN 105

A study and practice of English language and technical terms used in a variety of hotel industry area, for instance, reception, reservations, food and beverage, and housekeeping. The course also includes the practice of hotel booking and describing appealing itineraries.

IEN 322 English for Food Service Industry (3 Credits)

Prerequisite: IEN 105

A study and practice of English language usage and technical terms in culinary arts and restaurant, for instance, kitchen and restaurant equipments, ingredients, recipes, and menu creation.

IEN 323 English for Medical Services (3 Credits)

Prerequisite: IEN 105

A study of the technical terms, structures, expressions, and documents in the medical field. The course will prepare students to work in medical and wellness professions.

IEN 324 English for Healthcare and Spa (3 Credits)

Prerequisite: IEN 105

A study and practice of English language usage and technical terms in health and wellness businesses such as hospitals, spas, resorts, and aesthetic clinics.

IEN 325 English for Legal Works (3 Credits)

Prerequisite: IEN 105

The course provides the practice of technical terms and language expressions needed for a career in legal professions.

IEN 400 Translation II (3 Credits)

Prerequisite: IEN 300

(This course is offered for Thai students only.)

A study of translating from English to Thai and vice versa long and complex texts from various business sources, such as reports, news, articles, advertisements and minutes. The class also provides an analysis of translating problems and solutions.

IEN 401 Seminar in Business-Related Topics (3 Credits)

Prerequisite: IMG 101

A study of major current business and economic issues, including management, marketing, and planning.

IEN 402 Selected Literary Works (3 Credits)

Prerequisite: IEN 105

A study of and practice in critical reading and analysis of selected literary works.

IEN 403 Foundation of Language Teaching (3 Credits)

Prerequisite: IEN 105

A study of principles and theories of English language teaching including various approaches to language instruction management and teaching methods.

IEN 404 Methodology of English Language Teaching (3 Credits)

Prerequisite: IEN 403

An introduction to the field of English language teaching including traditional and innovative classroom methods and techniques for teaching listening, speaking, reading, and writing skills to speakers of English as a second language.

IEN 405 Linguistics for English Teaching (3 Credits)

Prerequisite: IEN 211

A study of essential linguistic concepts for English language study, major subfields of linguistics for English teachers, and the application of linguistic knowledge in English language teaching.

IEN 406 Research Writing (3 Credits)

Prerequisite: IEN 103, IEN 104, IEN 105

A study of fundamental research methods and practice of conducting different types of research on various topics related to business and students' interests.

IEN 444 Independent Study (3 Credits)

Prerequisite: IEN 103, IEN 104, IEN 105

(Dean's approval is required.)

An Individualized study under faculty supervision focusing on a specific business-related topic. Evaluation will be based on projects or assignments.

IEN 469 Creative Writing (3 Credits)

Prerequisite: IEN 103, IEN 104, IEN 105

The course encourages students to develop their imaginative writing skills. Assignments include writing such creative work as prose fiction, poetry, and essays.

IEN 430 Cooperative Education**(6 Credits)**

Prerequisite: ICO 301

The study of actual working processes in a real-world establishment in the capacity of an employee to prepare the student for future careers in the most systemic manner possible. The student will be assigned to a full-time position at an establishment for a minimum period of one educational term or sixteen weeks. The job is one of quality which offers the possibility of relevant work-integrated learning or project-based learning and contributes to the benefit of the entity. The student will be evaluated on their performance by the faculty and the establishment. In addition, the student will be required to deliver a report summarizing their performance following the conclusion of their cooperative education work assignment.

ICO 301 Pre-Cooperative Education**(3 Credits)**

The study of concept behind the cooperative education system and the development of readiness and various capabilities such as job application letter writing, employer screening, job interview techniques, communication skill improvement, personality, teamwork, organizational culture, creative thinking techniques, report writing, and presentation techniques, as well as entrepreneurship skills, recommended practices at work and workplace safety.

3. Free Electives (6 credits)

Students must select 6 credits with international courses from other majors as the following courses.

IEN 231 English for Business Correspondence**(3 Credits)**

Prerequisite: IEN 105

A study of business correspondence principles and skills is emphasizing the writing process, types of correspondence, the use of tone, the use of formal and informal language, common writing errors, and grammar and writing problems in different types of emails and letters. The course also emphasizes comprehensibility, appropriateness, intercultural sensitivity, and other topics related to social media and writing online in business organizations and e-commerce.

IEN 331 English for Master of Ceremonies**(3 Credits)**

Prerequisite: IEN 105

A study of and practice in skills needed to work as a Master of Ceremony (MC) including organizing social events, promoting events, exhibitions, product demonstrations, road shows, and show hospitality.

IEN 332 English for Job Applications (3 Credits)

Prerequisite: IEN 105

A practice of English language skills needed for job applications, namely, preparing resumes, filling out application forms, and participating in job interviews.

IEN 431 Interpretation Skills (3 Credits)

Prerequisite: IEN 105

(This course is offered for Thai students only.)

A study of basic theories and skills for Thai-English bilateral interpretation and bilingual communication including practice in interpretation skills.

ICN101 Chinese I (3 Credits)

A study of the fundamental Chinese structure, phonology, tones, and basic 500 characters used in counting numbers, greeting, reserving accommodation, traveling abroad, exchanging money and ordering food.

ICN102 Chinese II (3 Credits)

A continuation of ICN101. This course develops further skills in speaking and structure. The 1,200 Chinese characters using in daily life will be covered.

ICN201 Chinese for Business Communication (3 Credits)

This course introduces students to the Chinese language used in the business environment, and technical terms. Emphasis is on negotiations, business presentation and customer service. The 500 Chinese words in business will be covered.

ICN202 Introduction to Chinese Writing (3 Credits)

A study and practice of Chinese composition. Examples of good essays will be studies. Students should be able to write a 200-300 words, grammatically correct composition using the right Chinese characters.

IFR101 French I (3 Credits)

A study of the fundamental language structure and general vocabulary; the practice of listening, reading, speaking, and writing skills for higher education.

IFR102 French II (3 Credits)

A continuation of IFR101 whereby students study the language structure and popular vocabulary; the practice of advanced listening, speaking, reading, and writing.

IGR101 German I (3 Credits)

A study of the fundamental language structure and general vocabulary; the practice of listening, speaking, reading, and writing skills for higher education.

IGR102 German II (3 Credits)

A continuation of IGR101; study of the language structure and vocabulary used in daily life, and the practice of advanced listening, speaking, reading and writing.

IIL101 Italian Language and Culture I (3 Credits)

An introduction to the Italian language with emphasis on comprehension of the spoken language and appreciation of Italian culture, leading to the ability to function effectively at a basic level.

IIL102 Italian Language and Culture II (3 Credits)

A continuation of IIL 101 whereby students study the language and culture and practice the intermediate listening, speaking, reading and writing.

IJP101 Japanese I (3 Credits)

A study of the fundamental language structure and general vocabulary; the practice of listening, reading, speaking and writing skills for higher education.

IJP102 Japanese II (3 Credits)

A continuation of IJP101, whereby students study the language structure and daily-life vocabulary; the practice of advanced listening, speaking, reading and writing.

IKR101 Korean Language and Culture I (3 Credits)

An introduction to the Korean language with emphasis on comprehension of the spoken language and appreciation of Korean culture, leading to the ability to function effectively at a basic level.

IKR102 Korean Language and Culture II (3 Credits)

A continuation of IKR 101 whereby students study the language and culture and practice the intermediate listening, speaking, reading and writing.

IRS101 Russian Language and Culture I (3 Credits)

An introduction to the Russian language with emphasis on comprehension of the spoken language and appreciation of Russian culture, leading to the ability to function effectively at a basic level.

IRS102 Russian Language and Culture II (3 Credits)

A continuation of IRS 101 whereby students study the language and culture and practice the intermediate listening, speaking, reading and writing.

ISD101 Swedish Language and Culture I (3 Credits)

An introduction to the Swedish language with emphasis on comprehension of the spoken language and appreciation of Swedish culture, leading to the ability to function effectively at a basic level.

ISD102 Swedish Language and Culture II (3 Credits)

A continuation of ISD 101 whereby students study the language and culture and practice the intermediate listening, speaking, reading and writing.

ISP101 Spanish I (3 Credits)

A study of the fundamental language structure and general vocabulary; a practice of listening, speaking reading and writing skills for higher education.

ISP102 Spanish II (3 Credits)

A continuation of ISP101: a study of the language structure and popular vocabulary; the practice of advanced listening, speaking, reading and writing.

ITH101 Thai Language for International Students I (3 Credits)

Intensive spoken and written Thai for beginners. The students focus on conversational skills sufficient to communicate in everyday activities. Elements of the Thai language are also taught in preparation for comprehensive studies.

ITH102 Thai Language for International Students II (3 Credits)

A study of the proper use in the Thai language structure, grammar, vocabulary, and idioms, including comprehensive skills of speaking, listening, reading and writing Thai at a proficient level of communication. The students also learn to understand the cultural contexts of the language to be able to enter into conversations and discussion is properly.

IVN101 Vietnamese Language and Culture I (3 Credits)

An introduction to the Vietnamese language with emphasis on comprehension of the spoken language and appreciation of Turkish culture, leading to the ability to function effectively at a basic level.

IVN102 Vietnamese Language and Culture II (3 Credits)

A continuation of IVN 101 whereby students study the language and culture and practice the intermediate listening, speaking, reading and writing.