

Faculty of Liberal Arts, Department of Business English**Title of the Curriculum**

หลักสูตรศิลปศาสตรบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจ (หลักสูตรนานาชาติ)
Bachelor of Arts Program in Business English (International Program)

Title of the Degree

Full Name : Bachelor of Arts (Business English)
Full Name (Thai) : ศิลปศาสตรบัณฑิต (ภาษาอังกฤษธุรกิจ)
Abbreviation : B.A. (Business English)
Abbreviation (Thai) : ศศ.บ. (ภาษาอังกฤษธุรกิจ)

Focus of the Program

This international program has been designed to capture the contexts and the processes of learning and teaching that focus on learner-centered approach. The program provides learners with knowledge and understanding of the theories of both the English language in general and business English applications in a wide variety of contexts as well as in various cultures of the English-speaking world. Courses are designed to help learners acquire language competence in English and realize or appreciate the cultural value of the business arena through various styles of appropriate and effective language usage in listening, speaking, reading, and writing. The affordances of the program are geared towards developing applied language skills, knowledge, and understanding of various cultures to positively impact students' daily life, professional careers, and further studies.

Specifics of the Program**Type of the Program**

A four year bachelor degree program in accordance with the Thai Qualifications Framework for Higher Education, 2009

Language

English is used as the medium instruction in class. Texts and supplementary handouts are also in the English language.

Degree Granted

A Bachelor of Arts degree in Business English is granted after satisfactorily completing all the requirements of the course.

Job Opportunities

1. Business English scholars
2. General English and business English teachers
3. Translators, interpreters, foreign coordinators, and public relations officers
4. Secretaries
5. Flight attendants, airline officers, travel agents, communication-related jobs and hospitality staff in any organization/company that uses business English
6. Entrepreneurs

Bachelor of Arts Program in Business English (International Program)

Students must complete all the requirements of their courses with the total credits of 135.

1. Foundation Adjustment Courses		(Non-credits)			
รหัสวิชา	รายวิชา	หน่วยกิต	Prerequisite	Co-requisite	
IGE 001	Foundation English *	- (2/2-1/2-0)	-	-	
Students must take a foundation adjustment course if they fail the equivalent English exam.					
2. General Education Courses		30 Credits minimum			
2.1 Humanities		3 Credits			
รหัสวิชา	รายวิชา	หน่วยกิต	Prerequisite	Co-requisite	
IGE 102	World View and Ways of Life	3(3/3-0-0)	-	-	
2.2 Social Sciences		6 Credits			
รหัสวิชา	รายวิชา	หน่วยกิต	Prerequisite	Co-requisite	
IGE 101	Man and Society	3(3/3-0-0)	-	-	
IGE 108	Leadership and Management	3(3/3-0-0)	-	-	
2.3 Sciences and Mathematics		12 Credits			
รหัสวิชา	รายวิชา	หน่วยกิต	Prerequisite	Co-requisite	
IGE 104	Man and Environment	3(3/3-0-0)	-	-	
IGE 109	Logic: Reasoning for Daily Life	3(3/3-0-0)	-	-	
IGE 112	Information and Technology	3(2/2-1/2-0)	-	-	
IMA 101	Mathematics for Business	3(3/3-0-0)	-	-	

* A new student with inadequate basic knowledge of English must enroll in IGE 001 (Foundation English). This is a non-credit course and is not included in the total number of credits the student is enrolled in. For each course, the student's grade will be either "S" (Satisfactory) or "U" (Unsatisfactory). A student obtaining a "U" (Unsatisfactory) grade must re-enroll in this course until finally obtaining an "S" (Satisfactory) grade.

A new student with basic knowledge of English can take the equivalent exam(s) for IGE 001 (Foundation English). If the student passes the equivalent exam, he or she will be given an "S" (Satisfactory) grade and need not study the English foundation adjustment course. If the student fails, he or she must enroll the course.

2.4 Languages**9 Credits**

รหัสวิชา	รายวิชา	หน่วยกิต	Prerequisite	Co-requisite
IGE 105	English for Communication 1	3(2/2-1/2-0)	-	-
IGE 106	English for Communication 2	3(2/2-1/2-0)	IGE 105	-
IGE 110	Thai Language and Communication	3(3/3-0-0)	-	-

3. Professional Courses**99 Credits minimum****3.1 Required Core Courses****39 Credits**

รหัสวิชา	รายวิชา	หน่วยกิต	Prerequisite	Co-requisite
BEI 123	Introduction to Business	3(3/3-0-0)	-	-
BEI 153	Communication across Cultures	3(3/3-0-0)	BEI 113	-
BEI 233	Asian Business Cultures	3(3/3-0-0)	BEI 153	-
BEI 303	Introduction to Economics	3(3/3-0-0)	-	-
BEI 323	Business e-Commerce	3(3/3-0-0)	BEI 123	-
BEI 353	Business Ethics and Etiquettes	3(3/3-0-0)	BEI 233	-
BEI 003	Pre-Cooperative Education	3(3/3-0-0)	At least 120 credits must have been attained prior to registering for this course.	-
BEI 006	Co-operative Education	6(0-0-6/40)	BEI 003	-
IEP 305	Cross-Cultural Management in the ASEAN Community and China	3(3/3-0-0)	-	-
IIB 201	Principles of International Business Management	3(3/3-0-0)	-	-
IMK 101	Principles of Marketing	3(3/3-0-0)	-	-
IST 201	Basic Statistics	3(3/3-0-0)	-	-

3.2 Major Required Courses**60 Credits minimum**

รหัสวิชา	รายวิชา	หน่วยกิต	Prerequisite	Co-requisite
BEI 103	Phonetics and Oral English	3(3/3-0-0)	-	-
BEI 113	Note-taking and Summarizing	3(3/3-0-0)	-	-
BEI 133	Multimodal and Critical Reading	3(3/3-0-0)	BEI 113	-
BEI 143	Essay Writing Basics	3(3/3-0-0)	-	-
BEI 163	English for Business Presentations	3(3/3-0-0)	BEI 113	-
BEI 203	Reading Business Texts	3(3/3-0-0)	BEI 133	-
BEI 213	Basic Workplace Conversation	3(2/2-1/2-0)	IGE 106	-
BEI 223	Advanced Listening-Speaking in Business English	3(2/2-1/2-0)	BEI 213	-
BEI 313	English for Logistics and Supply Chain	3(3/3-0-0)	EG 2693	-
BEI 333	English for Human Resources	3(3/3-0-0)	EG 2693	-
BEI 343	English for International Business Law & Taxation	3(3/3-0-0)	EG 2693	-
BEI 363	English for Real Estate	3(3/3-0-0)	EG 2693	-

รหัสวิชา	รายวิชา	หน่วยกิต	Prerequisite	Co-requisite
BEI 373	Public Speaking in Business Arena	3(2/2-1/2-0)	BEI 223, BEI 233	-
BEI 383	Business Report Writing	3(3/3-0-0)	BEI 143, BEI 203	-
BEI 403	Business Discussion Skills	3(3/3-0-0)	BEI 353	-
BEI 413	Senior Project and Seminar in Business English	3(3/3-0-0)	BEI 383	-
BEI 423	English for Business Meetings and Negotiations	3(3/3-0-0)	BEI 353, BEI 373	-
BEI 433	English for Entrepreneurs	3(3/3-0-0)	EG 2693	-
EG 2683	Business English Conversation	3(3/3-0-0)	IGE 106	-
EG 2693	Business English Correspondence	3(3/3-0-0)	EG 2683	-

4. Free Elective Courses

6 Credits Minimum

Students can choose free electives that are conducted in English from undergraduate programs offered by Huachiew Chalermprakiet University or from the electives listed below.

รหัสวิชา	รายวิชา	หน่วยกิต	Prerequisite	Co-requisite
BEI 001	Basic Thai Writing ¹	3(3/3-0-0)	-	-
BEI 443	Introduction to Translation (English - Thai; English - Chinese ²)	3(3/3-0-0)	BEI 001, BEI 113, CN 1113 (for English to Chinese)	-
BEI 453	Simultaneous Interpretation (English - Thai and vice-versa ²) (English - Chinese and vice-versa ³)	3(3/3-0-0)	BEI 443	-
BEI 463	Business Translation (English - Thai and vice-versa ²) (English - Chinese and vice-versa ³)	3(3/3-0-0)	BEI 443	-
BEI 473	Principles of Legal Translation (English - Thai and vice-versa ²) (English - Chinese and vice-versa ³)	3(3/3-0-0)	BEI 443	-
CN 1013	Chinese in Daily Life ⁴	3(2/2-1/2-0)	-	-
CN 1113	Chinese 1 ⁴	3(2/2-1/2-0)	-	-
CN 2203	Basic Chinese Conversation for Business ⁴	3(2/2-1/2-0)	-	-
EG 3553	English for Secretaries	3(3/3-0-0)	EG 2693	-
EG 3563	English for Public Relations	3(3/3-0-0)	EG 2693	-
EG 3723	English for Airline Business	3(3/3-0-0)	EG 2693	-
EG 3803	English for Hotels and Restaurants	3(3/3-0-0)	EG 2693	-
EG 4613	English for Tourism and Hospitality	3(3/3-0-0)	EG 2693	-
MY 1003	Elementary Burmese	3(3/3-0-0)	-	-

¹ For non-Thai students.

² Mainly for Thai students; non-Thai students may take the course after presenting evidence of their Thai language proficiency.

³ Mainly for Chinese students; non-Chinese students may take the course after presenting evidence of their Chinese language proficiency.

⁴ For non-Chinese students

Study Plan

รหัสวิชา	รายวิชา	หน่วยกิต	Pre	Co	รหัสวิชา	รายวิชา	หน่วยกิต	Pre	Co
Summer Session									
IGE 001	Foundation English (Non-credits) *	-(2/2-1/2-0)	-	-					
*Summer									
First Year / First Semester					Second Year / First Semester				
BEI 103	Phonetics and Oral English	3(3/3-0-0)	-	-	BEI 203	Reading Business Texts	3(3/3-0-0)	BEI 113	-
BEI 113	Note-taking and Summarizing	3(3/3-0-0)	-	-	BEI 213	Basic Workplace Conversation	3(2/2-1/2-0)	IGE 106	-
IGE 105	English for Communication 1	3(2/2-1/2-0)	-	-	EG 2683	Business English Conversation	3(3/3-0-0)	IGE 106	-
IGE 110	Thai Language and Communication	3(3/3-0-0)	-	-	IGE 101	Man and Society	3(2/2-1/2-0)	-	-
IGE 112	Information and Technology	3(2/2-1/2-0)	-	-	IGE 109	Logic : Reasoning for Daily Life	3(3/3-0-0)	-	-
IMA 101	Mathematics for Business	3(3/3-0-0)	-	-	IST 201	Basic Statistics	3(3/3-0-0)	-	-
Total		18(16/16-2/4-0)			Total		18(17/17-1/2-0)		
First Year / Second Semester					Second Year / Second Semester				
BEI 123	Introduction to Business	3(3/3-0-0)	-	-	BEI 223	Advanced Listening-Speaking in Business English	3(2/2-1/2-0)	BEI 213	-
BEI 143	Essay Writing Basics	3(3/3-0-0)	-	-	BEI 233	Asian Business Cultures	3(3/3-0-0)	BEI 153	-
IGE 104	Man and Environment	3(3/3-0-0)	-	-	EG 2693	Business English Correspondence	3(3/3-0-0)	EG 2683	-
IGE 106	English for Communication 2	3(2/2-1/2-0)	IGE 105	-	IGE 102	World View and Ways of Life	3(3/3-0-0)	-	-
BEI 153	Communication across Cultures	3(3/3-0-0)	BEI 113	-	IMK 101	Principles of Marketing	3(3/3-0-0)	-	-
BEI 163	English for Business Presentations	3(3/3-0-0)	BEI 113	-	IIB 201	Principles of International Business Management	3(3/3-0-0)	-	-
Total		21(20/20-1/2-0)			Total		18(17/17-1/2-0)		

รหัสวิชา	รายวิชา	หน่วยกิต	Pre	Co	รหัสวิชา	รายวิชา	หน่วยกิต	Pre	Co
Third Year / First Semester					Fourth Year / First Semester				
BEI 303	Introduction to Economics	3(3/3-0-0)	-	-	BEI 403	Business Discussion Skills	3(3/3-0-0)	BEI 353	-
BEI 313	English for Logistics and Supply Chain	3(3/3-0-0)	BEI 213	-	BEI 413	Senior Project and Seminar in Business English	3(3/3-0-0)	BEI 383	-
BEI 323	Business e-Commerce	3(3/3-0-0)	BEI 123	-	BEI 423	English for Business Meetings and Negotiations	3(3/3-0-0)	BEI 353, BEI 373	-
BEI 333	English for Human Resources	3(3/3-0-0)	EG 2693	-	BEI 433	English for Entrepreneurs	3(3/3-0-0)	EG 2693	-
BEI 343	English for International Business Law & Taxation	3(3/3-0-0)	EG 2693	-	BEI 003	Pre-Cooperative Education	3(3/3-0-0)	At least 120 credits must have been attained prior to registering for this course.	-
IEP 305	Cross-Cultural Management in the ASEAN Community and China	3(3/3-0-0)	-	-	Free Elective 2	3(3/3-0-0)	-	-
Total 18(18/18-0-0)					Total 18(18/18-0-0)				
Third Year / Second Semester					Fourth Year / Second Semester				
BEI 353	Business Ethics and Etiquettes	3(3/3-0-0)	BEI 233	-	BEI 006	Cooperative Education	6(0-0-6/40)	BEI 003	-
BEI 363	English for Real Estate	3(3/3-0-0)	EG 2693	-	Total 6(0-0-6/40)				
BEI 373	Public Speaking in Business Arena	3(2/2-1/2-0)	BEI 223, BEI 233	-					
BEI 383	Business Report Writing	3(3/3-0-0)	BEI 143, BEI 203	-					
IGE 108	Leadership and Management	3(3/3-0-0)	-	-					
.....	Free Elective 1	3(3/3-0-0)	-	-					
Total 18(17/17-1/2-0)									

Course Descriptions

IGE 001 Foundation English - (2/2-1/2-0)

Prerequisite : None

Practice in the four language skills, emphasizing reading for main ideas and details, vocabulary development, sentence and short paragraph writing, listening for main points and basic oral communication.

IGE 102 World View and Ways of Life 3(3/3-0-0)

Prerequisite : None

General trends and goals in life, analysis of attitudes towards way of life, moral criteria, attitudes of Eastern and Western philosophers, way of life selection regarding ethics, virtue and devotion to social service, analysis and judgment of beliefs, critical thinking, differences between science and religion, way of life, culture and law.

IGE 101 Man and Society 3(3/3-0-0)

Prerequisite : None

Social characteristics, structure, components, processes, the changes and development in society resulting from changes in technology, the environment and other factors, and the analysis and study of several topics concerning problems in Thai society.

IGE 108 Leadership and Management 3(3/3-0-0)

Prerequisite : None

Characteristics and conditions of leadership, development and integration, process of management for the development of thinking skills and teamwork capacity.

IGE 104 Man and Environment 3(3/3-0-0)

Prerequisite : None

The origin and evolution of man, the natural environment and the balance of nature, human environment, society and population growth, effects of man on natural environment, solutions to the problems such as environmental management and conservation.

IGE 109 Logic: Reasoning for Daily Life 3(3/3-0-0)

Prerequisite : None

The meaning and significance of reasoning, methods of presentation of logical thinking and arguments, analysis of argumentative structure, factors and evaluation criteria for logic, deductive and inductive reasoning, the scientific method, fallacies in logic and the formation of definitions.

IGE 112 Information Technology 3(2/2-1/2-0)

Pre-requisite : None

The meaning and type of information technology, data communication and computer network, information resources, internet components, internet, tools and techniques for searching and retrieving information, trends and the impact of information technology.

IMA 101 Mathematics for Business 3(3/3-0-0)

Prerequisite : None

Limits and continuity; an elementary differentiation and integration; functions and graphs; maximum and minimum of functions; matrices and determinants, functions of several variables; partial derivatives; applications in business and finance; basic time value of money.

IGE 105 English for Communication 1 3(2/2-1/2-0)

Prerequisite : None

Four language skills : listening, speaking, reading and writing with an emphasis on listening and speaking in daily communication, reading comprehension and simple note writing for communication.

IGE 106 English for Communication 2 3(2/2-1/2-0)

Prerequisite : IGE 105 English for Communication 1

Skills in the use of vocabulary, idioms, slang, and proverbs, conversation in everyday life on various topics, reading comprehension, writing of paragraphs, letters, and different types of essays.

IGE 110 Thai Language and Communication 3(3/3-0-0)

Prerequisite : None

Practical skills in the Thai Language for listening, speaking, reading and writing; listening and reading for main ideas, public speaking, various forms of writing, language for mass communication, reading printed materials as a tool in the search for knowledge and the Thai language used in daily communication, keeping abreast of the language changes in Thai society both as a receiver and sender of messages.

BEI 123 Introduction to Business 3(3/3-0-0)

Prerequisite : None

Fundamentals of stock market, personnel management, leadership and motivational techniques; survey of the functions of business; comparison of the forms or organizations and methods of administration; and the interdependence of production, distribution and finance in modern business.

BEI 153 Communication across Cultures 3(3/3-0-0)

Prerequisite : BEI 113 Note-taking and Summarizing

Effective English usage in communication between individuals or groups of people who speak different languages and have different cultural backgrounds, the nature of language, principles governing the use of language, culture and the use of language, and analysis of problems in intercultural communication.

BEI 233 Asian Business Cultures 3(3/3-0-0)

Prerequisite : BEI 153 Communication across Cultures

Examine how various cultures in the Asian region use general and business English in communication between individuals or groups of people who speak different languages and have different cultural backgrounds, and how the culture and the use of language impact various businesses.

BEI 303 Introduction to Economics 3(3/3-0-0)

Prerequisite : None

Analysis both macro and micro economics, national income accounting, unemployment, inflation, monetary and fiscal policies, budget deficits and debts, long-term growth and individual units' households and firms, operation of markets, and supply and demand analysis; technical terms for money and capital market, inflation and deflation, currency exchange, and demand and supply chain.

BEI 323 Business e-Commerce 3(3/3-0-0)

Prerequisite : BEI 123 Introduction to Business

Study how the Internet has become important in today's marketing that includes usage of technology in business, electronic commerce infrastructure, components of electronic, computer security, and the ethical issues of doing electronic business; study sample electronic business.

BEI 353 Business Ethics and Etiquettes 3(3/3-0-0)

Prerequisite : BEI 233 Asian Business Cultures

Study and analysis of significant contemporary ethical issues and challenges existing throughout the professional business arena with emphasis placed upon the manager's social and environmental responsibilities to a wide variety of stakeholders; etiquette in business and politics; greetings; self-introduction; planning and scheduling; dealing with staff; table manners; telephone manners; invitation and thanks; dress sense; gift selection; cultural courtesy; body language; eye contact and corporate social responsibility.

BEI 003 Pre-Cooperative Education 3(3/3-0-0)

Prerequisite : At least 120 credits must have been attained prior to registering for this course.

Preparation for working with other people. Personalities, human relations and communication skills. Basic knowledge and ethics in the workplace, organizational culture, principles of administration and management, and the organizational quality assurance system.

BEI 006 Co-operative Education 6(0-0-6/40)

Prerequisite : BEI 003 Pre-Cooperative Education

Internship in a workplace involving the use of English, with the responsibilities of an actual staff member for at least one semester and for a minimum of 600 hours.

**IEP 305 Cross Cultural Management 3(3/3-0-0)
in the ASEAN Community and China**

Prerequisite : None

This course will explore various business models that enable managers to adapt to social differences and leverage resources in a cross-cultural setting. Students will explore the range of management, marketing, financing, and service processes that currently affect the AC and China. Social responsibility, sustainability, employee satisfaction, leadership, brand value, and stakeholder returns in AC and Chinese enterprises will also be discussed.

IIB 201 Principles of International Business Management 3(3/3-0-0)

Prerequisite : None

Principles and methods of managing multinational companies; models and strategies of multinational corporate management; business functions : international marketing, international finance, comparative management and international business policy.

IMK 101 Principles of Marketing 3(3/3-0-0)

Prerequisite : None

Theories and basic concepts of marketing; marketing role and functions; market and market segmentation; marketing environments; consumer behavior; marketing information system; product classification; marketing mix strategies : product, price, place and promotion.

IST 201 Basic Statistics 3(3/3-0-0)

Prerequisite : None

Statistics and its uses in business; characteristics of business data and their collection, elementary probability theory, random variables; hypergeometric, binomial,

Poisson and normal distributions, sampling distribution; estimation of parameter and variance, testing hypothesis for one and two populations.

BEI 103 Phonetics and Oral English 3(3/3-0-0)

Prerequisite : None

Oral practice in pronouncing English consonants and vowels with an emphasis on the organs of articulation, the phonetic alphabet, phonetic transcriptions, tones in English and how they are applied in the world of business.

BEI 113 Note-taking and Summarizing 3(3/3-0-0)

Prerequisite : None

Analyze, synthesize and critically evaluate information; use note-taking types and strategies, and the summary process to gather business-related information from various sources.

BEI 133 Multimodal and Critical Reading 3(3/3-0-0)

Prerequisite : BEI 113 Note-taking and Summarizing

Critical analysis of different kinds of business writing from different media such as images, visuals, web pages, magazines, etc. representing complex ideas and involving complicated styles.

BEI 143 Essay Writing Basics 3(3/3-0-0)

Prerequisite : None

Basic essay and organization, various essay styles for diverse functional communicative purposes, practice in the generation of ideas, information gathering, and analysis, as well as expression of information.

BEI 163 English for Business Presentations 3(3/3-0-0)

Prerequisite : BEI 113 Note-taking and Summarizing

Study the vocabulary and expressions necessary in business presentations; learn about the structure of the presentation as well as presentation delivery including tone, body language, visual aid and interaction with the audience; learn about techniques that assist students to present in Business English more effectively and

persuasively using facts obtained from careful examination of online data and other available sources.

BEI 203 Reading Business Texts 3(3/3-0-0)

Prerequisite : BEI 133 Multimodal and Critical Reading

Analyze, synthesize and critically evaluate information found in business texts; use reading strategies to synthesize and gather business-related information from various sources.

BEI 213 Basic Workplace Conversation 3(2/2-1/2-0)

Prerequisite : IGE 106 English for Communication 2

Basic workplace English listening comprehension, conversation skills, and applications of workplace lexicon and idioms in situations such as small talks, receiving and connecting telephone calls, receiving customers, assisting customers, giving directions and others.

BEI 223 Advanced Listening - Speaking in Business English 3(2/2-1/2-0)

Prerequisites : BEI 213 Basic Workplace Conversation

Business English conversational skills at an upper intermediate level, listening for specific information, and expressing opinions, appropriate use of business vocabulary and idiomatic expressions for agreeing / disagreeing and in argumentation, organization and presentation of concepts.

BEI 313 English for Logistics and Supply Chain 3(3/3-0-0)

Prerequisite : EG 2693 Business English Correspondence

Study the vocabulary, idiomatic expressions, acronyms and cultural considerations necessary in local and global logistics, supply chain and supply chain management, and transportation.

BEI 333 English for Human Resources 3(3/3-0-0)

Prerequisite : EG 2693 Business English Correspondence

Study and apply framework on the use of English to communicate with confidence in the workplace such as in recruitment, human resource appraisals, health and

safety, staff development, supervision, etc; writing job descriptions, conflict resolution, contracts, and interviews to acquaint students with the tasks to prepare them for their jobs.

BEI 343 English for International Business Law & Taxation 3(3/3-0-0)

Prerequisite : EG 2693

Study English vocabulary, phrases and language expressions as applied in international business law, international investment law, international contracts, international business organization, international taxation, personal income tax, corporate income tax, value added tax, specific business tax, stamp duties, customs duties, excise tax and others.

BEI 363 English for Real Estate 3(3/3-0-0)

Prerequisite : EG 2693 Business English Correspondence

Study the vocabulary, idiomatic expressions, and cultural considerations necessary in the real estate business, in particular the profession of buying, selling, or renting land, buildings or housing.

BEI 373 Public Speaking in Business Arena 3(2/2-1/2-0)

Prerequisites : BEI 223 Advanced Listening-Speaking in Business English, BEI 233 Asian Business Cultures

Lectures, presentations, discussions, debates, and defense of original thoughts, current events, local and international news.

BEI 383 Business Report Writing 3(3/3-0-0)

Prerequisite : BEI 143 Essay Writing Basics, BEI 203 Reading Business Texts

Collection, analysis, synthesis and summary of business data. Students conduct interviews, library research and surveys in their chosen field of business regarding latest trends and practices and apply statistical treatment prior written and oral presentations.

BEI 403 Business Discussion Skills 3(3/3-0-0)

Prerequisite : BEI 353 Business Ethics and Etiquettes

Theory and practice of spoken English in the business world involving dialogues on various levels and in diverse situations such as one-to-one, group and interdepartmental interactions, ability to use a full range of argumentation and rhetorical competencies to effectively communicate information, messages and opinions that demands competency in both formal and informal language.

BEI 413 Senior Project and Seminar 3(3/3-0-0) in Business English

Prerequisite : BEI 383 Business Report Writing

Components and research methods in business English, discussion of research outputs, current issues and trends in Business English including common cultural practices in the business arena and critical discussion of current business issues (e.g. from The Economist, The Financial Times, etc.) followed by question-and-answer sessions.

BEI 423 English for Business Meetings and Negotiations 3(3/3-0-0)

Prerequisite : BEI 353 Business Ethics and Etiquettes, BEI 373 Public Speaking in Business Arena

Vocabulary development, language analysis, active listening practice, extensive role-plays and frequent group and individual feedback, discussion of the cultural aspects of meetings and expectations of how meetings work and the associated decision-making process; understand and apply dynamics of the meeting and use of body language, and various negotiation styles and phrases, setting parameters, making concessions, assertion vs aggression and proposing and bargaining.

BEI 433 English for Entrepreneurs 3(3/3-0-0)

Prerequisite : EG 2693 Business English Correspondence

Creative problem solving and exercises aimed at developing specific skills using business English for customer service; making arrangements; do basic research related to their business, service or product; deal with case studies; read and understand business

related media articles; write simple reports, construct and write a business plan; communicate confidently with state bodies and financial institutions; familiarize with the basic elements of marketing, design and write promotional literature.

EG 2683 Business English Conversation 3(3/3-0-0)

Prerequisite : IGE 106 English for Communication 2

English listening and speaking in a business context, business vocabulary and idiom development, listening and reading comprehension for main ideas and business presentations with accuracy in both contents and expression.

EG 2693 Business English Correspondence**3(3/3-0-0)**

Prerequisite : EG 2683 Business English Conversation

English reading and writing in a business context: correspondence, e-mail, faxes, telexes, memos, letters, job applications, and office announcements.

BEI 001 Basic Thai Writing 3(3/3-0-0)

Prerequisite : None

Designed for beginners with no previous knowledge of Thai language by introducing students to the Thai alphabet, vowels and tones as well as help them to construct simple sentences using basic vocabulary and expressions related to everyday communicative situations.

BEI 443 Introduction to Translation 3(3/3-0-0) (English -Thai; English - Chinese)

Prerequisites : BEI 001 Basic Thai writing (for English to Thai), CN 1113 Chinese 1 (for English to Chinese); BEI 113 Note-taking and Summarizing

Designed to practice students to learn basic theories, principles, processes, and strategies of translation; translation problems and problem solving trends; practice translation of Thai to English and vice-versa using various types of simple sentences and paragraphs; analyze and correct translation work both.

BEI 453 Simultaneous Interpretation 3(3/3-0-0)
(English - Thai and vice-versa;
English - Chinese and vice-versa)

Prerequisite : BEI 443 Introduction to Translation

Develop students' practical skills in simultaneous interpreting between English and Mandarin language and vice-versa at the professional level focusing on strategies and techniques required in simultaneous interpreting to expose students to different scenarios in which simultaneous interpreting is used such as legal proceedings, state functions and international conferences in the subject areas such as law, society, business and trade, politics and international relations.

BEI 463 Business Translation 3(3/3-0-0)
(English - Thai and vice-versa;
English - Chinese and vice-versa)

Prerequisite : BEI 443 Introduction to Translation

Introduces to students the formats, features and related translation methods and techniques in translating business writings from Thai to English language and vice-versa combined with students' practice and discussions to familiarize with the useful terms and key sentence patterns in writing and translating business writings such as business documents and commercial texts taken mainly from real life examples.

BEI 473 Principles of Legal Translation 3(3/3-0-0)
(English - Thai and vice-versa;
English - Chinese and vice-versa)

Prerequisite : BEI 443 Introduction to Translation

Principles and practice of legal translation; terminology and translation of contracts; translation for litigation; terminology and translation of property documents; company and commercial: legal principles and translation; company and commercial : Asian legal principles and translation; financial legal translation.

CN 1013 Chinese in Daily Life 3(2/2-1/2-0)
Prerequisite : None

Study listening and speaking in Chinese language as applied in daily life; basic Chinese grammar;

conversational Chinese; writing basic Chinese sentences to be used in listening and speaking; learn Chinese vocabulary around 250 words.

CN 1113 Chinese 1 3(2/2-1/2-0)
Prerequisite : None

Vocabulary, phrases, frequent uses of simple and compound sentences. Fundamental grammar and methods of writing and memorizing Chinese characters. Usage of Chinese - Thai dictionary. 300 new Chinese words.

**CN 2203 Basic Chinese Conversation 3(2/2-1/2-0)
for Business**

Prerequisite : None

Chinese vocabulary and idiomatic expressions used in business; basic business Chinese conversational skills; telephone conversational skills; receptionist skills and receiving guests; listening for gist; simulated speaking practice.

EG 3553 English for Secretaries 3(3/3-0-0)

Prerequisite : EG 2693 Business English Correspondence

English for secretarial tasks, such as dialogue, telephone note-taking, dictation and minutes writing.

EG 3563 English for Public Relations 3(3/3-0-0)

Prerequisite : EG 2693 Business English Correspondence

The basic use of English in public relations. Common forms and strategies of writing and speaking in public relations: accurate presentation of information, appropriate choice of expressions, preparing news release, interviews and leaflets, or other forms of public relations.

EG 3723 English for Airline Business 3(3/3-0-0)

Prerequisite : EG 2693 Business English Correspondence

Vocabulary, expressions and language forms used in the airline business and administration of on-board and ground services.

EG 3803 English for Hotels and Restaurants 3(3/3-0-0)

Prerequisite : EG 2693 Business English Correspondence

Technical terms, idioms, expressions, and forms of language used in specific departments of hotels and restaurant: reception, food and beverage, housekeeping, public relations, sales promotion, marketing, administration, and management.

EG 4613 English for Tourism 3(3/3-0-0)

Prerequisite : EG 2693 Business English Correspondence

Technical terms and expressions used in the tourism industry, general knowledge of tourist attractions in Thailand : geography, history, religions, cultures, traditions, customs, and folk games. Practice speaking in English for jobs in tourism industry as well as field trip.

MY 1003 Elementary Burmese 3(3/3-0-0)

Prerequisite : None

Reading and writing the Burmese alphabet.
Fundamental grammar and basic sentence structures.
Burmese listening and speaking in daily life.