

## **WHAT IS Business Communication Program?**

The Business Communication (International Program) is a 4-year undergraduate program with a specific emphasis on the communication skills essential for business transactions in 4 different languages that are growing fast in global businesses. The program offers 4 majors: Business English Communication, Business Chinese Communication, Business Japanese Communication, and Business Korean Communication.

Each major's courses are designed to develop the language skills which include listening, speaking, reading and writing within business context. In addition, courses will provide the opportunity for students to acquire the skills necessary for business in various cultural contexts, including business meetings, business presentations, negotiations, business law, translation and interpretation. The program also allows students to increase their third language proficiency in Chinese Japanese or Korean which will help expand their job opportunities in the future.

The end result should be that students will be equipped with the qualifications essential for those who want to be successful in the business world.

## **PAGE 2: WHAT MAKES BC UNIQUE?**

### ***Enhance real-life experiences***

Apart from language communication and business & marketing skills, we encourage students to seek real-life experiences through internship programs. We also partnered with many overseas institutes to support exchange programs. Our students can also choose elective courses provided by other departments to expand their knowledge and opportunities.

### ***Well-prepared for the future***

Our students will be well-groomed to be ready for the professional business world, with knowledge in business ethics, and understanding of cultural differences. As well as being well-equipped with soft skills that are essential for the 21<sup>st</sup> century world such as critical thinking skill, collaborative skill, creativity skill, and problem-solving skill.

## **PAGE 3: WHAT DO YOU STUDY?**

### **Overview**

Our newly designed curriculum for 2023 has added three new majors to the program which are Business Chinese Communication, Business Japanese Communication, and Business Korean Communication. All the new majors share the goal to emphasize on the communication skills essential for business transactions in the business world.

The Business English Communication major has been newly adjusted with many updated courses. Students from year 2023 onwards can also choose to add-on their third language proficiency by enrolling in language courses offered by the other majors (All basic courses at BC program start at intermediate level).

## The Structure of the Major

The courses in BC program are divided into 4 parts:

- (1) **Core Courses** – For students in all majors to be completed within 4 years. The courses consist of subjects to increase English language proficiency, as well as other base subjects that will give fundamental knowledge to other courses in the higher levels.
- (2) **Major Core Subjects** – Students are required to complete 42 credits of their major's core subjects. The subjects were created to help students reach their advanced level of language proficiency. Also, to be able to adapt their language proficiency for business transactions.
- (3) **Major Elective Subjects** – Students are required to complete 18 credits of their major's elective subjects. All subjects are related to the Business Management and Marketing field in the 21<sup>st</sup> century world, such as Data Visualization, Digital Marketing, Business World in Different Cultures, including Image Building and Personal Branding.
- (4) **Free Elective Subjects** – Students are required to complete 12 credits of any subjects offered by the university. They can also choose from subjects offered by other faculties.

### Core Courses (To Be Completed Over 4 Years)

Year 1	Year 2	Year 3	Year 4
EB100 Business English Listening and Speaking	EB200 Project Management	EB300 International Management and Entrepreneurship	Internship Program
EB101 International Business English Reading	EB201 Financial Accounting	EB301 Operations Management and Control	
EB102 Business English Writing 1	EB202 Workplace Management and Diversity		
EB103 Strategic Marketing			
EB104 International Economics			

### Our courses: Major Subjects

#### ***Business English Communication Major – Core Subjects***

- EB150 Business English Writing 2
- EB230 Business Presentations and Meetings
- EB250 Academic Writing
- EB260 Intercultural Business Communication
- EB350 Technical Business Writing

EB351 Creative Content Writing in the Digital World  
EB360 Aesthetics and Soft Power  
EB361 Corporate Communication  
EB390 Current World Affairs and Economic Situations  
EB470 Introduction to Business Law  
EB480 Internship  
EB490 Business Project for Global Competitiveness  
EB491 Business Research

***Business English Communication Major – Elective Subjects***

EB266 Digital Marketing Communication  
EB267 Communication in Medical Tourism and Health  
EB276 Innovative Start-ups and Entrepreneurship  
EB286 Business English Translation 1  
EB287 Business English Translation 2  
EB366 Design Thinking and Communication for Business Innovation  
EB367 Data Visualization and Stakeholder Communication  
EB368 Communication in Brand Management  
EB376 Financial Literacy and Value Investment  
EB386 English Translation of Selected Topics  
EB387 Introduction to Interpreting in Business  
EB466 Strategic Communication  
EB467 Communication in Cooperate Image Building and Personal Branding  
EB496 Selected Topics in Business Communication 1  
EB497 Selected Topics in Business Communication 2

***Business Chinese Communication Major – Core Subjects***

CB110 Chinese 1  
CB111 Chinese 2  
CB130 Chinese Communication 1  
CB131 Chinese Communication 2  
CB210 Chinese 3  
CB211 Chinese 4  
CB260 Doing Business in China  
CB261 Introduction to China  
CB310 Chinese 5  
CB311 Chinese 6  
CB312 Chinese Business  
CB350 Chinese Business Writing  
CB480 Internship

***Business Chinese Communication Major – Elective Subjects***

CB316 Chinese for Health Service Sector  
CB366 Chinese Business Etiquette and Culture  
CB367 Media and Entertainment Industry in China  
CB376 Enterprise Development in China  
CB377 China in the Global Context  
CB416 Chinese in the Technology Industry  
CB476 Domestic Politics and Foreign Policy in China  
CB477 Chinese Society and Media  
CB478 Chinese International Trade

CB486 Chinese Translation  
CB496 Selected Topics in Business

***Business Japanese Communication Major – Core Subjects***

JB110 Japanese 1  
JB111 Japanese 2  
JB130 Japanese Communication 1  
JB131 Japanese Communication 2  
JB210 Japanese 3  
JB211 Japanese 4  
JB230 Japanese Communication 3  
JB231 Japanese Business Communication 1  
JB310 Japanese 5  
JB311 Japanese 6  
JB330 Japanese Business Communication 2  
JB370 Multi-dimensional Japan  
JB480 Internship

***Business Japanese Communication Major – Elective Subjects***

JB356 Japanese Business Writing  
JB366 Japanese Business Culture for Internship  
JB376 Ever-changing Japan  
JB416 Japanese 7  
JB417 Japanese 8  
JB426 Japanese for Proficiency Testing  
JB 336 Japanese for Business Presentations  
JB476 Current Japanese Business  
JB486 Japanese Translation  
JB487 Practical Japanese for Administration Purposes  
JB496 Selected Topics in Business

***Business Korean Communication Major – Core Subjects***

KB110 Korean 1  
KB111 Korean 2  
KB130 Korean Communication 1  
KB131 Korean Communication 2  
KB210 Korean 3  
KB211 Korean 4  
KB230 Korean Communication 3  
KB231 Korean Business Communication 1  
KB310 Korean 5  
KB311 Korean 6  
KB330 Korean Business Communication 2  
KB410 Korean 7  
KB480 Internship

***Business Korean Communication Major – Elective Subjects***

KB336 Korean for Specific Industries  
KB346 Korean in Media  
KB356 Korean Business Writing 1  
KB357 Korean Business Writing 2  
KB376 Introduction to Korean Business Culture

KB416 Korean 8  
 KB417 Korean for Business Research and Presentation  
 KB486 Korean-Thai Translation  
 KB487 Thai-Korean Translation  
 KB496 Selected Topics in Business  
 KB497 Seminar in the Thai-Korean Business Environment

### A Sample Four-Year Study Plan

#### Business English Communication Major

Year 1			
Semester 1	Credit	Semester 2	Credit
4 Courses from General Education	12	3 Courses from General Education	9
<u>3 Core Subjects</u>	9	<u>2 Core Subjects</u>	6
EB100 Business English Listening and Speaking		EB101 International Business English Reading	
EB102 Business English Writing 1		EB104 International Economics	
EB103 Strategic Marketing		<u>1 Major Subject</u>	3
		EB150 Business English Writing 2	
<b>Total Credits</b>	<b>21</b>	<b>Total Credits</b>	<b>18</b>

Year 2			
Semester 1	Credit	Semester 2	Credit
2 Courses from General Education	6	1 Course from General Education	3
<u>1 Core Subject</u>	3	<u>2 Core Subjects</u>	6
EB200 Project Management		EB201 Financial Accounting	
<u>3 Major Subjects</u>	9	EB202 Workplace Management and Diversity	
EB230 Business Presentations and Meetings		<u>2 Major Subjects</u>	6
EB250 Academic Writing		EB260 Intercultural Business Communication	

<u>Elective subject (1)</u>		<u>Elective subject (2)</u>	
		<u>1 Free Elective Subject</u> 3	
<b>Total Credits</b>	<b>18</b>	<b>Total Credits</b>	<b>18</b>

<b>Year 3</b>			
<b>Semester 1</b>	<b>Credit</b>	<b>Semester 2</b>	<b>Credit</b>
<u>1 Core Subject</u>	3	<u>1 Core Subject</u>	3
EB300 International Management and Entrepreneurship		EB301 Operations Management and Control	
<u>4 Major Subjects</u>	12	<u>4 Major Subjects</u>	12
EB350 Technical Business Writing		EB351 Creative Content Writing in the Digital World	
EB360 Aesthetics and Soft Power		EB390 Current World Affairs and Economic Situations	
EB361 Corporate Communication		EB490 Business Project for Global Competitiveness	
Elective Subject (3)		Elective Subject (4)	
<u>1 Free Elective Subject</u>	3	<u>1 Free Elective Subject</u>	3
<b>Total Credits</b>	<b>18</b>	<b>Total Credits</b>	<b>18</b>

<b>Year 4</b>			
<b>Semester 1</b>	<b>Credit</b>	<b>Semester 2</b>	<b>Credit</b>
<u>4 Major Subjects</u>	12	<u>1 Major Subject</u>	6
EB470 Introduction to Business Law		EB480 Internship	
EB491 Business Research			
Elective Subject (5)			
Elective Subject (6)			
<u>1 Free Elective Subject</u>	3		

<b>Total Credits</b>	<b>15</b>	<b>Total Credits</b>	<b>6</b>
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### Business Chinese Communication Major

<b>Year 1</b>			
<b>Semester 1</b>	<b>Credit</b>	<b>Semester 2</b>	<b>Credit</b>
1 Course from General Education	3	2 Courses from General Education	6
<u>3 Core Subjects</u>	9	<u>2 Core Subjects</u>	6
EB100 Business English Listening and Speaking		EB101 International Business English Reading	
EB102 Business English Writing 1		EB104 International Economics	
EB103 Strategic Marketing		<u>2 Major Subjects</u>	6
<u>2 Major Subjects</u>	6	CB111 Chinese 2	
CB110 Chinese 1		CB131 Chinese Communication 2	
CB130 Chinese Communication 1			
<b>Total Credits</b>	<b>18</b>	<b>Total Credits</b>	<b>18</b>

<b>Year 2</b>			
<b>Semester 1</b>	<b>Credit</b>	<b>Semester 2</b>	<b>Credit</b>
3 Courses from General Education	9	2 Courses from General Education	6
<u>1 Core Subject</u>	3	<u>2 Core Subjects</u>	6
EB200 Project Management		EB201 Financial Accounting	
<u>2 Major Subjects</u>	6	EB202 Workplace Management and Diversity	
CB210 Chinese 3		<u>2 Major Subjects</u>	6
CB260 Doing Business in China		CB211 Chinese 4	
		CB261 Introduction to China	
<b>Total Credits</b>	<b>18</b>	<b>Total Credits</b>	<b>18</b>

<b>Year 3</b>			
<b>Semester 1</b>	<b>Credit</b>	<b>Semester 2</b>	<b>Credit</b>
2 Courses from General Education	6	<u>1 Core Subject</u>	3
<u>1 Core Subject</u>	3	EB301 Operations Management and Control	
EB300 International Management and Entrepreneurship		<u>3 Major Subjects</u>	9
<u>3 Major Subjects</u>	9	CB311 Chinese 6	
CB310 Chinese 5		CB350 Chinese Business Writing	
CB312 Chinese Business		1 Elective Subject	
1 Elective Subject		<u>2 Free Elective Subjects</u>	6
<b>Total Credits</b>	<b>18</b>	<b>Total Credits</b>	<b>18</b>

<b>Year 4</b>			
<b>Semester 1</b>	<b>Credit</b>	<b>Semester 2</b>	<b>Credit</b>
<u>4 Major Subjects</u>	12	<u>1 Major Subject</u>	6
4 Elective Subjects		CB480 Internship	
<u>2 Free Elective Subjects</u>	6		
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<b>Total Credits</b>	<b>18</b>	<b>Total Credits</b>	<b>6</b>

### **Business Japanese Communication Major**

<b>Year 1</b>			
<b>Semester 1</b>	<b>Credit</b>	<b>Semester 2</b>	<b>Credit</b>
1 Course from General Education	3	2 Courses from General Education	6
<u>3 Core Subjects</u>	9	<u>2 Core Subjects</u>	6
EB100 Business English Listening and Speaking		EB101 International Business English Reading	
EB102 Business English Writing 1		EB104 International Economics	



EB103 Strategic Marketing		<u>2 Major Subjects</u>	6
<u>2 Major Subjects</u>	6	JB111 Japanese 2	
JB110 Japanese 1		JB131 Japanese Communication	
JB130 Japanese Communication 1		2	
<b>Total Credits</b>	<b>18</b>	<b>Total Credits</b>	<b>18</b>

<b>Year 2</b>			
<b>Semester 1</b>	<b>Credit</b>	<b>Semester 2</b>	<b>Credit</b>
<u>3 Courses from General Education</u>	9	<u>2 Courses from General Education</u>	6
<u>1 Core Subject</u>	3	<u>2 Core Subjects</u>	6
EB200 Project Management		EB201 Financial Accounting	
<u>2 Major Subjects</u>	6	EB202 Workplace Management and Diversity	
JB210 Japanese 3		<u>2 Major Subjects</u>	6
JB230 Japanese Communication 3		JB211 Japanese 4	
		JB231 Japanese Business Communication 1	
<b>Total Credits</b>	<b>18</b>	<b>Total Credits</b>	<b>18</b>

<b>Year 3</b>			
<b>Semester 1</b>	<b>Credit</b>	<b>Semester 2</b>	<b>Credit</b>
2 Courses from General Education	6	1 Course from General Education	3
<u>1 Core Subject</u>	3	EB301 Operations Management and Control	
EB300 International Management and Entrepreneurship		<u>3 Major Subjects</u>	9
<u>3 Major Subjects</u>	9	JB311 Japanese 6	

JB310 Japanese 5		2 Elective Courses	
JB330 Japanese Business Communication 2		<u>2 Free Elective Courses</u>	6
JB370 Multi-dimensional Japan			
<b>Total Credits</b>	<b>18</b>	<b>Total Credits</b>	<b>18</b>

<b>Year 4</b>			
<b>Semester 1</b>	<b>Credit</b>	<b>Semester 2</b>	<b>Credit</b>
<u>4 Major Subjects</u>	12	<u>1 Major Subject</u>	6
4 Elective Courses		JB480 Internship	
<u>2 Free Elective Courses</u>	6		
<b>Total Credits</b>	<b>18</b>	<b>Total Credits</b>	<b>6</b>

### **Business Korean Communication Major**

<b>Year 1</b>			
<b>Semester 1</b>	<b>Credit</b>	<b>Semester 2</b>	<b>Credit</b>
1 Course from General Education	3	2 Courses from General Education	6
<u>3 Core Subjects</u>	9	<u>2 Core Subjects</u>	6
EB100 Business English Listening and Speaking		EB101 International Business English Reading	
EB102 Business English Writing 1		EB104 International Economics	
EB103 Strategic Marketing		<u>2 Major Subjects</u>	6
<u>2 Major Subjects</u>		KB111 Korean 2	
KB110 Korean 1	6	KB131 Korean Communication 2	
KB130 Korean Communication 1			
<b>Total Credits</b>	<b>18</b>	<b>Total Credits</b>	<b>18</b>

<b>Year 2</b>			
<b>Semester 1</b>	<b>Credit</b>	<b>Semester 2</b>	<b>Credit</b>
3 Courses from General Education	9	2 Courses from General Education	6
<u>1 Core Subject</u>	3	<u>2 Core Subjects</u>	6
EB200 Project Management		EB201 Financial Accounting	
<u>2 Major Subjects</u>	6	EB202 Workplace Management and Diversity	
KB210 Korean 3		<u>2 Major Subjects</u>	
KB230 Korean Communication 3		KB211 Korean 4	6
		KB231 Korean Business Communication 1	
<b>Total Credits</b>	<b>18</b>	<b>Total Credits</b>	<b>18</b>

<b>Year 3</b>			
<b>Semester 1</b>	<b>Credit</b>	<b>Semester 2</b>	<b>Credit</b>
2 Courses from General Education	6	1 Course from General Education	3
<u>1 Core Subject</u>	3	EB301 Operations Management and Control	
EB300 International Management and Entrepreneurship		<u>3 Major Subjects</u>	9
<u>3 Major Subjects</u>	9	KB311 Korean 6	
KB310 Korean 5		2 Elective Courses	
KB330 Korean Business Communication 2		<u>2 Free Elective Courses</u>	6
1 Elective Course			
<b>Total Credits</b>	<b>18</b>	<b>Total Credits</b>	<b>18</b>

Year 4			
Semester 1	Credit	Semester 2	Credit
4 Major Subjects	12	1 Major Course	6
KB410 Korean 7		KB480 Internship	
3 Elective Courses			
2 Free Elective Courses	6		
<b>Total Credits</b>	<b>18</b>	<b>Total Credits</b>	<b>6</b>

#### **PAGE 4: WHAT JOBS ARE AVAILABLE FOR BC GRADUATES?**

BC graduates are qualified for careers in various fields related to communication in business context, i.e., Tourism and Aviation, Public Relations, Advertising, Hotel, and much more. Moreover, BC graduates gain more advantages in language proficiency that will help unlock opportunities in many international and global organizations.

Skills in Business Management and Marketing that BC graduates obtain will also enable them to become successful young entrepreneurs that are equipped with all the know-hows to expand their business both domestically and internationally.

#### **PAGE 4: OUR PEOPLE**

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### **Aj. Florian Booneiam**

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### **Aj. Koravick Thiangtham**

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### **Aj. Dr. Sasinan Kruaechaipinit**

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