**Bachelor of Arts Program**

**in Business English**

**(Revised Curriculum 2018**)

**Institution** : Buriram Rajabhat University

**Faculty/ Major** : Faculty of Humanities and Social Sciences, Business English

**1. Title of the Program**

In Thai: ศิลปศาสตรบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจ

In English : Bachelor of Arts Program in Business English

**2.Title of the Degree**

Full title in Thai : ศิลปศาสตรบัณฑิต (ภาษาอังกฤษธุรกิจ)

Abbreviation : ศศ.บ. (ภาษาอังกฤษธุรกิจ)

Full title in English : Bachelor of Arts (Business English)

Abbreviation : B.A. (Business English)

**3. Major Courses**

None

**4. Total Number of Credits**

128 Credits

**5. Program Design**

**5.1 Design**

Four-year bachelor degree program

**5.2 Program Type**

Academic bachelor degree program

**5.3 Language**

Thai and English

**5.4 Admission**

Accept Thai students or foreign students with a high degree of Thai language   
 proficiency

**5.5 Cooperation**

Exclusive program of Buriram Rajabhat University

**5.6 Number of Degree**

One degree

**6. Possible Careers**

1 Hotel receptionist

2 Staff with needs of English for communication

3 Foreign deparment staff in public and private sectors

4 Public relations staff in business sector

5 Flight attendent /ground staff

6 Business interpreters

7 Secretary

8 Self-employment

**7. Philosophy**

To produce graduates with English proficiency to integrate English with business in order to respond to service industry in a modern society

**8. Objectives**

Graduates from this program need to have the characteristics, knowledge and skills as follows:

1 Have English proficiency with ability to integrate it with business executions

2 Have a sense of moral and positive attitude toward professional ethics and self and social-responsibility

3 Be creative with ability to analyze and integrate English proficiency with service industry

4 Be able to manage and integrate information technology knowledge to apply in business careers

**9.** **Unique Characteristics of Students Development**

Buriram Rajabhat University has developed unique characteristics of students accordingly to graduate models of the university as follows: 1) have ethics and righteousness, 2) have knowledge and ability in both academic and professional aspects, 3) have skills to search more knowledge, 4) realize the value in local development and able to live happily in the society, and 5) have skills to communicate at the standard level of Thai Qualifications Framework for Higher Education with five domains of leaning outcomes: 1) ethics and moral, 2) knowledge, 3) cognitive skills, 4) interpersonal skills and responsibility, and 5) numerical analysis, communication and information technology skills.

Therefore, the program has identified the following unique characteristics of students:

1. Have ability and skill to communicate in business English

2. Have service mind and mindset to search more knowledge continuously and   
 possess ability to think, analyze, and integrate business English knowledge

3. Have confidence and leadership and ability to work with others

4. Have ethics and righteousness with self and social responsibility

**Program**

**1. Total Number of Credits with a minimum of 128 Credits**

**2. Program Structure**

|  |  |  |
| --- | --- | --- |
| **A. General Education Courses with a minimum of** | **30** | **Credits** |
| Language Courses | 9 | Credits |
| Humanity Courses | 6 | Credits |
| Social Science Courses | 6 | Credits |
| Sciences and Mathematics Courses | 6 | Credits |
| Others | 3 | Credits |
| **B. Specialized Education Courses with a minimum of** | **92** | **Credits** |
| **Core Courses** | **15** | **Credits** |
| **Specialized Education Courses with a minimum of** | **77** | **Credits** |
| Compulsory Courses with a minimum of | 59 | Credits |
| - Language Skills and Culture Courses with a minimum of | 21 | Credits |
| - Translation Courses | 3 | Credits |
| - English for Business and Communication Courses with a   minimum of | 15 | Credits |
| - Administration and Business Courses with a minimum of | 6 | Credits |
| - Professional Foundation or   Co-operative Education Courses with a minimum of | 8 | Credits |
| - Research and Special Project Courses | 6 | Credits |
| Elective Courses with a minimum of | 18 | Credits |
| **C. Free Elective Courses with a minimum of** | **6** | **Credits** |

**3. Program Courses**

**1) Course Numbering System**

**A. General Education Courses**

Numbers in General Education Courses consist of 7 digits referring to:

The first three digits refer to the field of General Education Courses.

The forth digit refers to the year that the course should be taken.

The fifth digit refers to course classification as the followings:

Number 1 refers to Thai Language Courses.

Number 2 refers to English Language Courses.

Number 3 refers to Other Foreign Language Courses.

Number 4 refers to Humanity Courses.

Number 5 refers to Social Science Courses.

Number 6 refers to Science and Mathematics Courses.

Number 7 refers to Computer Courses.

Number 8 refers to Applied Science Courses.

The sixth and seventh digits refer to the order of the courses of the fifth digit.

**B.Specialized Education Courses**

Numbers in Specialized Education Courses consist of 7 digits with the following definitions:

The first three digits refer to the field of Business English (204).

The forth digit refers to the year that the course should be taken.

The fifth digit refers to course classification as the followings:

Number 1 refers to Language Skill and Culture Courses.

Number 2 refers to Linguistics Courses.

Number 3refers to Translation Courses.

Number 4 refers English for Business and Communication Courses.

Number 5 refers to Administration and Business Courses.

Number 8 refers to Professional Foundation Courses or Co- operative Education.

Number 9 refers to Research Courses and Special Project.

The sixth and seventh digits refer to the order of the courses of the fifth digit.

**2) Courses in Curriculum Structure**

|  |  |  |
| --- | --- | --- |
| **A. General Education Courses with a minimum of** | | **30 Credits** |
| **Language Subjects Division** | | **9 Credits** |
| 0001101 | Thai for Communication and Information Retrieval | 3(3-0-6) |
| 0001201 | English for Communication | 3(3-0-6) |
| 0001202 | English for Academic Purposes I | 3(3-0-6) |
|  |  |  |
| **Humanities Subjects Division** | | **6 Credits** |
| 0001401 | Aesthetics and Ethics for Life | 3(3-0-6) |
| 0001402 | Psychology for Living and Self–development | 3(3-0-6) |
|  |  |  |
| **Social Sciences Subjects Division** | | **6 Credits** |
| 0002501 | Local Studies | 3(3-0-6) |
| 0002502 | Thai Politics and Introduction to Laws for Life | 3(3-0-6) |
|  |  |  |
| **Sciences and Mathematics Subjects Division** | | **6 Credits** |
| 0002601 | Fundamental Sciences and Mathematics in  Everyday Life | 3(3-0-6) |
| 0002701 | Computer and Information Technology for Life | 3(2-2-5) |

**Remark:** For the three credits left, students can choose from the following courses:

|  |  |  |
| --- | --- | --- |
| 0002203 | English for Academic Purposes II | 3(3-0-6) |
| 0002301 | Khmer for Communication | 3(3-0-6) |
| 0002302 | Chinese for Communication | 3(3-0-6) |
| 0002303 | Japanese for Communication | 3(3-0-6) |
| 0002403 | Ethics in Everyday Life | 3(3-0-6) |
| 0002404 | Aesthetics and Life | 3(3-0-6) |
| 0002405 | Music for Life | 3(3-0-6) |
| 0002406 | Information Literacy | 3(3-0-6) |
| 0002503 | Thai Wisdom with Social and Cultural Changes | 3(3-0-6) |
| 0002504 | Thailand in Global Society | 3(3-0-6) |
| 0002505 | Thai Politics and the Globalization | 3(3-0-6) |
| 0002506 | Introduction to Laws for Life | 3(3-0-6) |
| 0002507 | Thai Resources and Environment Management | 3(3-0-6) |
| 0002508 | Economics in Everyday Life | 3(3-0-6) |
| 0002509 | Introduction to Business Principles | 3(3-0-6) |
| 0002602 | Thinking and Decision Making | 3(3-0-6) |
| 0002801 | Sciences for Quality of Life Development | 3(3-0-6) |
| 0002802 | Fundamental Sciences in Everyday Life | 3(3-0-6) |
| 0002803 | Applied Sciences for Everyday Life | 3(3-0-6) |
| 0002804 | Life and Environment | 3(3-0-6) |
| 0002805 | Agriculture in Everyday Life | 3(2-2-5) |
| 0002806 | Royal New Theory of Agriculture | 3(3-0-6) |
| 0002807 | Fundamental Industrial Technology | 3(2-2-5) |
| 0002808 | Appropriate Technology for Life in Locality | 3(3-0-6) |

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| **B. Specialized Education Courses with a minimum of** | | **92 Credits** |
| **Core Courses** | | **15 Credits** |
| 2031101 | Introduction to English Listening and Speaking | 3(2-2-5) |
| 2031103 | Introduction to English Reading | 3(3-0-6) |
| 2031104 | Introduction to English Writing | 3(2-2-5) |
| 2031201 | Introduction to Linguistics | 3(3-0-6) |
| 2032301 | Introduction to English Literature | 3(3-0-6) |
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| **Specialized Education Subjects with a minimum of** | | **77 Credits** |
| **Compulsory Courses with a minimum of** | | **59 Credits** |
| **Language Skills and Culture Courses with a minimum of** | | **21 Credits** |
| 2041101 | Grammar in Business Context I | 3(3-0-6) |
| 2041102 | Grammar in Business Context II | 3(3-0-6) |
| 2041103 | Intercultural Communication in the English Speaking World | 3(3-0-6) |
| 2042105 | Business English Listening and Speaking I | 3(2-2-5) |
| 2042106 | Business English Reading I | 3(3-0-6) |
| 2042107 | Business English Writing I | 3(2-2-5) |
| 2042108 | Business English Listening and Speaking II | 3(2-2-5) |
|  |  |  |
| **Translation Courses** | | **3 Credits** |
| 2042301 | Basic Business English Translation | 3(2-2-5) |
|  |  |  |
| **English for Business and Communication Courses with a minimum of** | | **15 Credits** |
| 2043401 | English for Hotel I | 3(2-2-5) |
| 2043402 | English for Hotel II | 3(2-2-5) |
| 2043403 | English for Thai Studies | 3(2-2-5) |
| 2043404 | English for Tourism I | 3(2-2-5) |
| 2043405 | English for Tourism II | 3(2-2-5) |
|  |  |  |
| **Administration and Business Courses** | | **6 Credits** |
| 2041501 | Business English I | 3(3-0-6) |
| 2044503 | Personality Development and Business Etiquette | 3(2-2-5) |
|  |  |  |
| **Professional Foundation or  Co-operative Education Courses** | | **8 Credits** |
| 2044801 | Preparation for Professional Experience Training in Business English | 2(90) |
|  |  | |
| 2044802 | Professional Experience Training in Business English | 6(450) |
| or |  |  |
| 2044803 | Preparation for Cooperative Education in Business English | 2(90) |
|  |  | |
| 2044804 | Cooperative Education in Business English | 6(450) |
|  |  |  |
| **Research and Special Project Courses** | | **6 Credits** |
| 2043901 | Introduction to Research in Business English | 3(2-2-5) |
| 2044902 | Special Project | 3(2-2-5) |
| **Elective Courses with a minimum of** | | **18 Credits** |
| **Language Skills and Culture Courses** | |  |
| 2042104 | Socio-Cultural Backgrounds of English Speaking Countries | 3(2-2-5) |
| 2042109 | Business English Reading II | 3(3-0-6) |
| 2042110 | Business English Writing II | 3(2-2-5) |
| 2042111 | Chinese Language and Culture | 3(3-0-6) |
| 2042112 | Japanese Language and Culture | 3(3-0-6) |
| 2042113 | Vietnamese Language and Culture | 3(3-0-6) |
| 2042114 | Lao Language and Culture | 3(3-0-6) |
| 2042115 | Khmer Language and Culture | 3(3-0-6) |
|  |  |  |
| **Linguistics Courses** | |  |
| 2041201 | English Phonetics | 3(2-2-5) |
| 2041202 | English Semantics | 3(3-0-6) |
|  |  |  |
| **English for Business and Communication Courses** | |  |
| 2043406 | English for Secretarial and Office Work | 3(2-2-5) |
| 2043407 | English Public Speaking | 3(2-2-5) |
| 2043408 | English for Airlines Business | 3(3-0-6) |
| 2043409 | English for Import and Export | 3(3-0-6) |
| 2044410 | English for Business Presentation | 3(2-2-5) |
| 2044411 | English for Public Relations | 3(3-0-6) |
| 2044412 | English in Mass Media | 3(2-2-5) |
| 2044413 | English for Finance and Banking | 3(3-0-6) |
| 2044414 | English for Marketing | 3(3-0-6) |
| 2044415 | English for Spa Service | 3(2-2-5) |
|  |  |  |
| **Administration and Business Courses** | |  |
| 2043502 | International Business | 3(3-0-6) |
| 2043504 | Business English II | 3(3-0-6) |

**C. Free Elective Courses with a minimum of 6 Credits**

Students are to choose to study any course offered by Buriram Rajabhat University as long as the students have not taken that particular course, and the course must not be a non-credential course in the program requirement.

**Study Plan**

**Year 1/ Semester 1**

|  |  |  |
| --- | --- | --- |
| **Course Types** | **Subject Codes and Names** | **Credits** |
| **General Education Courses** | xxxxxxx General Education Course  xxxxxxx General Education Course | 3(x-x-x)  3(x-x-x) |
| **Core Courses** | 2031101 Introduction to English Listening and Speaking  2031103 Introduction to English Reading  2031201 Introduction to Linguistics | 3(2-2-5)  3(3-0-6)  3(3-0-6) |
| **Specialized Education Courses** | 2041101 Grammar in Business Context I | 3(2-2-5) |
| **Total Credits** | | **18** |

**Year 1/ Semester 2**

|  |  |  |
| --- | --- | --- |
| **Course Types** | **Subject Codes and Names** | **Credits** |
| **General Education Courses** | xxxxxxx General Education Course  xxxxxxx General Education Course | 3(x-x-x)  3(x-x-x) |
| **Core Courses** | 2031104 Introduction to English Writing | 3(2-2-5) |
| **Specialized Education Courses** | 2041102 Grammar in Business Context II  2041103 Intercultural Communication in the English Speaking World  2041501 Business English I | 3(3-0-6)  3(3-0-6)  3(3-0-6) |
| **Total Credits** | | **18** |

**Year 2/ Semester 1**

|  |  |  |
| --- | --- | --- |
| **Course Types** | **Subject Codes and Names** | **Credits** |
| **General Education Courses** | xxxxxxx General Education Course  xxxxxxx General Education Course | 3(x-x-x)  3(x-x-x) |
| **Specialized Education Courses** | 2042104 Socio-Cultural Backgrounds of English Speaking Countries  2042105 Business English Listening and Speaking I  2042106 Business English Reading I  2042107 Business English Writing I | 3(2-2-5)  3(2-2-5)  3(3-0-6)  3(2-2-5) |
| **Free Elective Courses** | xxxxxxx Free Elective Course | 3(x-x-x) |
| **Total Credits** | | **21** |

**Year 2/ Semester 2**

|  |  |  |
| --- | --- | --- |
| **Course Types** | **Subject Codes and Names** | **Credits** |
| **General Education Courses** | xxxxxxx General Education Course  xxxxxxx General Education Course | 3(x-x-x)  3(x-x-x) |
| **Core Courses** | 2032301 Introduction to English Literature | 3(3-0-6) |
| **Specialized Education Courses** | 2042108 Business English Listening and Speaking II  2042301 Basic Business English Translation | 3(2-2-5)  3(2-2-5) |
| **Free Elective Courses** | xxxxxxx Free Elective Course | 3(x-x-x) |
| **Total Credits** | | **18** |

**Year 3/ Semester 1**

|  |  |  |
| --- | --- | --- |
| **Course Types** | **Subject Codes and Names** | **Credits** |
| **General Education Courses** | xxxxxxx General Education Course  xxxxxxx General Education Course | 3(x-x-x)  3(x-x-x) |
| **Specialized Education Courses** | 2043401 English for Hotel I  2043403 English for Thai Studies  2043404 English for Tourism I  2043406 English for Secretarial and Office Work | 3(2-2-5)  3(2-2-5)  3(2-2-5)  3(2-2-5) |
| **Total Credits** | | **18** |

**Year 3/ Semester 2**

|  |  |  |
| --- | --- | --- |
| **Course Types** | **Subject Codes and Names** | **Credits** |
| **Specialized Education Courses** | 2043402 English for Hotel II  2043405 English for Tourism II  2043407 English Public Speaking  2043408 English for Airlines Business  2043409 English for Import and Export  2043901 Introduction to Research in Business English | 3(2-2-5)  3(2-2-5)  3(2-2-5)  3(3-0-6)  3(3-0-6)  3(2-2-5) |
| **Total Credits** | | **18** |

**Year 4/ Semester 1**

|  |  |  |
| --- | --- | --- |
| **Course Types** | **Subject Codes and Names** | **Credits** |
| **Specialized Education Courses** | 2044410 English for Business Presentation  2044503 Personality Development and Business Etiquette  2044902 Special Project | 3(3-0-6)  3(2-2-5)  3(2-2-5) |
| **Professional Foundation or  Co-operative Education Courses** | 2044801 Preparation for Professional Experience Training in Business English  or  2044803 Preparation for Cooperative Education in Business English | 2(90)  2(90) |
| **Total Credits** | | **11** |

**Year 4/ Semester 2**

|  |  |  |
| --- | --- | --- |
| **Course Types** | **Subject Codes and Names** | **Credits** |
| **Professional Foundation or  Co-operative Education Courses** | 2044802 Professional Experience Training in Business English  or  2044804 Cooperative Education in Business English | 6(450)  6(450) |
| **Total Credits** | | **6** |