

Structure of Curriculum

Bachelor of Arts Program in English for Business Communication (International Program)
(126 Credits)

General Education Courses 30 Credits	Required Courses 90 Credits and Free Elective Courses 6 Credits		
	Core Courses 24 Credits	Major Courses 51 Credits	Minor Courses 15 Credits
Humanities 6 Credits Compulsory Course 3 Credits GE 171 Creative Thinking and Innovation (3) Select 1 Course 3 Credits GE 122 Philosophy and Life (3) GE 123 Thai Studies (3) GE 172 New Economy and Cultures of AEC Countries and China (3) GE 173 Life and Digital Culture (3)	BC 201 English Structure (3) BC 202 Basic Research Skills (3) BC 204 Intercultural Business Communication (3) BC 210 Organization and Management (3) BC 211 Business Finance (3) BC 212 Principles of Marketing and Marketing Innovation (3) BC 213 Digital Marketing (3) BC 214 International Business Management (3)	Required Courses 30 Credits BC 301 Conversational English (3) BC 302 English Pronunciation (3) BC 303 Effective Reading Skills (3) BC 304 Analytical Reading (3) BC 305 Essentials in Writing Skills (3) BC 306 Academic Writing Skills (3) BC 307 Reading in Business (3) BC 310 English for Entrepreneurs (3) BC 319 Capstone Project for Entrepreneurship (6) Select 15 Credits from the following BC 308 Business Writing 1 (3) BC 309 Business Writing 2 (3) BC 311 Language Skills for Digital Communications (3) BC 312 Business Presentation Skills (3) BC 313 English for Community (3) BC 314 Language and Culture (3) BC 315 Development of the English Language (3) BC 316 Second Language Acquisition (3) BC 317 Trends and Issues in English Language Teaching (3) BC 318 Discourse Analysis (3) Select 6 Credits from the following BC 411 Co-operative Education (6) BC 412 Career Preparation (3) BC 413 Special Topics in English Language Studies (3)	Select one of the following streams Stream 1: Chinese ZH 391 Communicative Chinese 1 (3) ZH 392 Communicative Chinese 2 (3) ZH 393 Communicative Chinese 3 (3) ZH 394 Conversational Chinese (3) ZH 395 Chinese for Business Communication (3) Stream 2: Tourism and Hospitality Business Compulsory Courses 6 Credits BC 351 Introduction to the Hospitality and Tourism Industry (3) BC 352 Hotel and Lodging Management (3) Select 3 Courses 9 Credits BC 353 Travel Business Management (3) BC 354 Food and Beverage Management (3) BC 355 Tourism and Hospitality Marketing (3) BC 356 Sustainable Tourism Management (3) BC 357 Airline Service Management (3)

Structure of Curriculum

Bachelor of Arts Program in English for Business Communication (International Program)
(126 Credits)

General Education Courses 30 Credits	Required Courses 90 Credits and Free Elective Courses 6 Credits		
	Core Courses 24 Credits	Major Courses 51 Credits	Minor Courses 15 Credits
Science and Mathematics 9 Credits <u>Compulsory Courses 6 Credits</u> MA 109 Mathematics and Statistics (3) SC 106 Science and Technology(3) <u>Select 1 Course 3 Credits</u> CE 100 Introduction to Robotics(3) CT 101 Artificial Intelligence World and IoTs (3) CT 102 Introduction to Virtual Reality and Augmented Reality Languages 9 Credits LA 130 Fundamental English (3) LA 131 English for Communication 1 (3) LA 132 English for Communication 2 (3)			
		Free Elective Courses 6 Credits Students must complete 6 credits from courses offered by Dhurakij Pundit University or any international programs with approval from the program committee or the courses below: BC 361 English for Proficiency Tests (3) BC 362 Digital Skills for Professional Work (3) BC 363 English in New Media (3)	
		Minor Courses for Other Programs 15 credits Students from other programs or faculties can choose English for Business Communication as their minor by taking 15 credits from the following courses. BC 204 Intercultural Business Communication (3) BC 213 Digital Marketing (3) BC 307 Reading in Business (3) BC 310 English for Entrepreneurs (3) BC 311 Language Skills for Digital Communications (3)	

**Study Plan for Bachelor of Arts Program in English for Business Communication
(International Program) (126 Credits)**

Year 1					
Semester 1 (18 credits)			Semester 2 (18 Credits)		
Code	Subject	Credits	Code	Subject	Credits
BC 201	English Structure	3	BC 302	English Pronunciation	3
BC 301	Conversational English	3	BC 304	Analytical Reading	3
BC 303	Effective Reading Skills	3	BC 305	Essentials in Writing Skills	3
BC 310	English for Entrepreneurs	3	LA 130	Fundamental English	3
GE 170	Society and Economy in Industry 4.0	3	SC 106	Science and Technology	3
GE 171	Creative Thinking and Innovation	3		GE Course in Science and Mathematics	3

Year 2					
Semester 1 (18 credits)			Semester 1 (18 credits)		
Code	Subject	Credits	Code	Subject	Credits
BC 210	Organization and Management	3	BC 212	Principles of Marketing and Marketing Innovation	3
BC 306	Academic Writing Skills	3	LA 132	English for Communication 2	3
BC 307	Reading in Business	3	MA 109	Mathematics and Statistics	3
LA 131	English for Communication 1	3		GE Course in Humanities	3
	Major Elective Course	3		Major Elective Course	3
	Minor Course	3		Minor Course	3



**Study Plan for Bachelor of Arts Program in English for Business Communication
(International Program) (126 Credits)**

Year 3					
Semester 1 (18 credits)			Semester 2 (18 Credits)		
Code	Subject	Credits	Code	Subject	Credits
BC 211	Business Finance	3	BC 202	Basic Research Skills	3
BC 213	Digital Marketing	3	BC 204	Intercultural Business Communication	3
BC 214	International Business Management	3	BC 319	Capstone Project for Entrepreneurship	6
	Major Elective Course	3		GE Course in Social Sciences	3
	Minor Course	3		Minor Course	3
	Free Elective Course	3			

Year 4					
Semester 1 (12 credits)			Semester 2 (6 credits)		
Code	Subject	Credits	Code	Subject	Credits
	Major Elective Courses	6	BC 411	Co-operative Education	6
	Minor Course	3		<i>or</i>	
	Free Elective Course	3	BC 412	Career Preparation	3
			BC 413	Special Topics in English Language Studies	3

