

GENERAL EDUCATION, KMITL

COURSE SYLLABUS

Course Code	96644017	Course Title	ENGLISH FOR BUSINESS				
Total Credits	3(3-0-6)	Semester / Year of Study	1/2568	Section		Date- Time	
Course Description (English)	A course developed to acquire necessary grammar and vocabulary in the field of domestic and international business. Students learn strategical and technical phrase structures, advanced prepositions, adjectives, and nouns. Extra focus is made on report, essay, and case study writing.						
Course Coordinator							
Course Instructors	Xavier BOEGLY						
Teaching Assistant (if any)							
Counselling Schedule				Teaching Language	☐ Thai ☒ English ☐ Others, please specify.....		
Website or Online Teaching Method (if any)							
Course Learning Outcomes							
By the end of this course, the student will be able to CLO-1. To understand and be able to adopt the use of English in business and other fields in term of writing, reading, speaking and listening. CLO-2. To understand knowledge in new vocabulary and in grammar, listening and reading skills relevant to business communication during class activities, material, and learning. CLO-3. To be able to practice the use of daily English by internet resources in term of living, studying and researching. CLO-4. To be able to analyze the real and updated business cases. CLO-5. Students are able to listen, read, speak, and write in proper English language at upper-intermediate level.							

General Education Learning Outcome: GE-LO		
GE-LO		Value
☒ GE-LO-1 Analytical and Critical Thinking		2
☐ GE-LO-2 Complex Problem Solving		
☒ GE-LO-3 Creativity		2
☒ GE-LO-4 Interpersonal Skills		2
☒ GE-LO-5 Integrity and Perseverance		1
☐ GE-LO-6 Active Learning and Learning Strategies		
☒ GE-LO-7 Resilience, Stress Tolerance and Flexibility		3
☐ GE-LO-8 Leadership and Social Influence		
☒ GE-LO-9 Communication		5
☐ GE-LO-10 Entrepreneurship and Startup		
☐ GE-LO-11 Digital Quotient Literacy and Digital Media Production		
Total Value		<u>15</u>

Teaching Plan and Evaluation Plan

Week	Topic/Sub-topic	Activities	Notes
1	Introduction to Business English	Icebreaker / Group discussion	
2	Business Introductions and Networking	Practice using formal and informal introductions	
3	Writing Professional Emails	Analyze examples of effective emails.	
4	Business Meetings	Role-play / Vocabulary	
5	Telephone and Virtual Communication	Practice phone calls	
6	Business Presentations	Prepare and present on a simple business topic	
7	Negotiation Skills	Role-play	
8	Midterm Examination		
9	Writing Reports and Proposals	Analyze examples of reports and proposals	
10	Customer Service Communication	Role-play	
11	Marketing and Advertising Language	Write an advertisement or social media post	
12	Cross-Cultural Business Communication	Case study: Cross-cultural communication scenarios.	
13	Job Applications and Interviews	Write and revise resumes and cover letters	
14	Review for final exam		
15	Final Examination		

Evaluation Plan

Assessment Activities	Value	Score	Week of Evaluation	Notes
1. Attendance	1	4	Semester	>30 minutes late = Absent
2. Midterm	7	28		Multiple-choice
3. Final	7	28		Multiple-choice
Total	15	60		

Evaluation criteria

☐ Group-based								
☒ Standard-based								
Grade	A	B+	B	C+	C	D+	D	F
Score (60 points)	57-60	49-56.9	41-48.9	34-40.9	27-33.9	21-26.9	15-20.9	0-14.9
☐ Satisfactory/Unsatisfactory (S/U)								
Grade	S				U			
Score (60 points)	30-60				0-29.9			

Scoring criteria according to Assessment Plan

Assessment Activities	Learning Outcomes	Score	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
Attendance	GE-LO 5	4	>12 times	>10 times	>8 times	>6 times
Midterm Examination	GE-LO 1	4	100% - 80%	79.99% - 70%	69.99% - 60%	59.99% - 50%
	GE-LO 3	4				
	GE-LO 4	4				
	GE-LO 7	6				
	GE-LO 9	10				
Final Examination	GE-LO 1	4	100% - 80%	79.99% - 70%	69.99% - 60%	59.99% - 50%
	GE-LO 3	4				
	GE-LO 4	4				
	GE-LO 7	6				
	GE-LO 9	10				