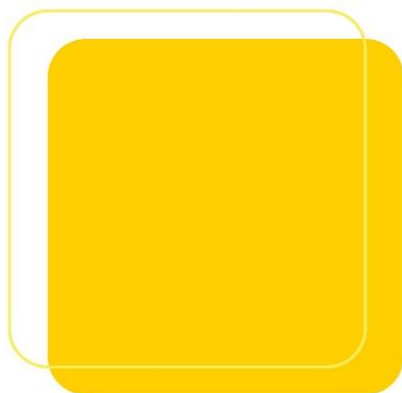


2020/2021

Faculty of International Studies

Prince of Songkla University, Phuket Campus



**B.A. in International Business: China
(International Program)**

Prospectus

Bachelor of Arts Program in International Business: China (International Program)

1. Degree Title

- ✓ Full Name: Bachelor of Arts (International Business: China)
- ✓ Abbreviated Name: B.A. (International Business: China)

2. Program Director

- ✓ Name: Aj.Oraphan Leenanithikul
- ✓ Contact Information: oraphan.l@phuket.psu.ac.th

3. Duration of Study

__10__ semesters

4. Program Overview

a) Objectives

Graduates from IB program are expected to:

1. have ethics, the intercultural competencies, entrepreneurial skills, and life-long learning abilities.
2. possess knowledge of business, economic systems, business models, organization management, human resource management, marketing and communication technology used in business operations.
3. possess knowledge and in depth understanding of a particular country or an area related to their study program in terms of history, society, economy, politics, and culture.
4. have language skills on operational levels of both English and a third language of a particular country related to their study program.
5. be able to apply knowledge, experience, skills and abilities learnt in professions in private, government or self-employed sectors that lead to the development at local, regional, and international levels.

b) Learning Outcomes

1. English communicative skills for professions
2. third language communicative skills for professions
3. knowledge on international studies for professions
4. intercultural communication skills
5. technological communication skills
6. moral and social responsibility for professions
7. leadership and team working skills
8. critical thinking skills and learning skills which facilitate life-long learning

c) Career Opportunities

1. professions in government sectors and international organizations
2. professions in the Royal Thai Consulates in China
3. professions in private sectors, such as companies or industrial organizations in China or those companies where Chinese and/or English are required
4. self-employed professions in which English and/or Chinese are required; for instance, in SMEs business and the tourism industry

5. Tuition Fees

For exact tuition fees; please contact Program Director

6. Curriculum Structure and Components

Total credits 135

Category		Credits
1. General Education		30
2. Specific Courses		96
	2.1 Foundation Compulsory Courses of the Faculty	21
	2.2 Compulsory Courses	30
	2.3 Chinese Courses	30
	2.4 Professional Courses 2.4.1 Elective Professional Courses (9-12 credits) 2.4.2 Internship (3 credits) or Cooperation Education Courses (6 credits)	15
3. Free Elective		6
4. Thai Culture Courses for Non-Thai Students		3
TOTAL		135

7. Study Plan

First Year		Semester 1
Course Code	Course Title	Credits
001-102	The King's Philosophy and Sustainable Development	2((2)-0-4)
980-023	PSU Volunteer	1((1)-0-2)
805-062	Mathematics in Daily Life	2((2)-0-4)
805-071	English for Fundamental Listening and Speaking	2((2)-0-4)
805-072	English for Fundamental Reading and Writing	2((2)-0-4)
980-xxx	Physical Education	1((1)-0-2)
806-111	Thai for Effective Communication in the Digital Era ¹	3(2-2-5)
806-112	<u>or</u> Foundation Thai	
806-121	Introduction to International Business	3(3-0-6)
806-xxx	Chinese or Thai*	3(2-2-5)
		TOTAL 19(17-4-36)

* Thai for students who use Chinese as a mother tongue

First Year		Semester 2
Course Code	Course Title	Credits
980-022	Basic Lifesaving (CPR and AED)	1((1)-0-2)
001-103	Idea to Entrepreneurship	1((1)-0-2)
805-061	Logical Thinking	2((2)-0-4)
805-091	Music Appreciation	1((1)-0-2)
805-xxx	English Language (Elective course in General Education)	2((2)-0-4)
805-xxx	English Language (Elective course in General Education)	2((2)-0-4)
806-113	Information Technology for International Organization	3(3-0-6)
806-122	Principles of Marketing	3(3-0-6)
806-xxx	Chinese or Thai*	3(2-2-5)
806-101	Thai Cultures and Ways of Life**	3(3-0-6)
		TOTAL 21(20-2-41)

* Thai for students who use Chinese as a mother tongue

** for Non-Thai Students

¹ Non-Thai students can take 806-112 (Foundation Thai) instead of 806-111. This depends on their Thai proficiency and it must be approved by the curriculum management committee

First Year		Semester 3 (Study in China)
Course Code	Course Title	Credits
806-133	Business Chinese Conversation I	3(2-2-5)
xxx-xxx	Free Elective	3(x-y-z)
TOTAL		6(x-y-z)

Second Year		Semester 1
Course Code	Course Title	Credits
805-031	Happy and Peaceful life	3((3)-0-6)
969-042	Digital Economy	2((2)-0-4)
805-xxx	English Language (Elective course in General Education)	2((2)-0-4)
806-211	World Civilizations	3(3-0-6)
806-221	Principles of Economics	3(3-0-6)
806-222	Entrepreneurial Behavior and Skills	3(3-0-6)
806-xxx	Chinese or Thai*	3(2-2-5)
TOTAL		19(18-2-37)

* Thai for students who use Chinese as a mother tongue

Second Year		Semester 2
Course Code	Course Title	Credits
969-041	Choose Wisely, Live Well	2((2)-0-4)
806-212	Introduction to International Studies	3(3-0-6)
806-213	International Leadership and Organizational Behavior	3(3-0-6)
806-223	Principles of Accounting and Finance	3(3-0-6)
806-224	Human Resource Management	3(3-0-6)
806-xxx	Elective	3(3-0-6)
806-xxx	Chinese or Thai*	3(2-2-5)
TOTAL		20(19-2-39)

* Thai for students who use Chinese as a mother tongue

Second Year		Semester 3 (Study in China)	
Course Code	Course Title	Credits	
806-237	Chinese for Sales	3(2-2-5)	
806-xxx	Elective	3(3-0-6)	
		TOTAL	6(x-y-z)
Third Year		Semester 1	
Course Code	Course Title	Credits	
988-031	Global Citizenship	2((2)-0-4)	
806-311	Intercultural Communication	3(3-0-6)	
806-321	Supply Chain Management	3(3-0-6)	
806-322	Business Strategic Management	3(3-0-6)	
806-xxx	Elective	3(3-0-6)	
806-xxx	Chinese or Thai*	3(2-2-5)	
		TOTAL	17(16-2-33)

* Thai for students who use Chinese as a mother tongue

Third Year		Semester 2	
Course Code	Course Title	Credits	
Internship Plan			
806-312	Research Methodology in Social Sciences and Humanities	3(3-0-6)	
806-323	Project Management	3(3-0-6)	
806-324	Business Ethics and Sustainable Development	3(3-0-6)	
806-371	Pre-Internship	15 hours	
806-xxx	Chinese or Thai*	3(3-0-6)	
806-xxx	Chinese	3(2-2-5)	
806-xxx	Elective	3(2-2-5)	
		TOTAL	18(16-4-34)
Cooperative Education Plan			
806-312	Research Methodology in Social Sciences and Humanities	3(3-0-6)	
806-323	Project Management	3(3-0-6)	
806-324	Business Ethics and Sustainable Development	3(3-0-6)	

806-372	Pre-Cooperative Education	30 hours
806-xxx	Chinese or Thai*	3(2-2-5)
806-xxx	Chinese	3(2-2-5)
TOTAL		15(16-2-33)

* Thai for students who use Chinese as a mother tongue

Third Year		Semester 3 (Study in China)
Course Code	Course Title	Credits
806-335	Chinese for Presentation and Discussion	3(2-2-5)
xxx-xxx	Free Elective	3(x-y-z)
TOTAL		6(x-y-z)

Fourth Year		Semester 1
Course Code	Course Title	Credits
Internship Plan		
815-481	Internship	3(0-18-0)
TOTAL		3(0-18-0)
Cooperative Education Plan		
815-482	Cooperative Education	6(0-36-0)
TOTAL		6(0-36-0)

8. Course Description

General Education Courses

- | | | |
|----------------|---|-------------------|
| 001-102 | The King's Philosophy and Sustainable Development
Semester Offered: Semester 1
Meanings, principles, concepts, importance and goals of the philosophy of sufficiency; work principles, understanding and development of the King's philosophy and sustainable development; an analysis of application of the King's philosophy in areas of interest including individual, business or community sectors at local and national level | 2((2)-0-4) |
| 980-022 | Basic Lifesaving (CPR and AED)
Semester Offered: Semester 2
Intro to first aid, roles and responsibilities, scene assessment, precautions; medical emergencies, breathing problems, choking, heart attack, diabetic emergency, stroke, seizure, bleeding from mouth; injury emergencies, bleeding, controlling bleeding, shock, head, neck, and spinal injuries, fractures and sprains, burn, hypothermia; CPR, scene safety, chest compression, mouth to mouth, equipment, AED | 1((1)-0-2) |
| 980-023 | PSU Volunteer
Semester Offered: Semester 1
Activities integrating body of knowledge, emphasizing the philosophy of sufficiency economy and applying its principles of work, principles of understanding, accessibility and development for the benefit of society and the benefit of mankind, cultivating morals, ethics and public-mindedness; team working within and/or across disciplines under the supervision of advisors | 1((1)-0-2) |
| 988-031 | Global Citizenship
Semester Offered: Semester 1
The roles and responsibilities of members of society; respect for rights of others; lawfulness; adaptation to a multicultural society, both locally and internationally | 2((2)-0-4) |
| 001-103 | Idea to Entrepreneurship
Semester Offered: Semester 2
Introduction to new entrepreneur creation; entrepreneurship appraisal; business opportunity analysis; project feasibility study; SWOT analysis; market survey and research; marketing strategy for new business; business marketing; marketing planning; | 1((1)-0-2) |

production management; accounting financial analysis; financial planning; business; investment funding sources; business networking; public sector services and facilities; business ethics

- 969-041 Choose Wisely Live Well** **2((2)-0-4)**
Semester Offered: Semester 2
Link and integration of product and service consumption from business providers and daily activities; relevance of business activities and daily life; the exploitation of business services to facilitate daily life; the development of business mindset to help organizing daily activities; the implications of business in daily life
- 969-042 Digital Economy** **2((2)-0-4)**
Semester Offered: Semester 1
Basic theory of the digital economy, Value creation model, Digital Business model, Market regulation, Digital economics in context, How digital economy influences societies and environment, City development
- 805-031 Happy and Peaceful Life** **3((3)-0-6)**
Semester Offered: Semester 1
Consciousness and mindfulness; happiness; self-awareness; social literacy; understanding and respecting diversity; communication and collaboration skills; creative problem-solving; living in diversity
- 805-061 Logical Thinking** **2((2)-0-4)**
Semester Offered: Semester 2
Exploring logically necessary truth and deductive validity; methods of analyzing and evaluating arguments of all types using both formal and informal techniques; identifying fallacies and introducing elementary symbolic logic; involving the practical study of logical reasoning; assessing the logical coherence of what we read and write using critical thinking, deductive reasoning and decision-making theory
- 805-062 Mathematics in Daily Life** **2((2)-0-4)**
Semester Offered: Semester 1
Percentage, ratio, basic statistics and their applications for everyday life. Financial mathematics such as profit, loss, commission, tax, interest, etc.

805-071	English for Fundamental Listening and Speaking Semester Offered: Semester 1-2 Reinforcement of English listening and speaking skills for effective communication in both daily life and academic settings; consolidation of autonomous learning and language skills for academic use	2((2)-0-4)
805-072	English for Fundamental Reading and Writing Semester Offered: Semester 1-2 Reinforcement of reading and writing skills for comprehension of general and basic academic texts; reading literature; consolidation of autonomous learning and language skills for academic use; practice of writing skills targeted at a sentence level	2((2)-0-4)
805-091	Music Appreciation Semester Offered: Semester 2 Gaining knowledge of Thai, international, and folk music through various perspectives including history, politics, society, language, beliefs, regions, environment, and culture	1((1)-0-2)
980-081	Badminton Semester Offered: Semester 1-2 Historical background, evolution of rules, regulations and safety, practicing badminton to develop personal health	1((1)-0-2)
980-084	Volleyball Semester Offered: Semester 1-2 Basic knowledge, rules; volleyball skills practice	1((1)-0-2)
980-085	Basketball Semester Offered: Semester 1-2 Basic knowledge, rules; basketball skills practice	1((1)-0-2)
980-086	Tennis Semester Offered: Semester 1-2 Basic knowledge, rules; tennis skills practice	1((1)-0-2)
980-091	Swimming Semester Offered: Semester 1-2 Basic knowledge, rules, swimming skills practice	1((1)-0-2)
980-092	Aerobic Semester Offered: Semester 1-2 Knowledge about aerobics, movement with music skills, and	1((1)-0-2)

Practice

980-093	Yoga Semester Offered: Semester 1-2 Basic knowledge, evolution of rules, regulations and safety, practicing yoga to develop personal health	1((1)-0-2)
980-095	Tai Chi Semester Offered: Semester 1-2 Basic knowledge, evolution of rules, regulations and safety, practicing Tai Chi to develop personal health	1((1)-0-2)
980-096	Scuba Diving Semester Offered: Semester 1-2 Principles, equipment and methods for diving; science for diving; planning, recording and problem solving in diving; sample and data collecting techniques; diving practice in both swimming pool and sea	1((1)-0-2)
980-097	Social Dance Semester Offered: Semester 1-2 Basic social dance skills and etiquette; social dance music; emphasis on practice	1((1)-0-2)
805-073	English for Intermediate Listening and Speaking Semester Offered: Semester 1-2 Reinforcement of listening and speaking skills to enhance communication skills at an intermediate-level in both daily life and academic settings; consolidation of autonomous learning and language skills for academic use	2((2)-0-4)
805-074	English for Intermediate Reading and Writing Semester Offered: Semester 1-2 Reinforcement of exchanging ideas and expressing oneself with regards to academic issues; further development of understanding general and academic texts; reading literature; consolidation of autonomous learning and language skills for academic use; practice of writing skills targeted at a paragraph level; practice and development of writing process	2((2)-0-4)

805-075	English for Advanced Listening and Speaking Semester Offered: Semester 1-2 Reinforcement of advanced listening and speaking skills; development of effective communication in both daily-life and academic settings; consolidation of autonomous learning and language skills for academic use	2((2)-0-4)
805-076	English for Advanced Reading and Writing Semester Offered: Semester 1-2 Consolidation of skills in exchanging ideas and expressing oneself related to advanced academic issues; reinforcement of understanding general and academic texts; reading literature; consolidation of autonomous learning and language skills for academic use; practice of writing skills targeted at an essay level; introduction to reading and writing research; further practice and development of writing process	2((2)-0-4)
805-001	English for Pronunciation Semester Offered: Semester 1-2 Reinforcement of oral skills with correct pronunciation; reading aloud and memorizing written speeches with an emphasis on English vowels, intonation, stress, and consonant clusters	2((2)-0-4)
805-002	English for Creative Writing Semester Offered: Semester 1-2 Consolidation of writing skills and creative thinking through critical reading and exchanging ideas	2((2)-0-4)
805-003	English for International Studies Semester Offered: Semester 1-2 Learning languages related to the history of relational culture with the focus on the diplomacy and communication to attain the international goals in the globalization era	2((2)-0-4)
805-004	English for International Business Semester Offered: Semester 1-2 Consolidation of the basic skills used in business English; enhancing listening, speaking, reading and writing skills applied in multiple business settings in English	2((2)-0-4)
805-007	English for Presentation and Discussion Semester Offered: Semester 1-2 Theories and general characteristics of English for discussion and	2((2)-0-4)

presentation; practice of academic and general discussion;
expressing viewpoints and responding to questions in
discussions and presentations

Specific Courses: Foundation Compulsory Courses of the Faculty

806-111	Thai for Effective Communication in the Digital Era Semester Offered: Semester 1 Overview of language, communication and information technology; art of Thai language usage for effective communication; practicing analytical and critical thinking through listening, speaking, reading and writing via information technology; challenges of Thai language usage in changing times	3(2-2-5)
806-112	Foundation Thai Semester Offered: Semester 1 Thai sound and writing systems; practicing basic skills in listening, speaking, reading and writing Thai for survival in Thailand	3(2-2-5)
806-113	Information Technology for International Organization Semester Offered: Semester 2 Knowledge and skills in information technology for international organizations; software applications for international studies and careers; presentation and multimedia software; website design; laws and ethical implications in information technology	3(3-0-6)
806-211	World Civilization Semester Offered: Semester 1 Background and development of important civilizations of the world starting from ancient times to modern times with an emphasis on major civilizations of Egypt, Mesopotamia, China, India, Southeast Asia, Greece, Raman, Medieval Europe, Islamic civilization during the Renaissance, and Industrial Revolution, Western and Eastern civilizations in modern time, the influence and impact of world civilization on Thai society	
806-212	Introduction to International Studies Semester Offered: Semester 1 Interdisciplinary approaches in Social Sciences and Humanities for International Studies; Concepts and	3(3-0-6)

mechanism of Localization, Internationalization, and Globalization; Analysis of social dynamism, local/global nexus, sustainable development, and challenges from global issues

806-213 International Leadership and Organizational Behavior (Project-Based Learning) **3(3-0-6)**

Semester Offered: Semester 1

Concepts and theories of leadership and organizational behavior, social behavior, personality, well-being, team building and teamwork, adjustment, leadership roles and group interaction in international and multicultural environments

806-311 Intercultural Communication **3(3-0-6)**

Semester Offered: Semester 1

Definitions and backgrounds of intercultural communication; principles of intercultural communication by means of languages, customs, social classes, genders, races, cultural patterns, and communicative strategies; structuring social relations of differing ethnic groups

806-312 Research Methodology in Social Sciences and Humanities **3(3-0-6)**

Semester Offered: Semester 2

Meaning, paradigms and types of research; an introduction to research methodology: quantitative and qualitative methods

Specific Courses: Compulsory Courses

806-121 Introduction to International Business **3(3-0-6)**

Semester Offered: Semester 1

Global business environment, strategies and structures of international business and accesses the distinct features of an international business in different functions, unique issues faced by firms engaging in international activities, formulate and execute strategies, plans, and tactics in international business contexts

806-122 Principle of Marketing **3(3-0-6)**

Semester Offered: Semester 2

Basic knowledge of marketing, marketing framework, viral issues related to both local and international contexts,

application of marketing frameworks in organizational decision making

806-221	Principles of Economics Semester Offered: Semester 1 Principles and meaning of economics including topics of production, exchange, distribution, consumption; economic principles of product values, resource management, customer behavior, factors influencing supply and demand, and services in a perfect and non-perfect competition market	3(3-0-6)
806-222	Entrepreneurial Behavior and Skills (Project-Based Learning) Semester Offered: Semester 1 The entrepreneurial mindset for business startup; the roles of entrepreneur; the entrepreneur skills required for business operation and sustainable growth; the way to handle challenges in business environment changing	3(3-0-6)
806-223	Principles of Accounting and Finance Semester Offered: Semester 1 The basic concepts and methods in financial accounting; the fundamental terminologies and principles as well as the basics of recording and reporting of business transactions and preparation of financial statements; uses of accounting data; the necessary tools for the analysis of financial and strategic decisions undertaken by corporations; financial management techniques	3(3-0-6)
806-224	Human Resource Management Semester Offered: Semester 2 Human resource planning; recruitment; selection; staff training; compensation; fringe benefits; work motivation and job satisfaction; moral support; performance appraisal; promotion; transferring; disciplinary actions; void contract; negotiating and workforce unions	3(3-0-6)
806-321	Supply Chain Management Semester Offered: Semester 1 Basic concepts and strategies adopted in the Supply Chain Management (SCM); strategic, tactical and operational issues of SCM; the integration of various SCM entities	3(3-0-6)

806-322	Business Strategic Management Semester Offered: Semester 1 The components of business strategies; strategic analysis, strategic formulation, strategic implementation, and evaluation and control; management of international strategies and trade alliances; levels of strategies; business culture; ethics and social responsibility in strategic management; formulating and planning business project to support business strategies	3(3-0-6)
806-323	Project Management (Project-Based Learning) Semester Offered: Semester 2 Develop, plan, manage, and control business projects successfully in a business environment	3(3-0-6)
806-324	Business Ethics and Sustainable Development Semester Offered: Semester 2 The importance of ethics, ethical theories and applies ethical practices to business, ethical cultivation in organizations, ethical decision making in business and corporate social responsibility	3(3-0-6)

Chinese Language

806-131	Chinese I Semester Offered: Semester 1-2 Chinese alphabetical characters and writing system; pronunciation, grammar and fundamental vocabulary; basic sentence structures; cardinal and ordinal numbers; greetings; talking about oneself and daily life; self-introduction; buying/selling things; mastery of at least 250 Chinese words	3(2-2-5)
806-132	Chinese II Prerequisite: 806-131 Chinese I Semester Offered: Semester 1-2 Chinese alphabetical characters and writing systems; pronunciation; grammar and fundamental vocabulary; basic sentence structures; practicing all skills: listening, speaking, reading and writing; mastery of at least 500 Chinese words	3(2-2-5)
806-231	Chinese III Prerequisite: 806-132 Chinese II Semester Offered: Semester 1-2	3(2-2-5)

Chinese alphabetical characters and writing systems; pronunciation; grammar and fundamental vocabulary; intermediate-level sentence structures; practicing all skills: listening, speaking, reading and writing, mastery of at least 750 Chinese words

806-232 Chinese IV 3(2-2-5)

Prerequisite: 806-231 Chinese III

Semester Offered: Semester 1-2

Chinese alphabetical characters and writing systems; pronunciation: grammar and fundamental vocabulary; intermediate sentence structures; practicing all skills: listening, speaking, reading and writing; mastery of at least 1200 Chinese words

806-331 Chinese V 3(2-2-5)

Prerequisite: 806-232 Chinese IV

Semester Offered: Semester 1-2

Chinese alphabetical characters and writing systems; pronunciation; grammar and fundamental vocabulary; upper-intermediate sentence structures; practicing all skills: listening, speaking, reading and writing at a higher level and in various situations, mastery of least 1800 Chinese words

806-332 Chinese VI 3(2-2-5)

Prerequisite: 806-232 Chinese IV

Semester Offered: Semester 1-2

Chinese alphabetical characters and writing systems; pronunciation; grammar and fundamental vocabulary; upper-intermediate sentence structures; practicing all skills: listening, speaking, reading and writing at a higher level and in various situations, mastery of least 1800 Chinese words

806-133 Business Chinese Conversation I 3(2-2-5)

Prerequisite: 806-131 Chinese I

Semester Offered: Summer Semester

A practice in business conversation; vocabulary and expressions in business communication and negotiation; business negotiation in various situations: bidding, ordering, freight, meeting customers, foreign trade policy

806-233 Business Chinese Conversation II 3(2-2-5)

Prerequisite: 806-133 Business Chinese Conversation I

Semester Offered: Semester 1-2

A practice in business conversation; vocabulary and expressions in business communication and negotiation; business negotiation in various situations: shipping terms, delivery, contract signing, auction, investment, insurance, distributor

806-234	Chinese for Natural Tourism Prerequisite: 806-231 Chinese III Semester Offered: Semester 1-2 Vocabularies, common sentences and dialogue about travelling in Thailand	3(2-2-5)
806-235	Chinese for Cultural Tourism Prerequisite: 806-231 Chinese III Semester Offered: Semester 1-2 Vocabularies, common sentences and dialogue about travelling in Thailand	3(2-2-5)
806-236	Chinese for Hotel and Spa Prerequisite: 806-231 Chinese III Semester Offered: Semester 1-2 Vocabularies, sentences and conversations of basic Chinese related to careers in hotel and spa, integrating the knowledge of Intercultural communication	3(2-2-5)
806-237	Chinese for Sales Prerequisite: 806-231 Chinese III Semester Offered: Summer Semester Vocabularies, sentences and conversations of basic Chinese related to career in sales, especially in duty free shop, integrating the knowledge of Intercultural communication	3(2-2-5)
806-238	Chinese for Airline Service Industry Prerequisite: 806-231 Chinese III Semester Offered: Semester 1-2 Vocabularies, sentences and conversations of basic Chinese related to careers in airline service industry, integrating the knowledge of Intercultural communication	3(2-2-5)
806-333	Chinese for Business Reading and Writing I Prerequisite: 806-232 Chinese IV Semester Offered: Semester 1	3(2-2-5)

Practice in reading Chinese Business documents and making simple sentences with appropriate vocabulary for various forms including short messages, memos, receipts, name cards, menus, etc.

- | | | |
|----------------|--|-----------------|
| 806-334 | Chinese for Business Reading and Writing II
Prerequisite: 806-333 Chinese for Business Reading and Writing I
Semester Offered: Semester 2
Introduction, Structure & Form, and key principles of reading and writing Business letters, Practice in reading and writing business documents such as Arrival Card, Schedule, Resume, Order list, etc. | 3(2-2-5) |
| 806-335 | Chinese for Presentation and Discussion
Prerequisite: 806-232 Chinese IV
Semester Offered: Summer Semester
Learning oral presentation and discussion skills in Chinese in dairy life contexts; preparing a detailed outline of speech and practicing to deliver an effective presentation; skills for discussion focusing on questions and answers | 3(2-2-5) |
| 806-141 | Thai I
Semester Offered: Semester 1
Practicing pronunciation & spelling basic vocabulary, idioms and communication skills in daily life in listening, speaking, reading and writing Thai | 3(2-2-5) |
| 806-142 | Thai II
Prerequisite: 806-141 Thai I
Semester Offered: Semester 2
Vocabulary, idioms and key characteristics of Thai language; practicing Thai skills for everyday conversations, short listening and reading short paragraphs and writing sentences and short paragraphs | 3(2-2-5) |
| 806-241 | Thai III
Prerequisite: 806-142 Thai II
Semester Offered: Semester 1
Vocabulary and idioms for intermediate level; more complicated characteristics of Thai language; Thai language usage in social and cultural contexts; practicing discourses and exchanging opinions in informal contexts; taking notes | 3(2-2-5) |

from short listening and reading; writing short notes, personal letter and longer paragraphs

- 806-242 Thai IV 3(2-2-5)**
Prerequisite: 806-241 Thai III
Semester Offered: Semester 2
Vocabulary and idioms for upper-intermediate level; Thai language and culture; comprehension and interpretation from long listening and reading; writing essays; discourses and exchanging opinions in formal contexts; creative writing
- 806-341 Thai V 3(2-2-5)**
Prerequisite: 806-242 Thai IV
Semester Offered: Semester 1
Principles of Thai language use for communication, integration of communication skills in various contexts in daily life, use of Thai language at the appropriate level according to the social status of the interlocutor and knowledge of communication between language and culture in Thai society
- 806-342 Thai VI 3(2-2-5)**
Prerequisite: 806-341 Thai V
Semester Offered: Semester 2
Analyzing relation between Thai language & culture and society; etiquette of Thai usage in socio-cultural contexts; analytical and critical usage of Thai language in different media; art of language usage; skills for effective communication in different occasions

Elective Course

- 806-243 Thai for Tourism 3(2-2-5)**
Prerequisite: 806-242 Thai IV
Semester Offered: Semester 1-2
Particular characteristics and topics of Thai language related to tourism, practice Thai language skills in explaining, giving information and answering inquiries in tourism in an authentic situation through listening, speaking, reading and writing
- 806-244 Thai for Hospitality 3(2-2-5)**
Prerequisite: 806-242 Thai IV
Semester Offered: Semester 1-2

Particular characteristics of Thai language in the service context, practicing listening and making courteous responses, learning to take comprehensible notes from service correspondences in an impressive manner, practicing verbal and non-verbal intercultural communication

- 806-245 Thai for Business Communication 3(2-2-5)**
Prerequisite: 806-242 Thai IV
Semester Offered: Semester 1-2
Principles, arts, and etiquette in Thai language used for business communication; skills of Thai listening, speaking, reading and writing for business communication and job application; language usage through press technology
- 806-343 Thai for Presentation and Discussion 3(2-2-5)**
Prerequisite: 806-242 Thai IV
Semester Offered: Semester 1-2
General characteristics of Thai and principles for discussion and presentation; practice general discussions and presentations in informal and formal situations in Thai; learning how to make points, to take notes and to answer questions in discussions and presentations, etiquettes of listening and speaking in Thai social and cultural contexts
- 806-344 English to Thai Translation 3(2-2-5)**
Prerequisite: 806-242 Thai IV
Semester Offered: Semester 1-2
Linguistic distinctions between Thai and English language; English interference in translation into Thai; translations across cultures and societies; practical translation of various texts in informal and formal contexts from English to Thai; machine translation; challenges of translation in the digital era
- 806-345 Characteristics of Thai Language 3(3-0-6)**
Prerequisite: 806-242 Thai IV
Semester Offered: Semester 1-2
Thai phonology, morphology and syntax; language variation and the art of Thai usage in different contexts; Thai as a foreign language; language change and trend of Thai linguistics in the digital era; comparison of characteristics of Thai language with English

Professional Foundation

806-251	<p>Development of Chinese Society and Life Semester Offered: Semester 1-2 Basic knowledge about the development of Chinese society and life from the past to the present, focusing on studies about Chinese cultures, i.e., etiquette and customs, recreational activities, transportation and living conditions, China's reform, and foreign policies</p>	3(3-0-6)
806-252	<p>Development of Contemporary Chinese Economy and Politics Semester Offered: Semester 1-2 An overview of the development in contemporary Chinese Economy and Politics; to evaluate the policies and economic choices in various sectors of the economy; to explore various aspects of China's economic development, including the reforms of government policies and policy processes in order to accelerate the economic development; the ideological changes in government policy making and among Chinese citizens due to the economic development; dynamic changes in China's economic regimes including those in the industrial structure, urban-rural relations, and the social welfare system; and the challenges faced by the Chinese society during the economic development such as the income inequality, regional gaps, the maintenance of financial stability, the environmental governance</p>	3(3-0-6)
806-253	<p>Chinese Business Culture Semester Offered: Summer Semester Impact of various factors on Chinese business culture: politics, economics, social values, lifestyles, etiquette and social manners with emphasis on social and cultural factors including the art of negotiation</p>	3(3-0-6)
806-351	<p>Sino-Thai Relations Semester Offered: Semester 1-2 Historical background and major events in the relations between the P.R. China and Thailand from Sukhothai period to the present; analysis of the two states' current political, economic and cultural relations under the regional cooperation framework; as well as the role of the two states' relations in promoting regional stability</p>	3(3-0-6)

806-352	<p>Chinese E-commerce Semester Offered: Semester 1-2 The theories and concepts underlying e-commerce; business model for e-commerce; the practice of e-commerce theories and concepts to what e-marketers are doing in Chinese market; the current challenges and issues in Chinese e-commerce</p>	3(3-0-6)
806-353	<p>Chinese Tourist Behavior Semester Offered: Semester 1-2 Tourist behavior from both theoretical and practical perspectives; analysis of Chinese tourist behavior</p>	3(3-0-6)
806-354	<p>Chinese Organizational and Consumer Behavior Semester Offered: Semester 1-2 Chinese organizational behavior, values and attitudes, individual behavior, leadership styles, the relationship between individual and group behavior impact organizational change and development; analysis of consumer behavior, cultural and social factors affecting consumer behavior in the Chinese context; focusing on discussion through Chinese organizational and consumer behavior cases studies</p>	3(3-0-6)
806-355	<p>Physical Geography of P.R. China for Business Semester Offered: Summer Semester Examination of physical geography of each province of the P. R. of China to indicate the feasibility of doing business either as a joint venture or by forming a limited company</p>	3(3-0-6)
806-356	<p>Financial Technology for International Business Semester Offered: Semester 1-2 The current and future impact on global finance, banking and financial services; the principles of financial technology; peer to peer lending platforms; internet finance; bitcoin; digital currencies; digital payments; cybersecurity; the practical impact on global banking and finance</p>	3(3-0-6)

806-357	<p>Tourism in the Andaman Sea Region Semester Offered: Semester 1-2 Knowledge of history, society, culture and tourism resources in the Andaman coastal area; positive and negative impacts of tourism on society, economics, culture and natural resources in the Andaman coastal area; development of social awareness and sustainable tourism</p>	3(3-0-6)
806-358	<p>Integrated Marketing Communication Semester Offered: Semester 1-2 Communication processes applied to marketing management in order to motivate target audiences to act; integration of public relations; traditional advertising and marketing; building good relations with the public; and response to the needs of target markets within the ethical framework</p>	3(3-0-6)
806-359	<p>International E-Business Semester Offered: Semester 1-2 The meaning of E-Business and identification of current/future trends; political, cultural and ethical aspects of international E-Business; privacy and security in E-Business; International E-Business barriers; understanding of the social and economic forces driving international E-Business</p>	3(3-0-6)
806-361	<p>International Trade Law Semester Offered: Semester 1-2 History and development of international trade law; conflict of laws applying to international trade contracts; unity of laws for international sales; state sanctions on the international barter system under the laws of the World Trade Organization; legal agreements on international manufacture; payments and money transfers; marine transportation, insurance, problems encountered by enterprises in dealing with international commerce, management and resolution of those issues</p>	3(3-0-6)
806-362	<p>Cultural-Based Creative Economy Semester Offered: Semester 1-2 Knowledge of creative economic development; adaptation and preventions for economic strength; the use of cultural capital for economic development of Thailand; an analysis of relationships between creative economy and Thai cultures; economic development guidelines for culture-base creative economy development</p>	3(3-0-6)

806-371	<p>Pre-Internship Semester Offered: Semester 2 Preparation on skills for working in the private sector; contact and selection of suitable workplaces, preparation for job recruitment, resume writing and job interview techniques, personality development and good social manners training, professional ethics, basic competency for psychological and organizational culture; report writing and presentation methods</p>	15 hours
806-471	<p>Internship Prerequisite: 806-371 Pre-Internship Semester Offered: Semester 1 An internship at public or private organizations in relation to international business</p>	3(0-18-0)
806-372	<p>Pre-Cooperative Education Semester Offered: Semester 2 Concepts of cooperative education and practical training; process of cooperative education and practical training; regulations and permissions related to cooperative education and practical training; contact and selection of suitable workplace, preparation for job recruitment, resume writing and job interview techniques, personality development and good social manners training, social psychology, professional ethics, basic competency for psychological and organizational cultures; report writing and presentation methods</p>	30 hours
806-472	<p>Cooperative Education Prerequisite: 806-372 Pre-Cooperative Education Semester Offered: Semester 1 Practical experience in the area of international business under supervision and guidance of the academic advisor or the cooperative education advisor, as well as the guidance of the managers of the establishment, report and presentation of cooperative education project</p>	6(0-36-0)
Thai Culture Courses for Non-Thai Students		
806-101	<p>Thai Culture and Ways of Life Semester Offered: Semester 2 Concepts, philosophy, values, and factors influencing Thai ways of life in the past; knowledge and understanding of</p>	3(3-0-6)

nature and its application to daily life; creation and inheritance of cultural heritage and wisdom