

**Bachelor of Arts Curriculum Structure (4 years) International Program
English for Business Communication (135 Credits)**

General education 30 Credits	Required courses 99 Credits and *Free Elective Courses 6 Credits							
	Core courses 30 Credits			Major courses 48 Credits			Minor courses 15 Credits	
<p>Humanities 6 credits</p> <p>GE 163 Holistic Development for Quality of life (3)</p> <p>Select 1 Course 3 Credits</p> <p>GE 152 Philosophy and Life (3)</p> <p>GE 153 Thai Studies (3)</p> <p>GE 154 Thai Folk Wisdom (3)</p> <p>GE 161 World Civilization (3)</p> <p>GE 164 Critical and Creative Thinking (3)</p> <p>Social sciences 9 Credits</p> <p>BA 151 Managing Business for New Entrepreneur (3)</p> <p>BA 152 Business Analysis and Planning (3)</p> <p>Select 1 Course 3 Credits</p> <p>GE 160 ASEAN Community (3)</p> <p>GE 165 Man and Society, Economy and Politics (3)</p> <p>GE 166 Positive Psychology for Quality of Life (3)</p> <p>GE 168 Civic Education (3)</p> <p>GE 167 Public Mind for Community (3)</p> <p>PA 151 Quality of Life through Sufficiency Economy Philosophy (3)</p> <p>LW 153 Law in Everyday Life (3)</p> <p>Science and mathematics 6 Credits</p> <p>MA 150 Mathematics and Statistics for Daily Life (3)</p> <p>Select 1 Course 3 Credits</p> <p>SC 150 Sciences and Technology for Quality of Life and Society (3)</p> <p>Language 9 Credits</p> <p>LE 101 English Use 1 (3)</p> <p>LE 102 English Use 2 (3)</p> <p>TH150 Communication Skills in Thai (3)</p> <p align="center">OR</p> <p>TH160 Communication Skills in Thai for Non-Native Speakers (3)</p>	<p>BB 204 Principles of Marketing (3)</p> <p>BB 212 Principles of Management and Organization (3)</p> <p>DC 201 Computer Applications for Professional Work (3)</p> <p>LE 203 Basic Research Skills (3)</p> <p>LE 206 Introduction to Marketing Communication (3)</p> <p>LE 211 Background to English Speaking Cultures (3)</p> <p>LE 215 Introduction to Literature (3)</p> <p>LE 216 English Structure (3)</p> <p>LE 217 Communication across Cultures (3)</p> <p>LE 218 English Pronunciation (3)</p>	<p>LE 310 Note-taking and Summarizing (3)</p> <p>LE 312 Analytical Reading (3)</p> <p>LE 314 Introduction to Semiotics (3)</p> <p>LE 315 Fundamentals of Writing (3)</p> <p>LE 317 General Conversation (3)</p> <p>LE 325 Basic Reading Skills (3)</p> <p>LE 327 Introduction to Discourse Analysis (3)</p> <p>LE 328 Essay Writing (3)</p> <p>LE 329 Business Writing 1 (3)</p> <p>LE 330 Business Writing 2 (3)</p> <p>LE 331 Business Communication 1 (3)</p> <p>LE 332 Business Communication 2 (3)</p> <p>LE 333 Reading in Business (3)</p> <p>LE 334 Effective Presentation Skills (3)</p> <p>Select 2 Course 6 Credits</p> <p>LE 323 Film Appreciation (3)</p> <p>LE 335 Special Topics in English Language Studies (3)</p> <p>LE 336 Modern English Fiction (3)</p> <p>LE 337 Business Translation Fiction and Film Translation (3)</p> <p>LE 338 Translation (3)</p> <p>LE 401 Seminar in Mass Media and Current Event (3)</p> <p>LE 411 Airline and Tourism Industry Trends (3)</p>	<p>Select one Stream</p> <p>1. Chinese</p> <p>CB 355 Communicative Chinese 1 (3)</p> <p>CB 356 Communicative Chinese 2 (3)</p> <p>CB 357 Communicative Chinese 3 (3)</p> <p>CB 359 Chinese Listening and Speaking Skills (3)</p> <p>CB 359 Business Chinese Conversation (3)</p> <p>2. Japanese</p> <p>JP 351 Communicative Japanese 1 (3)</p> <p>JP 352 Communicative Japanese 2 (3)</p> <p>JP 353 Communicative Japanese 3 (3)</p> <p>JP 358 Japanese for Customer Service (3)</p> <p>JP 361 Japanese for Business (3)</p> <p>3. Thai (for Foreign Students)</p> <p>TH 351 Communicative Thai 1 (3)</p> <p>TH 352 Communicative Thai 2 (3)</p> <p>TH 353 Communicative Thai 3 (3)</p> <p>TH 355 Thai Reading and Writing 1 (3)</p> <p>TH 356 Thai Reading and Writing 2 (3)</p> <p>4. International Business</p> <p>BN303 Business Entry Strategy (3)</p> <p>BN310 Management of Multi-National Organization (3)</p> <p>BN313 Global Supply Chain Management (3)</p> <p>BN314 Introduction to International Business (3)</p> <p>BN315 Import and Export Management (3)</p> <p>5. Tourism Management</p> <p>BB302 Hotel and Lodging Management (3)</p> <p>BB316 Introduction to Tourism Management (3)</p> <p>BB318 Tourism Marketing (3)</p> <p>BB319 Tourism Information Systems (3)</p> <p>BB321 Tourism Planning and Development (3)</p>					

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			<p>6. Southeast Asian Studies</p> <p>BN355 Introduction to Southeast Asian Studies (3)</p> <p>BN356 Economic Development in Southeast Asia (3)</p> <p>BN357 Business Environment in ASEAN community (3)</p> <p>BN358 Cultural Heritage and Tourism in Southeast Asia (3)</p> <p>BN359 ASEAN Film, Literature and Entertainment Appreciation (3)</p>
			<p align="center">Cooperative Education 6 Credits</p> <p>LE410 Cooperative Education in English for Business Communication (6)</p>
			<p align="center">*Free Elective Course 6 Credits</p>
			<p>Students must complete 6 credits from courses offered by Dhurakij Pundit University (International Program) or any international programs in other universities with approval from the program committee.</p>