

Department of Business Communication

The Department of Business Communication teaches courses to those students who wish to major or minor in Business Communication. Students graduating from this major will have the skill to work effectively in the international community. The curriculum includes in-depth study of all fields related to English. The method of teaching develops students' analytical ability and provides them with the knowledge of business theory and standard business practices, along with proficiency in the English language for more effective communication.

Bachelor of Arts (B.A.) Business Communication

Rationale

With the advancements in global technology and communication and the rapid changes in international business in Thailand, Asia, and throughout the world, it is necessary for Thailand to produce highly trained graduates in Business Communication. In addition, there is high demand for such professionals due to the rapid economic growth in Thailand and other countries in the region.

The combination of English, business communication, behavioral sciences, and human resource management provides a broad platform for students in their interdisciplinary studies of language, culture, and social transactions. Students will be able to apply the acquired knowledge in different business situations and meaningful business relations.

This curriculum is designed to provide students with the prerequisite skills and proficiency in the English language used in business communication. The curriculum also focuses on a broader understanding of Western and Eastern cultures to empower students to become future business leaders.

Objectives

The objectives of this program are as follows:

1. To develop students' English proficiency in the skills of listening, speaking, reading, and writing to a level where they can effectively communicate with an international population.
2. To broaden students' perspective through the study of language and culture to enable them to overcome communication and cultural barriers and establish global links.
3. To encourage students to have a thorough understanding of business functions and global perspective in international business.
4. To enable students to apply the acquired knowledge and skills to their future careers; and
5. To enable students to pursue their education at a higher level in English, Business Administration, or related fields.

Curriculum Structure

General Education	35	credits
Humanities	11	credits
Social Sciences	6	credits
Language	9	credits
Science and Mathematics	9	credits

Professional Core	96	credits
Business Communication Core	45	credits
Major Requisites	27	credit
Major Electives	9	credits
Minor	15	credits

Free Electives	6	credits
-----------------------	----------	----------------

Total	137	credits
--------------	------------	----------------

General Education Courses	35	credits
----------------------------------	-----------	----------------

Humanities	11	credits
-------------------	-----------	----------------

Required Courses	2	credits
-------------------------	----------	----------------

PHE	101	Physical Education I
PHE	102	Physical Education II

Elective Courses	9	credits
-------------------------	----------	----------------

ART	101	Art Appreciation
GEO	101	World Geography
HIS	101	Thailand in Global Perspectives
HIS	102	E & W World in Contemporary Perspectives
HIS	103	Asia in Global Perspectives
HIS	104	Foundation of Western Civilization
MUS	101	Music of World Cultures
PHI	101	Philosophy

Social Sciences	6	credits
------------------------	----------	----------------

ATH	101	Introduction to Cultural Anthropology
POL	101	Society and Government
PSY	101	General Psychology
PSY	102	Personality Development
SOC	101	People and Society

Language	9	credits
-----------------	----------	----------------

ENG 101	College English I
ENG 102	College English II
ENG 103	College English III

Sciences and Mathematics 9 credits

Required Courses	6 credits
ISM 103	Computers Application
STA 101	Introduction to Statistics

Elective Courses	3 credits
MAT 101	Basic Mathematics I
SCI 104	Science & Society
SCI 105	People & Environment

Professional Courses 96 credits

Business Communication Core 45 credits

ADB 206	Principles of Management
ECO 202	Microeconomics
ECO 203	Macroeconomics
PSY 201	Business Psychology
MAS 212	Principles and Theories of Communication
MAS 225	Introduction to PR and Advertising
MAS 230	Fundamentals of Public Speaking
LIT 201	Literature Appreciation
ENG 203	Analytical Reading
ENG 212	Cultural Studies
ENG 213	Critical Thinking
ENG 300	Business Communication
ENG 322	English Usage
ISM 200	Information Technology
MKT 213	Principles of Marketing

Major Requisites 27 credits

ENG 206	Academic Writing
ENG 240	Concepts in Business English
ENG 303	Advanced Analytical Reading
ENG 340	English for Special Purposes
ENG 349	Technical Writing
ENG 390	Advanced Public Speaking
ENG 400	Advanced Business Communication
ENG 449	Business Report Writing
ENG 499	Internship

Major Electives 9 credits

ENG 216	Language and Culture
ENG 320	English as an International Language
ENG 335	Business English through Multimedia
ENG 412	Current Issues in Business
ENG 420	Readings in Business Communication
ENG 432	Multicultural Business Communication
ENG 440	Business English for the World Wide Web

Minor

15 credits

Students are required to take a minimum of fifteen (15) credits as their minor at Stamford International University.

Free Electives

6 credits

Students are required to take a minimum of six (6) credits to fulfill their free elective requirement.

Students from other departments

Students from other departments, wishing to take Business Communication as their minor are required to take ENG 101 : College English I, ENG 102 : College English II and ENG 103 : College English III before taking other advanced Business Communication courses to fulfill their minor requirement.