

Program Learning Outcomes (PLO) B.B.A. in Business Communication and Digital Media (International Program)		
PLO	Description	Type
PLO1	Apply concepts and theories of international business communication and digital media production appropriately within business contexts.	Knowledge
PLO2	Present business projects effectively using professional presentation strategies and techniques, interpersonal and problem-solving skills.	Knowledge, Skills
PLO3	Produce digital media for public relations, marketing, and advertising productively.	Knowledge, Skills
PLO4	Demonstrate ethical business communication and digital media production behaviors in culturally diverse contexts.	Attitude
PLO5	Demonstrate the qualities of a business-oriented digital media communicator who possesses leadership skills and is able to adapt effectively to changes in the digital era.	Character

Learning Outcome Level (ระดับผลลัพธ์การเรียนรู้)		
Code	Level	Description (TH)
I	Introduced	ความรู้เบื้องต้นและการประเมินเบื้องต้น
R	Reinforced	ความรู้ลึกซึ้งขึ้น / เรียนย่อในวิชานั้น และประเมินความรู้
P	Practiced	ประเมินความสามารถในการนำความรู้ไปใช้ / ปฏิบัติ
M	Mastery	ประเมินระดับความชำนาญในด้านความรู้ หรือการปฏิบัติ

## Curriculum Mapping B.A. in Business Communication and Digital Media (International Program)

### หมวดวิชาเฉพาะ (Professional Courses)

Course Code	Course Name	Credits	PLO1	PLO2	PLO3	PLO4	PLO5
<b>Major Required Courses — Y1 / Semester 1</b>							
95910169	Communication and Media Creation	3 (2-2-5)	I	I	I	I	I
95910269	Personality Development for Business Communication Profession	3 (3-0-6)	I	I		I	I
<b>Y1 / Semester 2</b>							
95910369	Principle of Marketing	3 (3-0-6)	I	I	I	I	
95910469	Professional Presentation Strategies and Techniques	3 (3-0-6)	I	I	I	I	I
95910569	Media Production, Live Streaming and Podcast	3 (2-2-5)	I		I	I	
<b>Y2 / Semester 1</b>							
95920169	Communication Ethics in Digital Era	3 (3-0-6)	I	R	R	R	R
95920269	Interpersonal Skills	3 (3-0-6)	R	R	R	R	R
95920369	Business Etiquette	3 (3-0-6)	R	R		R	R
95920469	Public Relations and AI Data Analytics	3 (3-0-6)	R		R	R	
<b>Y2 / Semester 2</b>							
95920569	Acting and Voice Practices for Communication	3 (2-2-5)	R		R	R	R
95920669	Leadership and Teamwork	3 (3-0-6)			R	R	R
95920769	AI-Driven Graphic Design	3 (2-2-5)	R		R	R	R
<b>Y3 / Semester 1</b>							
95930169	Intercultural Communication	3 (3-0-6)	R	P		R	P
95930269	Business Networking	3 (3-0-6)	R	P		R	P
95930369	Public Speaking	3 (2-2-5)	P	P		R	P

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Course Code	Course Name	Credits	PLO1	PLO2	PLO3	PLO4	PLO5
95930469	An Announcer and Master of Ceremony	3 (2-2-5)	P		P	R	P
<b>Y3 / Semester 2</b>							
95930569	CSR for Sustainability	3 (3-0-6)	P	P		R	P
<b>Y4 / Semester 1</b>							
95940169	Seminar in Communication	3 (3-0-6)	M	P	P	P	M
95941169	Pre-Cooperative and Work-Integrated Education	1 (0-2-1)	M	P	P	P	P
<b>Y4 / Semester 2</b>							
95942169	Cooperative and Work-Integrated Education	6 (0-18-9)	M	M	M	M	M
<b>Major Elective Courses</b>							
95950169	Creative Visual Storytelling	3 (2-2-5)	R		R	R	R
95950269	Communication Workshop and Entrepreneurship 1	3 (2-2-5)	R	R	R	R	R
95950369	Persuasive Speaking and Business Negotiation	3 (3-0-6)	R	R		R	
95950469	Writing for Media and PR	3 (2-2-5)	R		R	R	R
95950569	International Relations and Global Issues	3 (3-0-6)	R	R		R	
95950669	Digital Content Production	3 (2-2-5)	P		P	P	P
95950769	Transcultural Communication	3 (3-0-6)	P	P		P	P
95950869	Communication Workshop and Entrepreneurship 2	3 (2-2-5)	P	P	P	P	P
95950969	Independent Study	3 (3-0-6)	P	P	P	P	P
95951069	Business Communication	3 (3-0-6)	M	M		M	M
95951169	English for Career Development	3 (3-0-6)	M	M		M	M

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95951269	Creative Criticism	3 (3-0-6)	M	M		M	M
95951369	Project Management	3 (2-2-5)	M	M	M	M	M
95951469	Sustainability Strategies	3 (3-0-6)	M	M	M	M	M