



BUU IC
 BURAPHA UNIVERSITY
 WISDOM OF THE EAST
 INTERNATIONAL
 COLLEGE



BACHELOR OF ARTS (B.A.) IN GLOBAL BUSINESS AND DIGITAL COMMUNICATION



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**Global Communication
 Digital Creativity
 Real-World Impact**

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**GLOBAL BUSINESS AND DIGITAL
COMMUNICATION TEAM**

GBDC



**ASST. PROF.
DR. NUCHJAREE**

CHAIRPERSON



**ASST. PROF.
WARAPORN**

INSTRUCTOR



MR. SUPARAT

INSTRUCTOR



MR. MANUELE

INSTRUCTOR



MS. YU

INSTRUCTOR



MR. KITI

ACADEMIC OFFICER

Program Overview

Bachelor of Arts in Global Business and Digital Communication is designed for students who aspire to become professionals in global business communication and digital media. The program emphasizes integrated learning in international business communication and creative digital content production, preparing students to succeed in today's globalized and digital-driven industries.

Graduates of this program will be equipped with strong English communication skills and practical expertise in scriptwriting, professional hosting and presentation, public relations communication, international business etiquette, and online marketing content creation. With a balance of strategic communication and digital creativity, graduates will be capable of working effectively in international organizations, media-related industries, and digital marketing environments with confidence and professionalism.

Degree Offered

Bachelor of Arts (B.A.)
(Global Business and Digital Communication) (International Program)

Career Paths

1. Corporate Communications Officer
2. International Relations Officer
3. Public Relations Officer
4. Customer Relationship Management (CRM) Officer
5. Corporate Training Staff
6. Secretary
7. Marketing Communications Officer
8. Corporate Social Responsibility (CSR) Officer
9. Content Producer
10. Host / Emcee
11. Influencer
12. Broadcast Production Officer
13. Online Media Producer

Program Learning Outcomes (PLOs)

PLO1: Apply concepts and theories of international business communication

and digital media production appropriately within business contexts.

PLO2: Present business projects effectively using professional presentation strategies and techniques, interpersonal and problem-solving skills.

PLO3: Produce digital media for public relations, marketing, and advertising productively.

PLO4: Demonstrate ethical business communication and digital media production behaviors in culturally diverse contexts.

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.

Curriculum Structure

Curriculum Structure for 4 years program requires not less than 121 credits, comprising the following element

1. General Education Course	not less than 24	credits
2. Specific Course	91	credits
2.1 Major Course	84	credits
2.1.1 Major Requirement Course	54	credits
2.1.2 Major Elective Course	30	credits
2.1.2.1 Specific Interest Course		
15 credits		
2.3 Cooperative and Work-Integrated Education	7	credits
3. Free Elective Course	not less than 6	credits

Course List

1. General Education Course

not less than 24 credits

Module 1 Language for Communication

12 credits

95110169	English for Academic Purposes 1	2(2-0-4)
95110269	English for Academic Purposes 2	2(2-0-4)
95110369	English for Listening and Speaking	2(2-0-4)
95110469	English Academic Writing 1	2(2-0-4)
95110569	English Academic Writing 2	2(2-0-4)
95110669	English Standard Test Preparation	2(2-0-4)
95110769	English for Collegiate Life	3(2-2-5)
95110869	English for Workplace	3(2-2-5)
95120069	Chinese Communication 1	3(3-0-6)
95120169	Chinese Communication 2	3(3-0-6)
95120269	Chinese Communication 3	3(3-0-6)
95120369	Korean Communication for Everyday Use 1	3(3-0-6)
95120469	Korean Communication for Everyday Use 2	3(3-0-6)
95120569	Japanese Communication for Everyday Use 1	3(3-0-6)
95120669	Japanese Communication for Everyday Use 2	3(3-0-6)
95120769	Vietnamese Communication for Everyday Use 1	3(3-0-6)
95120869	Vietnamese Communication for Everyday Use 2	3(3-0-6)
95120969	Bahasa Indonesia Communication for Everyday Use 1	3(3-0-6)
95121069	Bahasa Indonesia Communication for Everyday Use 2	3(3-0-6)
95121169	French Communication for Everyday Use 1	3(3-0-6)
95121269	French Communication for Everyday Use 2	3(3-0-6)
95121369	German Communication for Everyday Use 1	3(3-0-6)
95121469	German Communication for Everyday Use 2	3(3-0-6)
95121569	Spanish Communication for Everyday Use 1	3(3-0-6)
95121669	Spanish Communication for Everyday Use 2	3(3-0-6)
95121769	Thai Communication for Everyday Use 1	3(3-0-6)
95121869	Thai Communication for Everyday Use 2	3(3-0-6)
95121969	Art of Thai Listening	3(3-0-6)
95122069	Art of Thai Speaking	3(3-0-6)
95122169	Art of Thai Reading	3(3-0-6)
95122269	Art of Thai Writing	3(3-0-6)
95122369	Fundamental of Thai Poetry Writing	3(3-0-6)

Course List

Module 2 Wellbeing, Work Life Harmony and Global Citizenship	6 credits
95130169 Wellness and Nutrition	2(1-2-3)
95130269 Mindfulness for Sustainable Happiness	2(1-2-3)
95130369 DEI for Success	2(1-2-3)
95130469 Art Therapy and Appreciation	2(1-2-3)
95140169 Design Thinking for Creative Problem Solving	2(1-2-3)
95140269 Professional Presentation and Storytelling	2(1-2-3)
95150169 Next-Gen for SDGs	2(1-2-3)
95150269 Sci-Tech for Future Sustainability	2(1-2-3)
95150369 Thai Arts and Architecture	3(3-0-6)
95150469 Global Understanding	3(3-0-6)
95150569 Global Business Leadership Camp 1	2(0-4-2)
95150669 Global Business Leadership Camp 2	1(0-2-1)
95150769 Self-Development for Wellbeing, Work Life Harmony and Global Citizenship	2(0-4-2)
95150869 Global Experience	3(2-2-5)
Module 3 Sustainable Transformational Entrepreneurship	6 credits
95160169 Fundamental of Sustainable Entrepreneur	2(1-2-3)
95160269 Financial Management for Non-Financer	2(1-2-3)
95160369 Investment and Risk Management for Entrepreneur	2(1-2-3)
95160469 Innovative Food Entrepreneur	2(1-2-3)
95160569 Logistics Management for Non-Logistician	2(1-2-3)
95160669 Entrepreneurship Camp	1(0-2-1)
95160769 Fundamental for Startup	1(1-0-2)
95170169 Technology and AI Literacy for Working and Lifelong Learning	2(1-2-3)
95170269 Fundamental of Business Mathematic and Computational Technology	2(1-2-3)
95170369 Fundamental of Digital Art and Design	2(1-2-3)
95170469 Basic Digital Photography	2(1-2-3)
95170569 Digital Technology for Creative Design	2(1-2-3)
95170669 Product and Package Design	2(1-2-3)
95170769 Self-Development for Entrepreneurship in the Age of Artificial Intelligence	2(0-2-4)

Course List

2. Specific Course	91 credits
2.1 Major Course	84 credits
2.1.1 Major Requirement Course	54 credits
95910169 Communication and Media Creation	3(2-2-5)
95910269 Personality Development for Business Communication Profession	3(3-0-6)
95910369 Principle of Marketing	3(3-0-6)
95910469 Professional Presentation Strategies and Techniques	3(3-0-6)
95910569 Media Production, Live Streaming, and Podcast	3(2-2-5)
95920169 Communication Ethics in Digital Era	3(3-0-6)
95920269 Interpersonal Skills	3(3-0-6)
95920369 Business Etiquette	3(3-0-6)
95920469 Public Relations and AI Data Analytics	3(3-0-6)
95920569 Acting and Voice Practices for Communication	3(2-2-5)
95920669 Leadership and Teamwork	3(3-0-6)
95920769 AI-Driven Graphic Design	3(2-2-5)
95930169 Intercultural Communication	3(3-0-6)
95930269 Business Networking	3(3-0-6)
95930369 Public Speaking	3(2-2-5)
95930469 An Announcer and Master of Ceremony	3(2-2-5)
95930569 CSR for Sustainability	3(3-0-6)
95940169 Seminar in Communication	3(3-0-6)

Course List

2.1.2 Major Elective Course	30 credits
95950169 Creative Visual Storytelling	3(2-2-5)
95950269 Communication Workshop and Entrepreneurship 1	3(2-2-5)
95950369 Persuasive Speaking and Business Negotiation	3(3-0-6)
95950469 Writing for Media and PR	3(2-2-5)
95950569 International Relations and Global Issues	3(3-0-6)
95950669 Digital Content Production	3(2-2-5)
95950769 Transcultural Communication	3(3-0-6)
95950869 Communication Workshop and Entrepreneurship 2	3(2-2-5)
95950969 Independent Study	3(3-0-6)
95951069 Business Communication	3(3-0-6)
95951169 English for Career Development	3(3-0-6)
95951269 Creative Criticism	3(3-0-6)
95951369 Project Management	3(2-2-5)
95951469 Sustainability Strategies	3(3-0-6)
2.2 Cooperative and Work-Integrated Education	7 credits
95941169 Pre-Cooperative and Work-Integrated Education	1(0-2-1)
95942169 Cooperative and Work Integrated Education	6(0-18-9)

3. Free Elective Course

not less than 6 credits

Students may select elective courses totaling 6 credits from courses offered by the university or from other universities, both domestically and internationally.

Study Plan

Year 1 – Fall Semester

Course Type	Course ID & Name		Credits
General Education (GE)	95110169	English for Academic Purposes I	2(2-0-4)
	XXXXXXXX	Wellbeing, Work Life Harmony and Global Citizenship	3(3-0-6)
	XXXXXXXX	Wellbeing, Work Life Harmony and Global Citizenship	1 (1-0-2)
	XXXXXXXX	Sustainable Transformational Entrepreneurship	1 (1-0-2)
	XXXXXXXX	Sustainable Transformational Entrepreneurship	1 (1-0-2)
	XXXXXXXX	Sustainable Transformational Entrepreneurship	2(2-0-4)
Major Required (MR)	95910169	Communication and Media Creation	3(2-2-5)
	95910269	Personality Development for Business Communication Profession	3(3-0-6)
Total			16

Year 1 – Spring Semester

Course Type	Course ID & Name		Credits
General Education (GE)	95110269	English for Academic Purposes II	2(2-0-4)
	XXXXXXXX	English Listening and Speaking	2(2-0-4)
	XXXXXXXX	Wellbeing, Work Life Harmony and Global Citizenship	2(2-0-4)
	XXXXXXXX	Sustainable Transformational Entrepreneurship	2(2-0-4)

Major Required (MR)	95910369	Principle of Marketing	3(3-0-6)
	95910469	Professional Presentation Strategies and Techniques	3(3-0-6)
	95910569	Media Production, Live Streaming, and Podcast	3(2-2-5)
Total			17

Year 2 – Fall Semester

Course Type	Course ID & Name		Credits
General Education (GE)	XXXXXXXX	English for Academic Writing I	2(2-0-4)
Major Required (MR)	95920169	Communication Ethics in Digital Era	3(3-0-6)
	95920269	Interpersonal Skills	3(3-0-6)
	95920369	Business Etiquette	3(3-0-6)
	95920469	Public Relations and AI Data Analytics	3(3-0-6)
Major Elective (ME)	XXXXXXXX	XXXXXXXXXXXXXXXXXX	3 credits
Total			17

Year 2 – Spring Semester

Course Type	Course ID & Name		Credits
General Education (GE)	XXXXXXXX	English for Academic Writing I	2(2-0-4)
Major Required (MR)	95920569	Acting and Voice Practices for Communication	3(2-2-5)
	95920669	Leadership and Teamwork	3(3-0-6)
	95920769	AI-Driven Graphic Design	3(2-2-5)

Major Elective (ME)	xxxxxxx	xxxxxxxxxxxxxxxx	3 credits
	xxxxxxx	xxxxxxxxxxxxxxxx	3 credits
Total			17

Year 3 – Fall Semester

Course Type	Course ID & Name		Credits
General Education (GE)	XXXXXXXX	English for Standard Test	2(2-0-4)
Major Required (MR)	95930169	Intercultural Communication	3(3-0-6)
	95930269	Business Networking	3(3-0-6)
	95930369	Public Speaking	3(2-2-5)
	95930469	An Announcer and Master of Ceremony	3(2-2-5)
Major Elective (ME)	xxxxxxx	Xxxxxxxxxxxxxxxxx	3 credits
Total			17

Year 3 – Spring Semester

Course Type	Course ID & Name		Credits
Major Required (MR)	95930569	CSR for Sustainability	3(3-0-6)
Major Elective (ME)	xxxxxxx	xxxxxxxxxxxxxxxxxxxxxxxx	3 credits
	xxxxxxx	xxxxxxxxxxxxxxxxxxxxxxxx	3 credits
	xxxxxxx	xxxxxxxxxxxxxxxxxxxxxxxx	3 credits
	xxxxxxx	xxxxxxxxxxxxxxxxxxxxxxxx	3 credits

Free Elective	xxxxxxx	xxxxxxxxxxxxxxxxxxxxxxxx	3 credits
Total			18

Year 4 – Fall Semester

Course Type	Course ID & Name		Credits
Major Required (MR)	95940169	Seminar in Communication	3(3-0-6)
Major Elective (ME)	xxxxxxx	xxxxxxxxxxxxxxxxxxxxxxxx	3 credits
	xxxxxxx	xxxxxxxxxxxxxxxxxxxxxxxx	3 credits
Free Elective	xxxxxxx	xxxxxxxxxxxxxxxxxxxxxxxx	3 credits
Cooperative and Work-Integrated Education (CWIE)	95941169	Pre-Cooperative and Work-Integrated Education	1(0-2-1)
Total			13

Year 4 – Spring Semester

Course Type	Course ID & Name		Credits
Cooperative and Work-Integrated Education (CWIE)	95942169	Cooperative and Work Integrated Education	6(0-18-9)
Total			6

Course Description

1. General Education Course

not less than 24 credits

Module 1 Language for Communication

12 credits

95110169 English for Academic Purposes 1

2(2-0-4)

Vocabulary and grammar for academic English; enhancement of the four language skills, academic content from diverse disciplines, lectures for listening, making inferences and note-taking, excerpts from academic books and articles for reading comprehension of main ideas and details, writing and speaking skills through assignments and classroom activities.

95110269 English for Academic Purposes 2

2(2-0-4)

Advanced vocabulary and grammar for academic English; complex academic language skills, content from diverse disciplines, lecture and text analysis, inference and application of critical thinking to issues from various academic subjects, structured discussions on complex issues, note-taking and outlining, clear and coherent essay writing.

95110369 English for Listening and Speaking

2(2-0-4)

Oral language skills for effective communication in different situations; practice listening for main ideas, analyzing information, and interpreting content from various sources. daily life conversation, class discussions, and expressing opinions in various scenarios.

95110469 English Academic Writing 1

2(2-0-4)

Academic paragraph writing skills through pre-writing- writing - reviewing and revising process; reading and analyzing the model paragraph; recognizing common grammatical terms and concepts useful for writing; preparation for a paragraph writing skills to essay writing.

95110569 English Academic Writing 2

2(2-0-4)

Academic essays writing skills through pre-writing - writing - reviewing and revising process; recognizing and identifying key writing structures recognition and identification from model paragraphs and essays; critical thinking promoting and organizational techniques for essays writing.

95110669 English Standard Test Preparation

2(2-0-4)

Preparation for an English Standard Test applicable; development of language essential skills; listening for comprehension, structure and written expression, and reading for comprehension.

Course Description

95110769 English for Collegiate Life 3(2-2-5)

Vocabulary, grammar, pronunciation, communication skills, listening, speaking, reading, and writing used in everyday English communication for studying and living at the university level, appropriately in terms of language proficiency, diverse social and cultural contexts, as well as the development of self-learning skills.

95110869 English for Workplace 3(2-2-5)

Communication in English for work in contexts with social and cultural differences, communication skills, listening, speaking, reading, writing, presentation skills, learning English, and using artificial intelligence to develop English skills for work independently and appropriately.

95120069 Chinese Communication 1 3(3-0-6)

The beginner of HSK Level 1; 150-word basic vocabulary, and everyday sentence structures, interacting in simple daily scenarios; greetings, self-introductions, numbers and time, talking about family, giving locations, shopping, and ordering food.

95120169 Chinese Communication 2 3(3-0-6)

Further developing on HSK Level 1 and introduces new topics and sentence patterns from the first half of HSK Level 2, expanding to 225-word vocabulary and engaging in more dynamic everyday conversations; weather, daily routines, hobbies, transportation, and describing simple activities and places.

95120269 Chinese Communication 3 3(3-0-6)

Completing the HSK Level 2, strengthening confident and personal expression in Chinese, reaching a 300-word vocabulary level and practice expressing experiences, future, comparisons, and preferences.

95120369 Korean Communication for Everyday Use 1 3(3-0-6)

Korean vocabulary and grammar used on a daily basis; practice of Korean communication skills including listening, speaking, reading, and writing through a variety of communicative activities; study how to read and write Korean alphabet; describe things used daily, asking and answering questions in general topics.

Course Description

95120469 Korean Communication for Everyday Use 2 3(3-0-6)

Korean vocabulary and grammar used on a daily basis; development of Korean communication skills including listening, speaking, reading, and writing; practice of critical thinking skills for effective communication; sentences study and asking and answering questions related to everyday life.

95120569 Japanese Communication for Everyday Use 1 3(3-0-6)

Japanese vocabulary and grammar used on a daily basis; practice of Japanese communication skills including listening, speaking, reading, and writing through a variety of communicative activities; study how to read and write Japanese alphabet, describe things that are used daily, asking and answering questions in general topics.

95120669 Japanese Communication for Everyday Use 2 3(3-0-6)

Japanese vocabulary and grammar used daily; practice of Japanese communication skills including listening, speaking, reading, and writing; the development of critical thinking skills for effectively communication; sentences and asking and answering questions related to everyday life.

95120769 Vietnamese Communication for Everyday Use 1 3(3-0-6)

Vietnamese vocabulary and grammar used daily; development of Vietnamese communication skills including listening, speaking, reading, and writing through a variety of communicative activities; study how to read and write Vietnamese alphabet, describe things, asking and answering questions in general topics alphabet, describe things, asking and answering questions in general topics.

95120869 Vietnamese Communication for Everyday Use 2 3(3-0-6)

Vietnamese vocabulary and grammar used daily; development of Vietnamese communication skills including listening, speaking, reading, and writing; practice critical thinking skills for effectively communication; study sentences and asking and answering questions related to everyday life.

95120969 Bahasa Indonesia Communication for Everyday Use 1 3(3-0-6)

Bahasa Indonesia vocabulary and grammar used daily; practice of Bahasa Indonesia communication skills including listening, speaking, reading, and writing through a variety of communicative activities; study how to read and write Bahasa Indonesia alphabet, describe things that are used daily, asking and answering questions in general topics.

Course Description

95121069 Bahasa Indonesia Communication for Everyday Use 2 3(3-0-6)

Bahasa Indonesia vocabulary and grammar used daily; development of Bahasa Indonesia communication skills including listening, speaking, reading, and writing; practice of critical thinking skills for effectively communication; sentences study and asking and answering questions related to everyday life.

95121169 French Communication for Everyday Use 1 3(3-0-6)

French vocabulary and grammar used on a daily basis; practice of French communication skills including listening, speaking, reading, and writing through a variety of communicative activities; reading and writing French alphabet; asking and answering questions in general topics.

95121269 French Communication for Everyday Use 2 3(3-0-6)

French vocabulary and grammar used daily; develop French communication skills including listening, speaking, reading, and writing; the practice of critical thinking skills for effectively communication; sentences study, asking and answering questions related to everyday life.

95121369 German Communication for Everyday Use 1 3(3-0-6)

German vocabulary and grammar used daily; practice of German communication skills including listening, speaking, reading, and writing through a variety of communicative activities; study how to read and write German alphabet; describe things that are used on a daily basis, asking and answering questions in general topics.

95121469 German Communication for Everyday Use 2 3(3-0-6)

German vocabulary and grammar used daily; development of German communication skills including listening, speaking, reading, and writing; practice of critical thinking skills for effectively communication; sentences study and asking and answering questions related to everyday life.

95121569 Spanish Communication for Everyday Use 1 3(3-0-6)

Spanish vocabulary and grammar used daily; practice of Spanish communication skills including listening, speaking, reading, and writing through a variety of communicative activities; study how to read and write Spanish alphabet; describe things that are used daily, asking and answering questions in general topics.

Course Description

95121669 Spanish Communication for Everyday Use 2 3(3-0-6)

Spanish vocabulary and grammar used daily; development of Spanish communication skills including listening, speaking, reading, and writing; practice of critical thinking skills for effectively communication; sentences study and asking and answering questions related to everyday life.

95121769 Thai Communication for Everyday Use 1 3(3-0-6)

Thai vocabulary and grammar used on a daily basis; practice of Thai communication skills including listening, speaking, reading, and writing through a variety of communicative activities; study how to read and write Thai alphabet; describe things used on a daily basis, asking and answering questions in general topics.

95121869 Thai Communication for Everyday Use 2 3(3-0-6)

Thai vocabulary and grammar used daily; development of Thai communication skills including listening, speaking, reading, and writing; practice of critical thinking skills for effectively communication. Study sentences and asking and answering questions related to everyday life.

95121969 Art of Thai Listening 3(3-0-6)

Principles of listening, types of listening and their practical relationships to daily life; development of communication skills, particularly in listening; analyzing what constitutes effective communication and what constitutes ineffective communication.

95122069 Art of Thai Speaking 3(3-0-6)

Introduction to the principles of speaking, types of speaking and their practical relationships to daily life; development of communication skills, particularly in speaking; learn to analyze what constitutes effective communication and what constitutes ineffective communication.

95122169 Art of Thai Reading 3(3-0-6)

Practice and development of Thai reading skills; Enhancement of reading proficiency, reading for comprehension skills; practice of Thai tones pronunciation and prose reading aloud.

95122269 Art of Thai Writing 3(3-0-6)

Thai writing skills and critical thinking skills through questioning, and analytical, synthetic, and evaluation skills; study and consider the content in depth, objectives, perspectives, and assumptions; provide supporting evidence leading to the author's conclusion.

Course Description

95122369 Fundamental of Thai Poetry Writing 3(3-0-6)

Introduction of characteristics and types of poetry, general and specific components of poetry writing, well-known poets' experience in poetry writing, and poetry writing techniques; development of writing skills in various types of poetry and poetry reading aloud.

Module 2 Wellbeing, Work Life Harmony and Global Citizenship 6 credits

95130169 Wellness and Nutrition 2(1-2-3)

Concepts and factors contributing to good health, good personality and well-being, focusing on the importance of physical health and nutrition, basic principles of exercise, principles of first aid and first aid in an emergency situation, including cardiopulmonary resuscitation (CPR), designing fitness programs tailored to different ages and physical conditions and assessment by technology, analyzing the role of nutrition in promoting health.

95130269 Mindfulness for Sustainable Happiness 2(1-2-3)

The purpose of life identification, identifying the obstacle, principles of mindfulness, self-awareness, how to plan and deal with obstacles on learning and working, analyzing the cases on learning and working and discussion, mindfulness practices, skills for balancing life in study and work.

95130369 DEI for Success 2(1-2-3)

The meaning of DEI: creating a work environment based on diversity, equity, and inclusion; understanding oneself and others; embracing diverse perspectives for innovative and collaborative problem-solving; self-regulating emotions; managing relationships without bias; applying emotional intelligence in personal and professional contexts; promoting a culture of sustainable learning and growth; and learning from successes and improving together.

95130469 Art Therapy and Appreciation 2(1-2-3)

Art therapy and the beauty of art to promote self-esteem; meditation practice, time management, self-control; empathy to recognize emotions in others to understand other people's perspectives.

95140169 Design Thinking for Creative Problem Solving 2(1-2-3)

Analytical thinking skills and reasoning, deductive and inductive approaches, reasoning approaches of the East and the West; case study of formal and informal reasoning of everyday life; creative thinking, questioning; problem-solving, brainstorming; society need-based service design, prototyping, appropriate application of innovation.

Course Description

95140269 Professional Presentation and Storytelling 2(1-2-3)

Techniques for analyzing complex problems and evaluating alternative solutions; strategies for evidence-based decision-making in presentations and negotiations; skills for effective communication and collaboration in diverse teams; methods for active listening, respectful dialogue, and conflict resolution; approaches to leveraging digital tools for creating and delivering impactful presentations; practices for fostering intercultural competence and responding to global challenges in negotiation contexts.

95150169 Next-Gen for SDGs 2(1-2-3)

Sustainable Development Goals (SDGs) definition, the importance of SDGs, Youth and SDGs, usefulness of SDGs for Developer, principles and stages of creativity in problem solving by applying SDGs, project design and alignment with SDGs, types of problem, obstacles, impact and concept evaluation by connecting the theoretical and interdisciplinary concepts, SDGs good practices, SDGs project presentation.

95150269 Sci-Tech for Future Sustainability 2(1-2-3)

Sustainable Development Goals (SDGs) and their interconnections, role of science and technology in addressing global challenges, environmental, social, and economic impacts of technological advancements, ethical considerations and policy implications of emerging technologies, innovative solutions and citizen science initiatives for sustainable development.

95150369 Thai Arts and Architecture 3(3-0-6)

Thai fine arts, Thai literature, Thai music, Thai dancing and Thai visual arts, Thai architecture, examines aesthetic themes religious and cultural symbolism to broadly develop arts appreciation, site visits.

95150469 Global Understanding 3(3-0-6)

Video conference discussions with international partners about lifestyles, family, college life, festivals and celebrations, cultures, and history; collaborative projects related to lifestyles and cultures in different countries; reflecting on the importance of internationalization in the 21st century, current situations, and future careers.

95150569 Global Business Leadership Camp 1 2(0-4-2)

Global leadership and teamwork; understanding different cultures, traditions and lifestyles; learn to respect those who are differences through education, training and experience; cultural exchange program.

Course Description

95150669 Global Business Leadership Camp 2 1(0-2-1)

Further development of team working, learn to respect those who are differences through education, training and experience; cultural exchange program.

95150769 Self-Development for Wellbeing, Work Life Harmony and Global Citizenship 2(0-4-2)

Self-Development through self-learning for Wellbeing, Work Life Harmony and Global Citizenship, identify personal strengths, weaknesses, and areas for improvement related to life skills, develop a personalized learning plan for enhancing Wellbeing, Work Life Harmony and Global Citizenship, engage in self-directed learning activities; online courses, workshops, independent research, or gain practical experience through internships, volunteer work, or personal projects related to Wellbeing, Work Life Harmony and Global Citizenship, reflecting on learning experiences, assess progress, and adjust the learning plan as needed.

95150869 Global Experience 3(2-2-5)

Developing global competence: sociology, cultural studies, environmental science, and economics, enhancing collaboration, analyzing and synthesizing current global phenomena, demonstrating the ability to propose.

Module 3 Sustainable Transformational Entrepreneurship 6 credits

95160169 Fundamental of Sustainable Entrepreneur 2(1-2-3)

Understanding the principles, transformational business operation, organization's vision and goals, sustainable entrepreneurial skills, management principles, characteristics and leadership qualities, communication, negotiation, and analysis for business decision-making, capital management, case study analysis, project execution, and presenting business models that promote sustainability and adaptability to change.

95160269 Financial Management for Non-Financer 2(1-2-3)

Introduction to finance basics of personal and business, financial statements analysis: balance sheet, income statement, cash flow statement, cash vs. profit, budgeting and forecasting fundamentals, key financial concepts for decision-making, technological tools for investment budgeting, capital budgeting tools, financial ratios and performance analysis, market analysis and business opportunities, business planning from analysis Introduction to finance basics of personal and business, financial statements analysis: balance

Course Description

sheet, income statement, cash flow statement, cash vs. profit, budgeting and forecasting fundamentals, key financial concepts for decision-making, technological tools for investment budgeting, capital budgeting tools, financial ratios and performance analysis, market analysis and business opportunities, business planning from analysis.

95160369 Investment and Risk Management for Entrepreneur 2(1-2-3)

Essential knowledge and practical tools in investment and risk management from an entrepreneurial perspective, types of investments, financial planning, risk identification, and mitigation strategies, evaluate investment opportunity and valuation technique, risk management plan and portfolio strategies for sustainable growth.

95160469 Innovative Food Entrepreneur 2(1-2-3)

The importance of food science, global food system and standard, key players in the food industry, introduction to food safety and quality control, macronutrients and microorganisms, basic concepts of food additives and their functions, food preservation and food processing methods, food packaging and material, introduction to food sensory evaluation, foodborne illnesses and their prevention, sustainability and ethical considerations in the food industry.

95160569 Logistics Management for Non-Logistician 2(1-2-3)

Introduction to logistics and supply chain, transportation management, warehousing and inventory management, supply chain management, logistics challenges, lean and supply chain transformation, logistics and supply chain strategies.

95160669 Entrepreneurship Camp 1(0-2-1)

Inspiration of entrepreneurship, entrepreneurship characteristics, business model canvas (BMC) design, pitching and presentation.

95160769 Fundamental for Startup 1(1-0-2)

Process to start your own business, business innovation, and startup fundraising; understanding challenges and opportunities for startup and marketing for startup; case studies of startup businesses.

95170169 Technology and AI Literacy for Working and Lifelong Learning 2(1-2-3)

Foundations of information literacy; Concepts of information, types of information, and information sources, media literacy; understanding media formats, media effects, and critical media analysis, digital literacy: navigating

Course Description

the digital world, digital citizenship, and online safety, information evaluation and critical thinking: Identifying credible sources, evaluating information for accuracy and bias, information seeking and retrieval; developing effective search strategies and utilizing information resources effectively, problem-solving for adapting to an AI-powered future.

95170269 Fundamental of Business Mathematic and Computational Technology 2(1-2-3)

Basic mathematics related to business, the use of technology for calculations, data collection and organization, descriptive statistics, data analysis techniques, graph creation, basic database management, and preliminary data analysis. The application of mathematical and statistical concepts in business decision-making.

95170369 Fundamental of Digital Art and Design 2(1-2-3)

Foundations and principles of pictorial design, the concepts of the picture plane, figure/ground relationships, scale and proportional transformation, composition, and value; development of a design vocabulary range, repertoire of practical techniques; introduction to formal design strategies.

95170469 Basic Digital Photography 2(1-2-3)

Digital photography, manipulation of photographic images; the application of illustration software used for a project approach emphasizing on processes and ancillary operations related to the digital media.

95170569 Digital Technology for Creative Design 2(1-2-3)

Design principles, design concepts, design elements, design strategies, creating visual media, video clips, presentation media design, animations, logos, using technology in design, UX/UI design.

95170669 Product and Package Design 2(1-2-3)

Design principles and elements, psychology of design and consumer behavior, role of branding and brand identity in product design, successful product and packaging design case studies, and developing and presenting a design concept for a new product or package.

95170769 Self-Development for Entrepreneurship in the Age of Artificial Intelligence 2(0-2-4)

Self-Development through self-learning process, identify personal strengths, weaknesses, and areas for improvement related to entrepreneurial skills, develop a personalized learning plan for enhancing entrepreneurial

Course Description

skills, engage in self-directed learning activities; online courses, workshops, independent research, or gain practical experience through internships, volunteer work, or personal projects related to entrepreneurial skills, reflecting on learning experiences, assess progress, and adjust the learning plan as needed.

2. Specific Course 91 credits

2.1 Major Course 84 credits

2.1.1 Major Requirement Course 50 credits

2.1.2 Major Elective Course 30 credits

95910169 Communication and Media Creation 3 (2-2-5)

Principles of communication, theories of motion pictures, media studies; media creation processes, development of artistic skills in design, digital illustration practices, conceptual development for digital media projects; color psychology for media and marketing

95910269 Personality Development for Business Communication Profession 3(3-0-6)

Personality development theories for business communicators, self-awareness practices; external personality development, dressing style, appearance, manners, physical and mental health, wellness and nutrition, verbal and nonverbal communication; internal personality development, self-motivation, self-confidence, positive attitude, eagerness to learn, interpersonal and social relationship skills

95910369 Principle of Marketing 3(3-0-6)

Marketing concepts and significance, marketing roles in business and economy; marketing environments, consumer behavior and decision-making process, market segmentation, target market selection, product positioning, marketing mix strategy

95910469 Professional Presentation Strategies and Techniques 3(3-0-6)

Principles and concepts of public speaking; audience and context analysis for effective presentations; speech writing and preparation techniques; effective use of voice and microphone; overcoming public speaking anxiety; effective delivery of different kinds of presentations; project presentation; master of ceremonies

95910569 Media Production, Live Streaming, and Podcast 3(2-2-5)

Principles and concepts of media production, idea development and scriptwriting, basic scriptwriting techniques, media production equipment, outdoor media production, studio media production, online broadcasting systems, editing techniques, livestreaming for marketing purposes, podcast production

95920169 Communication Ethics in Digital Era 3(3-0-6)

Ethical Concepts and Practices in Digital Communication; responsible creation, use, and sharing of online information; privacy, data protection, and digital footprints; misinformation, disinformation, and media manipulation; professional ethics, digital citizenship, and accountability in contemporary media environments

95920269 Interpersonal Skills 3(3-0-6)

Fundamental elements of interpersonal communication, self-concept and perception, reflection and feedback, improvement of interpersonal dynamics in professional relationships, interpersonal communication in workplace environments

95920369 Business Etiquette 3(3-0-6)

Concepts of business conduct across cultures, achievement of business goals, business manners and practices in various cultures and countries, simulated business etiquette scenarios, consequences of lacking business etiquette

95920469 Public Relations and AI Data Analytics 3(3-0-6)

Concepts and practices of public relations; strategic communication planning; media relations and stakeholder engagement; applications of artificial intelligence in data collection, processing, and analysis; AI-driven insights for communication decision-making; ethical and legal considerations in public relations and data analytics; development of analytical skills for interpreting data to enhance PR strategies

95920569 Acting and Voice Practices for Communication 3(2-2-5)

Fundamental performance and voice skills, voice projection and modulation, effective use of body language, expression through tone of voice and physical gestures

95920669 Leadership and Teamwork 3(3-0-6)

Communication for leaders and managers, credibility building, personal branding and reputation, business networking, problem-solving through effective communication, ethical issues in business communication, motivation for employees and stakeholders

95920769 AI-Driven Graphic Design 3(2-2-5)

Concepts, processes, and techniques in graphic design incorporating artificial intelligence; AI-powered digital creation tools; principles of visual composition, color, typography, and layout; applications of AI for generating, enhancing, and refining graphic materials, including image creation, typographic design, and multi-format media production; evaluation of design quality; ethical and copyright considerations in AI-assisted design; development of creative and technological skills for effective AI-driven graphic design

95930169 Intercultural Communication 3(3-0-6)

Theories and concepts of intercultural communication, meanings and expansion of multiculturalism, cultural perception and values, identity and belief systems, diversity in race, ethnicity, gender, sexual orientation, religion, age, social class and disability, development of an ethno relative mindset

95930269 Business Networking 3(3-0-6)

Strategies for professional relationship building, effective communication techniques, business network expansion, leveraging networks for career growth, practical networking scenarios, development of interpersonal skills, cultural sensitivity in networking, use of digital networking platforms, maintenance of professional relationships

95930369 Public Speaking 3(2-2-5)

Public speaking skills, practical communication principles, audience analysis, speech content preparation, critical listening, speech adaptation for various contexts, use of multimedia tools, ethical standards and rhetoric in academic, business and social communication

95930469 An Announcer and a Master of Ceremony 3(2-2-5)

Principles of being a program moderator, announcer and master of ceremonies, meeting facilitation practices, scriptwriting for announcers, handling unexpected situations, voice articulation and modulation, body language in presentations

95930569 CSR for Sustainability 3(3-0-6)

Principles of corporate social responsibility, CSR integration with business strategies, sustainable development goals (SDGs), environmental sustainability practices, ethical decision-making, stakeholder engagement and collaboration, CSR performance measurement and reporting, community development initiatives, case studies of successful CSR programs, innovation for sustainable impact

95940169 Seminar in Communication 3(3-0-6)

Theoretical and practical approaches to communication seminars, impact of contemporary media on interpersonal communication and relationships, global citizenship and communication in organizational contexts, research and article-based discussion and debate

2.1.2 Major Elective Course 30 credits

95950169 Creative Visual Storytelling 3(2-2-5)

Tool utilization for media storytelling, video production workflow, story structure, storyboard versus comics, fundamental principles of non-linear editing, professional standard video production methods

95950269 Communication Workshop and Entrepreneurship 1 3(2-2-5)

Communication project creation process, project planning, message development, media and channel selection, communication effectiveness evaluation; teamwork, problem-solving, project management skills; practical experience through real-world projects, application of communication theories, development of applied communication skills for entrepreneurship

95950369 Persuasive Speaking and Business Negotiation 3(3-0-6)

Persuasion methods and theories, goal setting for persuasive speech, persuasive speech writing and preparation, rhetorical figures of speech,

framing and reframing techniques, impromptu persuasion in debates, negotiation techniques for achieving sales and marketing goals, compromise strategies in business conflict management

95950469 Writing for Media and PR 3(2-2-5)

Writing materials in public relations, formats and styles, writing and editing processes, design implementation; writing practice for print, broadcast and digital media; press releases, position papers, interview protocols, special event materials, background information, media kits, employee newsletters, community relations documents, public speaking scripts

95950569 International Relations and Global Issues 3(3-0-6)

Diplomatic strategies, conflict resolution, international policy development, global governance, assessment and measurement; cultural diplomacy, international networking, policy advocacy, global citizenship, structural and knowledge management systems; internships, model United Nations participation, funding and grant opportunities, professional work experience

95950669 Digital Content Production 3(2-2-5)

Editing principles, rhythm and pacing, post-production tools and techniques, advanced media production practices, audio mixing, media type selection techniques, online versus offline media

95950769 Transcultural Communication 3(3-0-6)

Exploration of cultural and linguistic diversity in communication, development of transcultural competence, analysis of language, identity, power and social status in global employment contexts

95950869 Communication Workshop and Entrepreneurship 2 3(2-2-5)

Communication project planning and implementation, strategic marketing planning, content development, appropriate media selection, communication effectiveness evaluation; collaborative teamwork, problem-solving skills, efficient project management; real project execution, practical application of communication theories for entrepreneurship

95950969 Independent Study 3(3-0-6)

Self-directed learning in global business communication and media creation, development of autonomous learning abilities, enhancement of analytical skills, creation of communication and media-related projects

95951069 Business Communication 3(3-0-6)

Corporate communication strategies, professional writing, public relations, communication technologies, evaluation methods; informal communication, teamwork, cross-functional networking, leadership communication; structural systems, knowledge management; internships, case studies, funding and grant opportunities, professional experience development

95951169 English for Career Development 3(3-0-6)

Professional communication skills, resume and cover letter writing, job interview techniques, workplace communication strategies, business correspondence, career-specific vocabulary, presentation skills, professional etiquette, critical thinking and problem-solving in workplace scenarios, cross-cultural communication

95951269 Creative Criticism 3(3-0-6)

Analytical criticism of creative works, criticism theories, evaluation of literature, art and media, cultural and social contexts, methodologies for constructive critique, comparative studies of creative expressions, ethical perspectives in criticism, interdisciplinary viewpoints, development of critical thinking skills, practical application of criticism

95951369 Project Management 3(2-2-5)

Project planning, scheduling, resource allocation, risk management, budgeting, cost control, team leadership, leadership development, stakeholder communication, project monitoring and evaluation, application of project success tools, case analysis, simulated project implementation, knowledge integration into practice, professional skill development in real or simulated contexts

95951469 Sustainability Strategies 3(3-0-6)

Concepts and principles of sustainability, organizational responsibility in environmental, social, and economic dimensions, sustainability communication in global business contexts, ethical sourcing, environmentally friendly innovation, CSR strategies in digital media, case study analysis across industries, communication planning for sustainability, project development based on real or simulated scenarios, knowledge integration for positive impact, ethical awareness, responsibility, and social consciousness in professional practice

2.2 Cooperative and Work-Integrated Education 7 credits

95941169 Pre-Cooperative and Work-Integrated Education 1(0-2-1)

Principles, processes, and regulations of cooperative and work-integrated education; essential workplace competencies such as adaptability, collaboration skills, emotional intelligence, and corporate culture; job application skills including job and workplace selection, application and résumé writing, and interviewing; technical report writing and presentation; and preparation for career success.

95942169 Cooperative and Work-Integrated Education 6(0-18-9)

A full-time working in a selected organization; integrate knowledge, ability and skills with the assigned tasks; develop potentialities and career path from work; develop new skills learned from assigned work; develop team-work skills in a real work context

3. Free Elective Course not less than 6 credits

Students may select elective courses totaling 6 credits from courses offered by the university or from other universities, both domestically and internationally