



Course Specification

Course code INB2503 **Subject title** English for International Business
Major: International Business Faculty/College Faculty of Management Science
Suan Sunandha Rajabhat University
Semester 2 Academic Year 2024

Section 1 General Information

1. Course code and Subject title

Course code	INB2503
Subject Title in Thai	ภาษาอังกฤษสำหรับธุรกิจระหว่างประเทศ
Subject Title in English	English for International Business

2. Number of Credit

3 (3-0-6)

3. Curriculum and course types

3.1 Curriculum Type	Bachelor of Business Administration Management Course
3.2 Subject Type	Specialized Education Category (Professional Core Courses)

4. Responsible Lecturer and Teaching Lecturer

4.1 Subject Representative Lecturer	Assistance Professor Dr. Puchaya Hiranrithikorn
4.2 Teaching Lecturer Assistance	Assistance Professor Dr. Puchaya Hiranrithikorn

5. Contact Information Building

56, Level 2, Room 5621 Faculty of Management Science
 Rajabhat Suan Sunandha University

6. Semester/ Academic Year

6.1 Semester	2/2568
6.2 Student Year	Year 2
6.3 Available for (approximately)	50 Students
6.4 Study group	001, 002

7. Pre-requisite

Nil

8. Co-requisites

Nil

9. Study Location Building

57 Rooms 5734 Faculty of Management Science

10. Latest Course Updated

1 November 2024

Section 2 Aims and Objectives

1. Objectives of the course

To enable students to acquire knowledge and understanding of English in listening, speaking, reading, and writing for communication, as well as business-related terminology for international business, and to be able to prepare various documents used in business communication in English.

2. Objectives to develop/improve course

1. To enable students to acquire knowledge and skills in business communication using English accurately.
2. To enable students to practice presenting business reports in English accurately.
3. To enable students to apply English business communication skills correctly in their professional careers.

Section 3 Characteristics and Operations

1. Course Description

(ภาษาไทย) คำศัพท์ที่ใช้ในการติดต่อธุรกิจระหว่างประเทศ ภาษาอังกฤษที่เกี่ยวกับการติดต่อทางการค้าระหว่างประเทศ การดำเนินการทางธุรกิจในบริบทระหว่างประเทศ ทักษะการอ่านและการเขียนจากเอกสารทางธุรกิจต่าง ๆ ทักษะการฟัง และการพูดจากกิจกรรมบทบาทสมมติในสถานการณ์ต่าง ๆ

(English) The vocabulary is used in international business communication. English involves with international trade communication. The business transaction in international context such as reading skill, writing skill about various business documents, and listening and speaking skill from playing role in various situations.

2. Number of Hours Spent Per Semester

Lecture (Hours)	Extra Teaching (Hours)	Practice/Field (Hours)	Self-Study (Hours)
42 Hours	-	-	6 Hours

3. The number of hours per week that teachers give individual student counseling and academic advice

3.1 Consult in person at the lecturer's room

Building 56, Floor 2, Room 5621, Faculty of Management Science.

3.2 Consultation via work phone

02-1601507, 0866478899

3.3 Consult via electronic mail

punchaya.hi@ssru.ac.th

3.4 Consult via online social network

Line: iampanky

Facebook: <https://www.facebook.com/Punchaya Hiranrithikorn>

Page: <https://www.facebook.com/AJPanky/>

3.5 Consult via computer network (Internet/Web board)

Website: http://www.elfms.ssru.ac.th/punchaya_hi

Google Classroom Class ID: as notified through the Academic

Section 4 Development of student learning outcomes

1. Morality and ethics

1.1 Morals and ethics that need to be developed

- (1) Use discretion, values, reasonableness and social rules
- (2) Discipline, responsibility, honesty, integrity and selflessness
- (3) have a conscience and a conscience to distinguish what is right, what is good and what is evil.
- (4) Able to work as a team Including respect for the value and dignity of human Beings.
- (5) Respect the rules and regulations of the organization and society.

1.2 Teaching methods

- (1) Insert real experiences and events that have occurred in business or give examples about morality and ethics during teaching.
- (2) Set various criteria to promote morality and ethics, such as etiquette for attending class, working with others, and being a public mind.
- (3) Discussion and exchange of opinions between students and teachers and presentation of work.

1.3 Evaluation methods

- (1) Observe behavior in class, working in groups or teams, and asking and answering questions about morality and ethics.
- (2) Check scores and evaluate the work assigned to do, such as submitting work as assigned within the specified time.
- (3) Evaluate the presentation of reports as assigned.

2. Knowledge

2.1 Knowledge to be developed

- (1) Have knowledge and understanding of the sciences that are the basis for living life.
- (2) Knowledge of academic and professional advancements in supply chain management and international shipping.
- (3) Have knowledge, understanding and awareness of the rules and regulations or the essence of the content.
- (4) Knowledge and understanding of essential aspects of supply chain management processes and international shipping.
- (5) Do exercises, do the tests to follow the development of students' learning.

2.3 Evaluation methods

- (1) Observe question and answer behavior. Evaluated through discussion in class.
- (2) Measurement of results from observation, midterm exam and final exam with emphasis on measuring results from knowledge and understanding.
- (3) Knowledge and understanding are measured by the quality of work and completion on time.

3. Intellectual skills

3.1 Intellectual skills to be developed

- (1) Able to search, classify and analyze data or information to develop problem solving skills.
- (2) Have creative ideas and be able to integrate knowledge and experience in the field of study.
- (3) Use thorough academic skills in inventing, analyzing and deciding on new options.

3.2 Teaching methods

- (1) Asking questions and giving opinions in class and online.
- (2) Assign students to present reports in a systematic and interesting way both in the real classroom and online.
- (3) Analyze case studies.

3.3 Evaluation methods

- (1) Evaluated by observing participation behavior in class, such as interacting with teachers, working with others.
- (2) Group report presentation.
- (3) Mid-semester and final exams emphasizing critical thinking.

4. Interpersonal skills and responsibilities

4.1 Interpersonal skills and responsibilities to be developed

- (1) having leadership and follower status according to the appropriate role in the work.
- (2) Be creative in analyzing and expressing opinions.
- (3) Be responsible for self and social development.

4.2 Teaching methods

- (1) assign individual or group work; By having to switch or change work groups according to activities so that students can work together with others.
- (2) Have students discuss together in class.

4.3 Evaluation methods

- (1) Evaluated from the work process and work done in groups.
- (2) Evaluated by being a public-minded person, such as listening to other people's opinions, respecting different opinions, and being kind to others.

5. Numerical analysis, communication and information technology skills

5.1 Numerical analysis, communication and information technology skills to be developed

- (1) Select and apply mathematical principles and statistical techniques.
- (2) use of information technology for collecting information and presenting information regularly.
- (3) use language for effective communication.

5.2 Teaching methods

- (1) Assign tasks for students to search and collect data by themselves from documents and websites.
- (2) Organize teaching and learning through the online, onsite and on demand.
- (3) Have students prepare reports and media using Microsoft office programs.

5.3 Evaluation methods

- (1) Assessment of participation in discussions after listening to fellow students' presentations of study results.
- (2) Presenting reports in front of the class and accompanying media.
- (3) Mid-semester and final exams emphasizing critical thinking.

6. Other aspects

- (1) To encourage students to attend classes on time.

Note

Symbol means main responsibility

Symbol means secondary responsibility

Blank means not responsible

This will appear on the map showing the distribution of responsibility, standard learning outcomes from course to course (Curriculum Mapping).

Chapter 5 Lesson Plans and Assessment**1. Lesson Plans**

Week	Title/Details	Amount (hrs.)	Learning Activities Teaching/Media used	Lecturer
1	Explanation of Teaching and Learning Objectives Unit One: Regional Economic Groupings <ul style="list-style-type: none"> - Regional Economic Groupings in Europe - History of the European Union - Building a Fair and Open Playing Field - Regional Economic Groupings in ASEAN - History of Association of South-East Asian Nations 	3	<ul style="list-style-type: none"> - Online media, Power point media and videos - Lecture, join in analysis, discussion. - Give examples - Pretest 	Asst.Prof. Dr. Punchaya Hiranrithikorn

Bachelor's Degree Program

Week	Title/Details	Amount (hrs.)	Learning Activities Teaching/Media used	Lecturer
	<ul style="list-style-type: none"> - ASEAN Free Trade Area (AFTA) 			
2	<ul style="list-style-type: none"> - ASEAN Economic Community (AEC) - Characteristics and Elements of ASEAN Economic Community - Single Market and Production Base - Regional economic groupings in Pacific Rim - Regional Economic Groupings in the America - Objectives of the North American Free Trade Agreement - Listening and speaking in ASEAN Economic Community - Language Study Articles Number of Nouns 	3	<ul style="list-style-type: none"> - Online media, Power point media and videos - Lecture, join in analysis, discussion. - Give examples - Pretest 	Asst.Prof. Dr. Punchaya Hiranrithikorn
3	<p>Unit Two: International Business</p> <ul style="list-style-type: none"> - What is international business? - How does international business differ from domestic business? - General Agreement on Tariffs and Trade (GATT) - World Trade Organization (WTO) - Tariffs - Nontariff Barriers - Trade Preferences for Developing Countries - The Generalized System of Preferences (GSP) - Purposes of the Generalized System of Preferences (GSP) - U.S. Trade Preferences for Developing Countries 	3	<ul style="list-style-type: none"> - Online media, Power point media and videos - Lecture, join in analysis, discussion. - Give examples - Pretest 	Asst.Prof. Dr. Punchaya Hiranrithikorn
4	<ul style="list-style-type: none"> - The EU's Generalized Scheme of Preferences - The 2014 – New GSP Preferences - Organizing for Export and Import Operation - Export Department - Export Marketing Plan - Why Companies Export - Stages of Export Development - Export Strategy - Listening and Speaking in International Business 	3	<ul style="list-style-type: none"> - Online media, Power point media and videos - Lecture, join in analysis, discussion. - Give examples - Pretest 	Asst.Prof. Dr. Punchaya Hiranrithikorn

Bachelor's Degree Program

Week	Title/Details	Amount (hrs.)	Learning Activities Teaching/Media used	Lecturer
5	Language Study Possessive Adjective Adjectives Degrees of Comparison in Adjectives Positive Degree Comparative Degree Superlative Degree Irregular Comparative and Superlative Forms	3	<ul style="list-style-type: none"> - Online media, Power point media and videos - Lecture, join in analysis, discussion. - Give examples - Pretest 	Asst.Prof. Dr. Punchaya Hiranrithikorn
6	Unit Three: Business Letters, Resume and CV <ul style="list-style-type: none"> - Reading and Writing Business Letters - Reading and Writing Resume and CV - Differences Between a Resume and a CV 	3	<ul style="list-style-type: none"> - Online media, Power point media and videos - Lecture, join in analysis, discussion. - Give examples - Pretest 	Asst.Prof. Dr. Punchaya Hiranrithikorn
7	Unit Four: Incoterms <ul style="list-style-type: none"> - Incoterms 2010 - Definitions of Incoterms - History of Incoterms - Important Characteristic of Incoterms 2010 Rules - The Incoterms 2010 Rules for Domestic and International Trade - Categories of the Incoterms 2010 Rules - The 11 Incoterms 2010 Rules - Rules for Any Mode or Modes of Transportation - EXW Ex Works - FCA Free Carrier - CPT Carriage Paid To - CIP Carriage and Insurance Paid To - DAT Delivered at Terminal 	3	<ul style="list-style-type: none"> - Online media, Power point media and videos - Lecture, join in analysis, discussion. - Give examples - Pretest 	Asst.Prof. Dr. Punchaya Hiranrithikorn
8	<ul style="list-style-type: none"> - DAP Delivered at Place - DDP Delivered Duty Paid - Rules for Sea and Inland Waterway Transport - FAS Free Alongside Ship - FOB Free on Board - CFR Cost and Freight - CIF Cost, Insurance and Freight - Listening and Speaking in the Incoterms 2010 	3	<ul style="list-style-type: none"> - Online media, Power point media and videos - Lecture, join in analysis, discussion. - Give examples - Pretest 	Asst.Prof. Dr. Punchaya Hiranrithikorn

Bachelor's Degree Program

Week	Title/Details	Amount (hrs.)	Learning Activities Teaching/Media used	Lecturer
	<ul style="list-style-type: none"> - Language Study <li style="padding-left: 20px;">Present Simple Tense with The Verb to be <li style="padding-left: 20px;">Present Simple Tense - Review for Midterm Exam 			
9	Midterm Exam			
10	Unit Five: International Business Finance <ul style="list-style-type: none"> - Methods of Payment - Open Account - Cash in Advance - Documentary Collections - Documentary Collection Process - Negotiable Instruments - Functions of Negotiable Instruments - Types of Negotiable Instrument - Drafts and Checks (Orders to Pay) - Draft or Bill of Exchange - Sight Draft and Time draft 	3	<ul style="list-style-type: none"> - Online media, Power point media and videos - Lecture, join in analysis, discussion. - Give examples - Pretest 	Asst.Prof. Dr. Punchaya Hiranrithikorn
11	<ul style="list-style-type: none"> - The Origin of Bills of Exchange - Documentary Draft and Process of the Bank Collection - The Banker's Acceptance on Draft - The Usage of Time Draft and Acceptance - Listening and Speaking in International Business Finance - Language Study <li style="padding-left: 20px;">Prepositions <li style="padding-left: 20px;">Prepositional Phrases <li style="padding-left: 20px;">Noun Phrases <li style="padding-left: 20px;">Present Continuous Tense <li style="padding-left: 20px;">There is There are 	3	<ul style="list-style-type: none"> - Online media, Power point media and videos - Lecture, join in analysis, discussion. - Give examples - Pretest 	Asst.Prof. Dr. Punchaya Hiranrithikorn
12	Unit Six: Letters of Credit <ul style="list-style-type: none"> - Letters of Credit (L/C) - Seller's Compliance with the letter of Credit - Types of Letters of Credit - The Uniform Customs and Practice for Documentary Credits - Uniform Customs and Practice for Documentary 	3	<ul style="list-style-type: none"> - Online media, Power point media and videos - Lecture, join in analysis, discussion. - Give examples - Pretest 	Asst.Prof. Dr. Punchaya Hiranrithikorn

Bachelor's Degree Program

Week	Title/Details	Amount (hrs.)	Learning Activities Teaching/Media used	Lecturer
	Credits, (UCP 600)			
13	<ul style="list-style-type: none"> - Processes of Import and Export Management - Account Party and Beneficiary Party - Issuing Bank and Advising Ban - Issuing Bank and Confirming Bank - The Swift System - Listening and Speaking in Draft for Payment - Language Study <ul style="list-style-type: none"> Adverbs of Indefinite and Definite Frequency Past Simple Tense The Past Simple Tense of the verb to be Past Perfect Tense 	3	<ul style="list-style-type: none"> - Online media, Power point media and videos - Lecture, join in analysis, discussion. - Give examples - Pretest 	Asst.Prof. Dr. Punchaya Hiranrithikorn
14	<p>Unit Seven: Export/Import Documents</p> <ul style="list-style-type: none"> - Seller's Compliance with the letter of Credit - Account Party and Beneficiary Party - Shipping Documents or Commercial Documents - Export License - Commercial invoice - Bill of lading - Marine Insurance Policy - Certificate of Origin 	3	<ul style="list-style-type: none"> - Online media, Power point media and videos - Lecture, join in analysis, discussion. - Give examples - Pretest 	Asst.Prof. Dr. Punchaya Hiranrithikorn
15	<ul style="list-style-type: none"> - Certificate of Inspection - Packing List - Transport of Goods - Transport of Goods by Sea - Freight Forwarders - Listening and Speaking in Export Documents - Language Study <ul style="list-style-type: none"> Future Simple Tense Passive Verbs 	3	<ul style="list-style-type: none"> - Online media, Power point media and videos - Lecture, join in analysis, discussion. - Give examples - Pretest 	Asst.Prof. Dr. Punchaya Hiranrithikorn
16	<p>Group presentation</p> <p>Review for Final Exam</p>	3	<ul style="list-style-type: none"> - Online media, Power point media and videos - Lecture, join in analysis, discussion. - Give examples - Pretest 	Asst.Prof. Dr. Punchaya Hiranrithikorn

Week	Title/Details	Amount (hrs.)	Learning Activities Teaching/Media used	Lecturer
17	Final Exam			

2. Learning Evaluation Plan

(Specify the learning evaluation method for each sub-topics as shown in the map showing the distribution of course responsibilities (Curriculum Mapping) as defined in the course description, assessment week and assessment proportion)

Learning Outcome	Methods for Assessing Learning Outcomes	Assessment Week	Proportion of Evaluation
Knowledge and intellectual skills	Attendant and participation	1-17	10%
	Assignments and quiz	2-17	10%
	Case study, analysis, exchange of opinions with group report presentation.	2-16	20%
	Midterm Exam	9	30%
	Final Exam	17	30%

Chapter 6 Resources for Teaching and Learning

1. Textbooks and main documents

- 1) Boonyopakorn, K, (2015). *English for International Business*. Bangkok: Suan Sunandha Rajabhat University.

2. Important documents and information

- 1) New International Business English. Cambridge University Press 2000.
- 2) Ball, D. A., Geringer, J. M., McNett, J. M. & Minor, M.S. (2012). *International Business* (13th ed.). Great Britain: McGraw-Hill.
- 3) Ball, D. A., McCulloch, W. H., Geringer, J. M., McNett, J. M. & Minor, M.S. (2008). *International Business: the Challenge of global Competition* (11th ed.). Great Britain: McGraw-Hill.
- 4) Griffin, R. W., & Puatay, M. W. (2010). *International Business* (6th ed.). New Jersey: Pearson Education.

3. Documents and recommended information

- 1) <http://www.customs.go.th/wps/wcm/connect/>
- 2) <http://www.cambridge.org>

Section 7 Assessment and Improvement of Course Operations

1. Strategies for assessing course effectiveness by students

- Evaluation of study and work behavior by having students evaluate their classmates
- Pretest and posttest

2. Teaching evaluation strategies

(Specify methods of assessment that will obtain teaching information, such as from observers or teaching team or student academic performance, etc.)

- Student academic results
- Using assessments

3. Improving teaching

(Explain mechanisms and methods for improving teaching, such as how the Faculty/Department has determined mechanisms and methods for improving teaching, classroom research workshops to develop teaching and learning, etc.)

- Workshop to develop teaching and learning

4. Verification of student achievement standards in the subject.

(Explain the process used to verify student achievement standards according to the learning outcome standards of the course, such as verifying exam scores or assigned work the process may be different for different subjects or for each learning outcome standard)

- Review the exam from exam scores

5. Conducting a review and planning to improve the effectiveness of the course.

(Explain the process for using information obtained from the evaluation from items 1 and 2 to plan for quality improvement)

- Course updates every 3 years to be consistent with the current situation.

A map showing the distribution of responsibility for learning outcomes from curriculum to subject (Curriculum Mapping)

As shown in the course description (Programme Specification) TFQ2

Subject	Morality and Ethics				Knowledge				Intellectual Skills			Interpersonal Skills and Interpersonal Responsibility and Responsibility			Numerical analysis, communication and numerical information technology skills communication and use of information technology			other skills	
	● Main Responsibility				○ Secondary Responsibility														
General Education	1.1	1.2	1.3	1.4	2.1	2.2	2.3	2.4	3.1	3.2	3.3	4.1	4.2	4.3	5.1	5.2	5.3		
Course code: INB2503 Course Name: English for International Business	○	●	●	●	○	●	○	○	●	●	○	●	○	○	○	●	●		To encourage students to attend classes on time.