



Course Specification

Course Code LPD 3402.....Course Title Business English.....
Field of StudyLifestyle Product Design.....Faculty of Fine and Applied Arts
Suan Sunandha Rajabhat University
Semester..... 2..... Academic Year.....2568.....

Section 1: General Information

1. Course Code and Title

Course Code LPD 3402.....
Course Title (Thai) ภาษาอังกฤษธุรกิจ.....
Course Title (English) Business English.....

2. Credits

3 (3-0-6).....

3. Curriculum and Course Type

3.1 Curriculum Bachelor of Fine Arts (Lifestyle Product Design).....
3.2 Course Type Specialized Course (Compulsory).....

4. Instructors

4.1 Course Coordinator Dr. Nichanant Sermsri.....
4.2 Course Instructor Dr. Nichanant Sermsri.....

5. Contact Location

Lifestyle Product Design Department Teachers' Room
E – Mail: nichanant.se@ssru.ac.th.....

6. Semester / Year of Study

6.1 Semester 2/2568..... / Year of Study 3.....
6.2 Expected number of students Approximately.....25.....คน

7. Prerequisites

None.....

8. Co-requisites

None.....

9. Teaching Location

Room 58304, Faculty of Fine Arts

10. Date of Latest Revision

25 ตุลาคม 2568.....

Section 2: Course Objectives

1. Course Objectives

1. To develop students' ability to communicate in English within the context of design-related business.
2. To encourage the use of English in speaking, writing, and presenting design works effectively.
3. To enhance understanding of English vocabulary and structures used in the business and design industry.

2. Purpose of Course Development/Revision

To update course contents to align with industry needs and improve English communication skills for design presentation and business purposes.

Section 3: Course Description and Implementation

1. Course Description

This course will attempt to use an English for business communication of design an presentation. To practice in speaking, writing and presenting

2. Total Hours per Semester 3 (3-0-6)

Lecture (hours)	Tutorial / Supplementary (hours)	Fieldwork / Internship (hours)	Self-Study (hours)
45 hours	As required by individual students	-	90

3. Academic Consultation

Students can contact the instructor for consultation 1 hour per week. The instructor will announce the schedule to students.

3.1 In-person consultation at instructor's office: 3rd floor, Building 58, Faculty of Fine and Applied Arts

3.2 By telephone or mobile phone: 092-5194551.....

3.3 By e-mail : nichanant.se@ssru.ac.th

3.4 Via social media (Line group: "Business English").....

3.5 Through online platforms (Internet / Webboard) Website https://elfar.ssru.ac.th/nichanant_se/.....

Section 4: Learning Outcomes Development

Ethics and Morality

Expected Learning Outcome:

- (1) Honesty, discipline, and responsibility toward oneself and society.

Teaching Methods

- (1) Explain class regulations, attendance, and punctuality.
- (2) Encourage proper dress code according to university rules.

Assessment Methods

- (1) Attendance and punctuality.
- (2) On-time submission of assignments.

Knowledge

Expected Learning Outcome

- (3) Understanding of English language use for communication related to art, design, and cultural contexts.

Teaching Methods

- (1) Lecture and class discussions on using English in professional design communication.

- (2) Practice presentations and written tasks in English.

Assessment Methods

- (1) Quizzes, midterm exam, and final exam.
(2) Evaluation of individual written and presentation assignments.

Cognitive Skills

Expected Learning Outcome

- (1) Ability to research, collect, and evaluate information critically from multiple sources.

Teaching Methods

- (1) Students conduct research and present findings.
(2) Encourage analytical discussion and reflection.

Assessment Methods

- (1) Evaluation of individual assignments and group projects.
(2) Class participation and presentation performance.

Interpersonal Skills and Responsibility

Expected Learning Outcome

- (2) Responsibility for personal tasks and effective teamwork.

Teaching Methods

- (1) Assign group projects and encourage teamwork.

Assessment Methods

- (1) Group reports and team presentations.
(2) Class participation and peer evaluations.

Note

- symbol ● Refers to primary responsibility
symbol ○ Refers to secondary responsibility

The symbols in the original curriculum map indicate levels of responsibility — main, secondary, or none — for each learning outcome as defined in the program mapping.

Section 5: Teaching Plan and Assessment

1. Teaching Plan

Week	Content	Teaching Method	Learning Activities	Materials Used	Instructor
1	Course introduction / The importance of English in business design.	Hyflex Learning (On site / Online / On Demand)	Speaking, writing, and presentation practice related to design work in English.	PowerPoint,	Dr.Nichanant Sermsri
2	Basic vocabulary for design and business communication.	Hybrid Learning (On site / Online)	Speaking, writing, and presentation practice related to design work in English.	PowerPoint, exercises	Dr.Nichanant Sermsri

3	Business email writing for designers.	Hybrid Learning (On site / Online) บรรยาย / อภิปราย / ฝึกปฏิบัติ	Speaking, writing, and presentation practice related to design work in English.	PowerPoint, exercises, worksheets	Dr.Nichanant Sermsri
4	Communication in meetings and design presentations.	Hybrid Learning (On site / Online)	Speaking, writing, and presentation practice related to design work in English.	PowerPoint, videos, worksheets	Dr.Nichanant Sermsri
5	Writing product descriptions.	Hybrid Learning (On site / Online)	Speaking, writing, and presentation practice related to design work in English.	PowerPoint, exercises, worksheets	Dr.Nichanant Sermsri
6	Customer communication	Hybrid Learning (On site / Online)	Speaking, writing, and presentation practice related to design work in English.	PowerPoint, videos, exercises, worksheets	Dr.Nichanant Sermsri
7	Resume & Portfolio Writing	Hybrid Learning (On site / Online)	Speaking, writing, and presentation practice related to design work in English.	PowerPoint, videos, exercises, worksheets	Dr.Nichanant Sermsri
8	Midterm Examination				Dr.Nichanant Sermsri
9	Exhibition English	Hybrid Learning (On site / Online)	Speaking, writing, and presentation practice related to design work in English.	PowerPoint, exercises, worksheets	Dr.Nichanant Sermsri
10	Brand Communication	Hybrid Learning (On site / Online)	Speaking, writing, and presentation practice related to design work in English.	PowerPoint, videos, exercises, worksheets	Dr.Nichanant Sermsri
11	Advertising English	Hybrid Learning (On site / Online)	Speaking, writing, and presentation practice related to design work in English.	PowerPoint, videos, exercises, worksheets	Dr.Nichanant Sermsri

12	Design Presentation Skills	Hybrid Learning (On site / Online)	Speaking, writing, and presentation practice related to design work in English.	PowerPoint, videos, exercises, worksheets	Dr.Nichanant Sermsri
13	Design Presentation Skills	Hybrid Learning (On site / Online)	Speaking, writing, and presentation practice related to design work in English.	PowerPoint, exercises, worksheets	Dr.Nichanant Sermsri
14	Final Design Presentation Practice	Hybrid Learning (On site / Online)	Speaking, writing, and presentation practice related to design work in English.	PowerPoint, videos, exercises, worksheets	Dr.Nichanant Sermsri
15	Final design presentation practice.	Hybrid Learning (On site / Online)	Speaking, writing, and presentation practice related to design work in English.	PowerPoint, videos, exercises, worksheets	Dr.Nichanant Sermsri
16	Course summary and final exam review.	Hybrid Learning (On site / Online)	Speaking, writing, and presentation practice related to design work in English.	PowerPoint, videos, exercises, worksheets	Dr.Nichanant Sermsri
17	Final Examination				Dr.Nichanant Sermsri

2. Teaching and Assessment Plan

No.	Assessment Activity	Week of Evaluation	Weight (%)
1	Class participation	Every week	10
2	Midterm Examination	week 8	20
3	Individual Assignments	week 3, 5,7,11	40
4	Final Examination	week 17	30

Section 6: Learning Resources

1. Main Texts and Materials

- 1) PowerPoint slides prepared by the instructor.

2. Key References

- 1) Book: Business English for Designers
- 2) Book: English for Presentation and Communication

3. Recommended References

- 1) Book: Step-by-Step Grammar & English Usage: Illustrated Grammar Guide
- 2) Website: www.canva.com – for design practice and writing product descriptions.

Section 7: Course Evaluation and Improvement

1. Strategies for Course Effectiveness Evaluation by Students

- Student evaluation of instructor performance (university-provided form).
- Self-assessment by students comparing their knowledge and skills before and after the course

2. Teaching Evaluation Strategies

Based on student performance, problems, and instructor reflection.

3. Teaching Improvement

Departmental meetings to discuss challenges and possible improvements.

4. Student Achievement Verification

Random review of examinations and assignments by academic committees.

5. Course Review and Improvement Plan

- The program regularly reviews the course based on evaluation results, instructor reports, and feedback from faculty committees.

- After review, instructors propose development plans for improvement in future semesters.

Curriculum Mapping
Curriculum Mapping of Course Learning Outcomes and Program Learning Outcomes (TQF Framework)

course	(1) Ethics and Morality			(2) Knowledge				(3) Cognitive Skills				(4) Interpersonal Skills and Responsibility			(5) Numerical Analysis, Communication, and IT Skills			(6) Psycho motor Skills
	1	2	3	1	2	3	4	1	2	3	4	1	2	3	1	2	3	1
Specialized Course Course Code: LPD 3402 Course Title: Business English	○	○	○	○	○	●	○	●	○	○	○	○	○	○	○	○	○	○