



## Course Specification

Course Code BUA2144 Course Title Business English

Major: Business Administration Faculty of Management Science Suan Sunandha Rajabhat University

Semester 2 Academic Year 2568

### Section 1: General Information

#### 1. Course Code and Course Title

Course Code BUA2144  
Course Title (Thai) ภาษาอังกฤษเชิงธุรกิจ  
Course Title (English) Business English

2. Number of Credits 3 Credits (3-0-6)

#### 3. Degree and Major

3.1 Degree Bachelor  
3.2 Type of Course Title Specific Course (Selection)

#### 4. Responsible Faculty Member

4.1 Responsible Faculty Instructor Mr. Hassan Raza  
4.2 Instructor Mr. Hassan Raza

#### 5. Contact Address

Faculty of Management Science  
Email [hassan.ra@ssru.ac.th](mailto:hassan.ra@ssru.ac.th)

#### 6. Semester / Academic Year

6.1 Semester 2/2568  
6.2 Expected students 210 persons

7. Pre-requisites (If any) -

8. Co-requisites (If any) -

#### 9. Venue of Study

Faculty of Management Science

#### 10. Date of Latest Course Revision

Date: 25 Month: November Year: 2025

## Section 2: Goals and Objectives

### 1. Course Goals

- 1.1 Develop Foundational Business English Proficiency
- 1.2 Strengthen Grammar and Vocabulary for Professional Communication
- 1.3 Enhance Workplace Communication Competence
- 1.4 Foster Confidence and Professionalism in Business Interaction
- 1.5 Support Career Development Through Applied Language Use

### 2. Objectives of Course Development/Revision

- 2.1 Development of business English skills including vocabulary, communication formats, business correspondence, presentations.
- 2.2 To learn on how to develop communication skills
- 2.3 To practice presenting key business information in an effective way

## Section 3: Course Management

### 1. Course Description

This course provides learners with foundational skills in listening, speaking, reading, and writing in English, focusing on grammar and vocabulary relevant to business communication and career development in the Industry 4.0 era. Students will practice using English in real-world business contexts such as meetings, interviews, and workplace communication. The course emphasizes clarity, confidence, and correctness in basic business expressions.

### 2. Number of Hours per Semester

Lecture (Hours)	Additional Class (Hours)	Laboratory/ Field Trip/ Internship (Hours)	Self-Study (Hours)
45	-	-	90

### 3. Individual Counseling and Guidance Hours

(Please describe Ex. 1 hour / week)

- 3.1 By appointment at Faculty : 5<sup>th</sup> Floor, 57 Building Faculty of Management Science
- 3.2 By Mobile phone 0800-105275
- 3.3 By E-Mail hassan.ra@ssru.ac.th
- 3.4 By Line: (Private) Group

## Section 4: Student Development

### 1. Morality and Ethics

#### 1.1 Expected Moral and Ethical Development

- (1) Gain knowledge of professional value, ethics with good attitude of business professions
- (2) Be honest, discipline and follow rules & regulations of university and society
- (3) Time management and be creatively adjustable to society
- (4) Be conscious and concern to public interest than individual interest

#### 1.2 Teaching Methods

- (1) Lecture with case studies
- (2) Project group assignments
- (3) Lecture emphasized on discipline and punctuality of project hand over within timeline
- (4) Emphasize on honesty, non-cheating or copy any jobs from others for reports or project assignments

#### 1.3 Evaluation Methods

- (1) Class participation including dressing, punctual and assignment hand over promptly
- (2) Working group participation
- (3) Assignment of projects, homework and examination

### 2. Knowledge Achievement

#### 2.1 Expected Achievement of Knowledge

- (1) Gain knowledge in business concepts, key terms and practices
- (2) Gain knowledge that arises from integrating a variety of disciplines by apply business English as one of tools for problem solving and effective decision making
- (3) Gain business communication techniques and practices by learning experiences

#### 2.2 Teaching Methods

- (1) Lecture with case studies
- (2) Homework, project assignment presentation, analysis of case studies with alternative solutions as well as its presentation

#### 2.3 Evaluation Methods

- (1) Quizzes & Final Exam
- (2) Homework, case study and project assignments
- (3) Class attendance & participation

### 3. Intellectual Development

#### 3.1 Expected Intellectual Development

- (1) Develop the ability to analyze and apply appropriate business vocabulary, grammar structures, and communication strategies across varied professional contexts.
- (2) Strengthen critical thinking skills by evaluating workplace communication scenarios and selecting the most effective language forms for clarity, politeness, and accuracy.

(3) Enhance problem-solving abilities through the interpretation of business-related information and the formulation of clear, well-reasoned spoken and written responses.

### 3.2 Teaching Methods

(1) homework, project-based tasks, and case study activities; assignments requiring the application of business vocabulary and grammar in workplace scenarios; practice exercises involving the preparation of business emails, memos, and short reports; simulated meetings, interviews, and video-call role plays to develop communicative competence; preparation of group presentation materials and progress reports; summarizing workplace information and presenting it clearly and appropriately in spoken and written formats.

(2) Individual and group discussions

### 3.3 Evaluation Methods

(1) Quizzes & Final Exam

(2) Homework, case study and project assignment

(3) Class participation and project discussion & presentation

## 4. Responsibility and Interpersonal Relationship Development

### 4.1 Expected Responsibility and Interpersonal Relationship Development

(1) Be able to work and responsible for job assignment effectively

(2) Good relationship, co-operate with team and be able to adapt with situations as well as organizational culture

(3) Creativity, help and fully support in problem solving with different situations either a leader or a team member role

(4) Be able to develop self-learning in dynamic job environments

### 4.2 Teaching Methods

(1) Observation of class discussion; participation and other opinions' acceptance

(2) Both individual and group homework, case studies and project assignments

(3) Project report presentation and question discussion

### 4.3 Evaluation Methods

(1) Individual and group assignments, case studies and projects presentation; and procession of teamwork

(2) Class attendance & participation

## 5. Mathematical Analysis, Communication and Information Technology Skills

### 5.1 Expected Mathematical Analysis, Communication and Information Technology Skill Development

(1) Be able to use essential business vocabulary and grammar accurately in processing and conveying information in workplace situations.

(2) Be able to communicate effectively in professional contexts, including introducing oneself, participating in meetings, engaging in discussions, and presenting to different business audiences.

○ (3) Be able to apply appropriate digital communication tools and platforms to prepare business emails, memos, short reports, and presentations in a clear and professional manner.

## 5.2 Teaching Methods

- (1) Self-study assignments
- (2) Presentations and in class activities

## 5.3 Evaluation Methods

- (1) Report & project assignments
- (2) Be able to answer and explain any questions as well as participation in discussion

### Remark

- Major Task
- Minor Task

Shall be shown on Curriculum Mapping of task responsibility to course title

## Section 5: Teaching and Evaluation Plans

### 1. Teaching Plan

Week	Topic	Amount (hours)	Learning Activities Teaching/ Media used	Evaluation
1	Introduction to Business English - What is Business English? Why English matters in the Industry 4.0 era, Basic Business Vocabulary	3 hours	Students ask questions before the lecture to activate prior knowledge. In class, they engage in discussions and answer guided questions. After each chapter, students complete the end-of-chapter questions to test understanding and summarize the content, followed by brief group sharing as a class activity.	Exercises/Problems/ class activities
2	Formal vs. Informal Business Language - Tone and register, Common business phrases, Identifying contexts for each style	3 hours	Students ask questions before the lecture to activate prior knowledge. In class, they engage in discussions and answer guided questions. After each chapter, students complete the end-of-chapter questions to test understanding and summarize the content, followed by brief group sharing as a class activity.	Exercises/Problems/ class activities
3	Professional Self-Introductions - Talking about yourself,	3 hours	Students ask questions before the lecture to activate prior knowledge. In	Exercises/Problems/ class activities

Week	Topic	Amount (hours)	Learning Activities Teaching/ Media used	Evaluation
	introducing colleagues and guests, Using job-related vocabulary		class, they engage in discussions and answer guided questions. After each chapter, students complete the end-of-chapter questions to test understanding and summarize the content, followed by brief group sharing as a class activity.	
4	Business Greetings & Politeness - Formal greetings and farewells, Asking and answering questions politely, Expressing gratitude and making requests	3 hours	Students ask questions before the lecture to activate prior knowledge. In class, they engage in discussions and answer guided questions. After each chapter, students complete the end-of-chapter questions to test understanding and summarize the content, followed by brief group sharing as a class activity.	Exercises/Problems/ class activities + Quiz 1
5	Understanding Company Structure - Job titles and roles, Departments and functions, Workplace-related terms	3 hours	Students ask questions before the lecture to activate prior knowledge. In class, they engage in discussions and answer guided questions. After each chapter, students complete the end-of-chapter questions to test understanding and summarize the content, followed by brief group sharing as a class activity.	Exercises/Problems/ class activities
6	Describing Job Duties and Responsibilities - Daily routines, Key verbs and sentence structures, Talking about your tasks	3 hours	Students ask questions before the lecture to activate prior knowledge. In class, they engage in discussions and answer guided questions. After each chapter, students complete the end-of-chapter questions to test understanding and summarize the content, followed by brief group sharing as a class activity.	Exercises/Problems/ class activities + Assignment 1
7	Job Applications and Interview	3 hours	Students ask questions before the	Exercises/Problems/

Week	Topic	Amount (hours)	Learning Activities Teaching/ Media used	Evaluation
	Basics - Understanding job ads, Vocabulary for applications, Common interview questions and sample answers		lecture to activate prior knowledge. In class, they engage in discussions and answer guided questions. After each chapter, students complete the end-of-chapter questions to test understanding and summarize the content, followed by brief group sharing as a class activity.	class activities
8	Email Writing for Beginners - Email parts and structure, Basic formal expressions, Writing clear subject lines and messages	3 hours	Students ask questions before the lecture to activate prior knowledge. In class, they engage in discussions and answer guided questions. After each chapter, students complete the end-of-chapter questions to test understanding and summarize the content, followed by brief group sharing as a class activity.	Exercises/Problems/ class activities
9	Meeting Language and Etiquette - Phrases for participating in meetings, Asking for repetition or clarification, Do's and don'ts in meetings	3 hours	Students ask questions before the lecture to activate prior knowledge. In class, they engage in discussions and answer guided questions. After each chapter, students complete the end-of-chapter questions to test understanding and summarize the content, followed by brief group sharing as a class activity.	Exercises/Problems/ class activities
10	Telephone and Video Call Communication - Useful phone expressions, Taking and leaving messages, Basic video call etiquette	3 hours	Students ask questions before the lecture to activate prior knowledge. In class, they engage in discussions and answer guided questions. After each chapter, students complete the end-of-chapter questions to test understanding and summarize the content, followed by brief group sharing as a class activity.	Exercises/Problems/ class activities + Assignment 2

Week	Topic	Amount (hours)	Learning Activities Teaching/ Media used	Evaluation
11	Presenting Products and Services - Talking about features and benefits, Using descriptive and persuasive language, Practice short product pitches	3 hours	Students ask questions before the lecture to activate prior knowledge. In class, they engage in discussions and answer guided questions. After each chapter, students complete the end-of-chapter questions to test understanding and summarize the content, followed by brief group sharing as a class activity.	Exercises/Problems/ class activities + Quiz 2
12	Small Talk and Social English in Business - Starting casual conversations, Talking about weather, travel, and hobbies, Cultural tips for networking	3 hours	Students ask questions before the lecture to activate prior knowledge. In class, they engage in discussions and answer guided questions. After each chapter, students complete the end-of-chapter questions to test understanding and summarize the content, followed by brief group sharing as a class activity.	Exercises/Problems/ class activities
13	Distribution Channels (Explaining logistics and flow)	3 hours	Students ask questions before the lecture to activate prior knowledge. In class, they engage in discussions and answer guided questions. After each chapter, students complete the end-of-chapter questions to test understanding and summarize the content, followed by brief group sharing as a class activity.	Exercises/Problems/ class activities
14	Internal Business Writing - Writing memos, reminders, and announcements, Using the passive voice appropriately, Common formats for internal communication	3 hours	Students ask questions before the lecture to activate prior knowledge. In class, they engage in discussions and answer guided questions. After each chapter, students complete the end-of-chapter questions to test understanding and summarize the content, followed by brief group sharing as a class activity.	Exercises/Problems/ class activities

Week	Topic	Amount (hours)	Learning Activities Teaching/ Media used	Evaluation
15	Group Project Report + Presentation	3 hours	Students submit project report and give presentations. Followed by question answer session by students and the lecturer.	Presentations/ Question Answer session
16	Final Exam			Final Exam

## 2. Evaluation Plan

( Please provide detail of evaluation according to Curriculum Mapping in weekly and in percentage)

Expected Learning outcome	Evaluation Methods	Evaluated in Week no.	Percentage
1.2,2.2,3.1,3.2,4.1,4.2,5.2	1. Class attendance /Participation/Homework	Every Week	10
1.2,2.2,3.1,3.2,4.1,4.2,5.2	2. Individual Assignments (02)	Week 6 & Week 10	20
1.2,2.2,3.1,3.2,4.1,4.2,5.2	3. Quiz (02)	Week 4 & Week 11	20
1.2,3.1,3.2	4. Final Project and Presentation	15	20
1.2,3.1,3.2	5. Final Exam	16	30

## Section 6: Teaching Materials and Resources

### Main Texts and Documents

- 3) No fixed textbook is assigned for this course. All learning materials—including lecture slides, class activities, relevant case studies, and instructional videos—will be provided by the instructor throughout the semester.

## Section 7: Evaluation and Improvement of Course Management

### 1. Strategies for Evaluating Course Effectiveness by Students

- Quizzes during the semester
- Final exam
- Homework and assignments
- Lecturer and students discussion
- Class participation
- Lecturer evaluation and Course evaluation form

## 2. Evaluation Strategies of Teaching Methods

- Class participation
- Project presentation
- Students' performance from exams
- Re-evaluation of teaching methods

## 3. Improvement of Teaching Methods

Improvement of teaching methods by discussion with students and course evaluation by students submitted at the end of every semester.

## 4. Verification of Students' Learning Outcomes

- Students' performance from exams and project assignments
- Curriculum committee of Faculty of Management Science reviews students' learning performance through its criteria.

## 5. Review and Plan for Improvement of Course Effectiveness

Courses shall be reviewed and improved their contents by course evaluation and assessment annually.

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Curriculum Mapping of task responsibility to course title  
From Program Specification (TQF. 2)

Course Title	Morality and Ethics				Knowledge Achievement				Intellectual Development			Responsibility and Interpersonal Relationship Development				Mathematical Analysis, Communication and Information Technology Skills															
	● Major Task																○ Minor Task														
General Course	1	2	3	4	1	2	3	4	1	2	3	1	2	3	4	1	2	3													
Course Code BUA2144																															
Course Title																															
Business English	○	●	○	○	○	●	○	○	○	○	○	●	○	○	○	○	●	○													

Each of task responsibility is adjustable