



**Suan Sunandha International School of Art (SISA)**

**Suan Sunandha Rajabhat University**

**Thai Qualification Framework for Higher Education (TQF3) : Course Specification**

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**Course Title** : GEN0207 English For Career Development

**Credit** :3 (3-0-6))

**Semester** 1

**Academic Year** : Summer 2019

**Curriculum** : Bachelor of Fine Arts in Creativity and Digital Creativity (International Program)

**Lecturer** : Dr. Niracharapa Tongdhamachart

Suan Sunandha International School of Art (SISA)

**Section 1. General Information**

1. Code and Course Title : GEN0207 English For Career Development
2. Credit :3 (3-0-6)
3. Curriculum and Course Category:

This course is designed for non-native speakers who are interested in advancing their careers in the global marketing place. In this course, students will learn about English pronunciation, and English writing job search, application, interview process, presentation techniques, resume and cover letter writing, and public speaking. This course will also give students the opportunity to explore their global career path, while building their vocabulary and improving language skills to achieve their professional goals. This Specialization is designed to teach students to communicate effectively in English in professional contexts. They will expand their English vocabulary, improve their ability to write and speak in English in both social and professional interactions, and learn terminology and skills that they can apply to business negotiations, telephone conversations, written reports and emails, and professional presentations.

4. Lecturer : Dr. Niracharapa Tongdhamachart  
E-mail: ajarnjune@gmail.com
5. Semester / Year Level of Students: Summer/ 2<sup>nd</sup> and 3rd Year Students
6. Pre-Requisite (if any) : None
7. Co-Requisite (if any) : None
8. Learning Location : Mini Theatre, SISA Building, Salaya Campus
9. Late Date for Preparing and Revising this Course: -

**Section 2. Aims and Objectives**

1. Objectives of Course
  - 1.1 Students are able to pronounce English and write English correctly .
  - 1.2 Students are able to know the process of getting a job
  - 1.3 Students are able to lay out a solid foundation of career development before graduation.
2. Objectives of Developing/Revising Course -

Outline needs revision to fit into students' major and emphasis of team work in a real life situation.

### Section 3. Course Structure

#### 1. Course Outline

This course is designed for non-native speakers who are interested in advancing their careers in the global marketing place. In this course, students will learn about English pronunciation, and English writing job search, application, interview process, presentation techniques, resume and cover letter writing, and public speaking. This course will also give students the opportunity to explore their global career path, while building their vocabulary and improving language skills to achieve their professional goals.

#### 2. Time Length per Semester (Lecture-Hours / Practice-Hours / Self Study-Hours)

Lecture	Practice	Self -Study	Addition
6 hours per week	-	6 hours per week	upon student request

#### 3. Time Length per Week for Individual Academic Consulting and Guidance

3.1 Lecturer will be available every Monday from 9:00 to 16.00 at  
Suan Sunandha School of Art or an appointment can be made upon request.

3.2 Lecturer can also be reached via e-mail for any short consultations:

[ajarnjune@gmail.com](mailto:ajarnjune@gmail.com)

### Section 4. Developing Students' Learning Outcomes

Learning Standard/Outcomes	Learning Activities	Learning Assessment
<b>1. Ethics and Morals</b>		
1.Honesty 2.Integrity 3.Responsibility 4.Punctuality 5.Tolerance 6.Confidence	1. Rules setting such as attending the class on time and regularly 2. Group discussion 3. Group work 4. Responsible for given tasks and be honest in working and examination	1. Evaluation of on time class attendance 2. Evaluation of on time assigned tasks sending 3. Evaluation of harmony in students group working
<b>2. Knowledge</b>		

<ol style="list-style-type: none"> <li>1. Able to apply knowledge in real working time</li> <li>2. Able to create art work</li> <li>3. Understand in working process rightly in standard</li> <li>4. Good attitude to profession and work based on moralities and ethics of mass communicators</li> </ol>	<ol style="list-style-type: none"> <li>1. Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet</li> <li>2. Single and group assignment and discussion</li> <li>3. case studies in understanding and conclusion</li> <li>4. Field trip</li> <li>5. Guest speakers</li> </ol>	<ol style="list-style-type: none"> <li>1. Evaluation by behaviors, attention and class participation</li> <li>2. Evaluation by group work</li> <li>3. Evaluation by case study, questions, midterm examination and final examination (research paper).</li> <li>4. Pretest and post test</li> </ol>
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Learning Standard/Outcomes	Learning Activities	Learning Assessment
<b>3. Cognitive Skills</b>		
1.Can apply theoretical section and practical part to the study. 2.Can analyze situation of AEC	1.Practice and ideas conclusion by program of Microsoft PowerPoint 2.Guest speakers 3.Individual analysis based on case study 4. Develop art work 5. Mid-term and Final project	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group discussion 3. Evaluation by class practice 4. Evaluation by students' ideas conclusion, analysis including with in class evaluation
<b>4. Interpersonal Skills and Responsibilities</b>		
1.Relevant interpersonal skill and classmate 2.Skill of creation and maintenance of interpersonal relationship with colleagues and gain and loss people 3.Professional practice with self-responsibility and public responsibility based on moralities and ethics of mass communicators 4.Being leader and follower while working development	1.Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet 2.Group works assignment 3.Group presentation	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group works 3. Evaluation by in class practice
<b>5. Numerical Analysis, Communication and Information Technology Skills</b>		
1.Effective communication skill which are listening, speaking, reading and writing skills 2.Information technology and new media usage skills to support art production such as information searching via internet and uploading to youtube.com	1.Communicative technology usage practice such as assignment sending via e-mail and creation of forum for ideas sharing 2.In class discussion or playing of case studies 3.Report presentation skill by using proper forms, tools and technology	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group discussion and presentation 3. Evaluation by in class practice

## Section 5. Lesson Plan and Assessment

## 1. Lesson Plan

Week	TOPICS	Hours	Learning Activities and Medias	Lecturer
1	Course orientation. Meaning of Career Development Build your career profile Job search Work in a global economy	3	-lecture with Power point -Questions and Answer	Dr. Niracharapa Tongdhamachart
2	Theory of Career Development	3	-lecture with Power point -Questions and Answer	Dr. Niracharapa Tongdhamachart
3	Strategic Career Preparation and Decision Making		-lecture with Power point -Questions and Answer	Dr. Niracharapa Tongdhamachart
4	English Pronunciation	3	-lecture with Power point and VDO -Questions and Answers -Practice	Dr. Niracharapa Tongdhamachart
5	English Pronunciation	3	-lecture with Power point and VDO -Questions and Answers -Practice	Dr. Niracharapa Tongdhamachart
6	Understanding of Business English and Vocabulary	3	- Lecture with power point -Questions and answers -Exercises and Quiz	Dr. Niracharapa Tongdhamachart
7	Understanding of Business English and Vocabulary	3	- Lecture with power point -Questions and answers -Quiz	Dr. Niracharapa Tongdhamachart
8	Midterm			
9	How to write a resume/CV and a Cover Letter	3	- Lecture Questions and answers	Dr. Niracharapa Tongdhamachart
10	Techniques of self-introduction	3	-lecture -Discussion -Questions and answers	Guest Speaker

11	Be Ready for the Job interview	3	-lecture -Discussion -Questions and answers -Role play	Dr. Niracharapa Tongdhamachart
12	Public Speaking	3	-lecture -Discussion -Questions and answers -Case study	Dr Niracharapa Tongdhamachart
13	Public Speaking	3	-Role play	Guest speaker
14	Being a Youtuber/Influencer	3	-Lecture with Power point -Discussion -Questions and Answer -Homework Assignment	Guest Speaker
15	Being a Youtuber/nfluencer	3	-Role Play	Dr. Niracharapa Tongdhamachart
16	Work place Preparation	3	-Lecture -Questions and Answers -Role Play	Dr. Niracharapa Tongdhamachart
17	<b>Final Examination</b>			
	Total Hours	51		

**2. Learning Assessment Plan**

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
<b>1. Ethics and Morals</b>			
1. Honesty 2. Integrity 3. Responsibility 4. Punctuality 5. Tolerance 6. Confidence	Behaviors and Class Practical Participation	Every Week	Class Attendance 10%
<b>2. Knowledge</b>			
1. Apply knowledge in real working time 2. Use case study in creating marketing project 3. Understand in working process rightly in standard	Midterm Exam	week 8	Midterm Examination 30%

profession and work based on moralities and ethics of mass communicators			
<b>3. Cognitive Skills</b>			
1.Can apply theoretical section and practical part to analyze the case 2.Can analyze situations on case study	Case Study Analysis, Homework Assignment  Guest speakers	week 1-16	
<b>4. Interpersonal Skills and Responsibilities</b>			
1.Relevant interpersonal skill and classmate 2.Skill of creation and maintenance of interpersonal relationship with colleagues and gain and loss people 3.Professional practice with self-responsibility and public responsibility based on moralities and ethics of mass communicators 4.Being leader and follower while working development	Class Participation, homework, group project, presentation, discussion	Every Week	Class Participation 10%

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
<b>5. Numerical Analysis, Communication and Information Technology Skills</b>			
1.Effective communication skill which are listening, speaking, reading and writing skills 2.Information technology and new media usage skills to support the projects and upload to you tube.	Homework and Final Examination	Week 9,13,15,16,17	50%

## **Section 6. Learning and Teaching Resources**

### **Major books and documents**

1. Communicative English handouts by Dr. Niracharapa Tongdhamachart
2. The Career Book by USQ
3. Business English by John Taylor
4. <https://zety.com/resume-templates>
5. <https://youtu.be/w0GsNFDfUo>

### **Media**

1. You tube- <https://youtu.be/8CcoN9ULNZo>
2. :You tube- <https://youtu.be/8CcoN9ULNZo>
3. <https://youtu.be/w0GsNFDfUo>

## Section 7. Course Evaluation and Improvement

### Strategies for Course Evaluation by Students

- 1.1 Explain to students to understand significance of subject development and students' roles in subject effectiveness evaluation as gain and loss people of program management
- 1.2 Support subject effectiveness evaluation by students before and after studying
- 1.3 Create opinion sharing atmosphere about subject effectiveness between lecturer and students while studying.
- 1.4 Group Project will help them understand and improve their knowledge.
- 1.5 Guest lecturers will help them create in-depth knowledge.

### Strategies for Course Evaluation by Lecturer

- 2.1 Evaluation majorly based on students' participation such as students' behaviors and participation consideration
- 2.2 Evaluation by lecturer's point of view such as teaching potential according to set teaching plan evaluation and teaching atmosphere consideration
- 2.3 Evaluation by students' scores on Mid-Term Exam and group projects, home work assignment.
- 2.4 Evaluation of teaching by faculty's academic section

### Teaching Revision

### Feedback for Achievement Standards

- 4.1 Students' outcomes, group works' quality and single assignment the whole semester harmony consideration
- 4.2 Proper teaching management plan evaluation, teaching activities creation, giving assignments, evaluation and score assessment with subject description and program objectives
- 4.3 Cooperation with the next subject lecturer for previous subject evaluation

### Methodology and Planning for Course Review and Improvement

## Section 8. Grading System

Marks (%)	Grade	Meaning	Value
86-100	A	Exceptional	4.00
82-85	A-	Excellent	3.75
78-81	B+	Very Good	3.50
74-77	B	Good	3.00
70-73	B-	Fairly Good	2.75
66-69	C+	Very Satisfactory	2.50
62-65	C	Satisfactory	2.00

58-61	C-	Fairly Satisfactory	1.75
54-57	D+	Poor	1.50
50-53	D	Fairly Poor	1.00
46-49	D-	Very Poor	0.75
0-45	F	Failure	0.00
-	I	Incomplete	-
-	W	Withdraw	-