



Suan Sunandha International School of Art

(SISA) Suan Sunandha Rajabhat

University

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

Course Title : Business English Composition (IGL 1104)

Credit :3 (3-0-3)

Semester 2

Academic Year : 2020

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

Lecturer : Dr. Niracharapa Tongdhamachart

Suan Sunandha International School of Art (SISA)

Section 1.

General Information

1. Code and Course Title: Business English Composition
2. Credit :3 (3-0-3)
3. Curriculum and Course Category:

The purpose of this course is to teach students to apply the basic rules of grammar, spelling, capitalization, number usage, and punctuation; utilize terminology applicable to technical and business writing; develop proofreading and editing skills; and write effective sentences and paragraphs for business applications.

4. Lecturer Dr. Niracharapa Tongdhamachart
5. E-mail: ajarnjune@gmail.com
6. Semester / Year Level of Students: Semester 2 / 3rd Year Students
7. Pre-Requisite (if any) : None
8. Co-Requisite (if any) : None
9. Learning Location :Suan Sunandha International School of Art (SISA),
Salaya campus, Suan Sunandha Rajabhat University
10. Late Date for Preparing and Revising this Course: -

Section 2.

Aims and Objectives

1. Objectives of Course
At the end of the course, students should be able to:
 1. Identify language structure in sentences.
 2. Recognize sentence elements, patterns, and types.
 3. Create the plural form of a noun.
 4. Create the possessive form of a noun or pronoun.
 5. Utilize the correct pronoun form in a sentence.
 6. Identify and use verbs in a sentence correctly.
 7. Identify and use adjectives in a sentence correctly.
 8. Identify and use adverbs in a sentence correctly.
 9. Recognize and use prepositions in sentences.
 10. Recognize and use conjunctions in sentences.
 11. Use basic punctuation rules.
 12. Use basic capitalization rules.
 13. Use basic guidelines for expressing numbers.
 14. Write clear, complete sentences.
2. Objectives of Developing/Revising Course -

Section 3. Course Structure

1. Course Outline

Course Content: A general description of lecture/discussion topics included in this course are listed in the Learning Outcomes/Specific Course Objectives sections of this syllabus. Students in all sections of Business English will be required to do the following: 1. Students will read assigned chapter notes and complete an online quiz for each chapter. 2. Students will write and type two drafts and a final composition free of grammar and punctuation errors. 3. Students will complete online objective exams in the presence of a testing proctor.

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

Lecture	Practice	Self Study	Addition
3 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 Wednesday 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

Section 4. Developing Students' Learning Outcomes

Learning	Learning Activities	Learning Assessment
1. Ethics and Morals		
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 working
2. Knowledge		

<ol style="list-style-type: none">1. Able to apply knowledge in real working time2. Able to create art work3. Understand in working process rightly in standard4. Good attitude to profession and work based on moralities and ethics of mass communicators	<ol style="list-style-type: none">1. Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet2. Single and group assignment and discussion3. case studies in understanding and conclusion	<ol style="list-style-type: none">1. Evaluation by behaviors, attention and class participation2. Evaluation by group working3. Evaluation by case study, questions, midterm examination and final examination (research paper).
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Learning	Learning Activities	Learning Assessment
3. Cognitive Skills		
1.Can apply theoretical section and practical part to art and animation production 2.Can analyze situations in art and animation production	1.Practice and ideas conclusion by program of Microsoft PowerPoint 2.Assignment of group discussion and report 3.Individual analysis based on art and animation principles 4. Develop art work 5. Role play	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 5. Evaluation by quiz, role play
4. Interpersonal Skills and Responsibilities		
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 work assignment	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group works 3. Evaluation by in class practice
5. Numerical Analysis, Communication and Information Technology Skills		

<p>1.Effective communication skill which are listening, speaking, reading and writing skills</p> <p>2.Information technology and new media usage skills to support art production such as information searching via internet</p>	<p>1.Communicative technology usage practice such as assignment sending via e- mail and creation of forum for ideas sharing</p> <p>2.In class discussion or playing of case studies games</p> <p>3.Report presentation skill by using proper forms, tools and technology</p>	<p>1. Evaluation by behaviors, attention and class participation</p> <p>2. Evaluation by group discussion and presentation</p> <p>3. Evaluation by in class practice</p>
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Section 5. Lesson Plan and Assessment

1. Lesson Plan

Week	Topics	Hours	Learning Activities and Medias	Lecturer
1	Course orientation English grammar -sentence structure - Part of Speech (Noun, Verb, adjective, adverb) -Vocabulary building	3	-lecture with Power point -pretest -English worksheet	Dr. Niracharapa Tongdhama chart
2	Punctuation Comma Rules Punctuation Marks that End Sentences Full Stop (Period) Semi-Colon Dash Brackets	3	-lecture with Power point -Exercises -quiz	Dr. Niracharapa Tongdhama chart
3	English grammar -compound sentence -complex sentence -Conjunction	3	-Lecture with Power points - Exercises -Quiz	Dr. Niracharapa Tongdhama chart
4	English grammar -Tenses -Present tense -Past Tense - present /past continuous tense	3	-lecture with Power point - English worksheet	Dr. Niracharapa Tongdhama chart
5	English grammar -future Tense -Perfect tense	3	-Exercises -Quiz	Dr. Niracharapa Tongdhama chart
6	Mid term			
7	English grammar -If clause	3	-Exercises	Dr. Niracharapa Tongdhama chart

8	English grammar -Direct and Indirect speech -Idiom -Proverb	3	-lecture with Power point - Exercises	Dr. Niracharapa Tongdhama chart
9	Use basic guidelines for expressing numbers. (1a-i, 1a-ii, 1b-vi) a. Correctly choose between figure and word forms to express general numbers, money, and numbers beginning sentences. b. Express dates, clock time, addresses, and telephone numbers appropriately. c. Use the correct form in writing related numbers, consecutive numbers, periods of time, and ages. d. Use the correct form in expressing numbers in conventional phrases, with abbreviations and symbols, and as round numbers. e. Express weights, measures, and fractions correctly. f. Use the correct form in expressing percentages, decimals, and ordinals.	3	-lecture with Power point - Exercises -Home work	Dr. Niracharapa Tongdhama chart
10	Use basic capitalization rules. (1a-i, 1a-ii, 1b-vi) a. Use capitals correctly for the first words of sentences, direct quotations, and items in outlines. b. Use capitals correctly in headings and in titles of publications. c. Capitalize correctly proper nouns, short forms used for proper nouns, personal and official titles used with proper names, and proper adjectives. d. Capitalize correctly the names of commercial	3	- lecture with Power point -English worksheet -Home work	Dr. Niracharapa Tongdhama chart

11	<p>Recognize and use conjunctions in sentences. (1a-ii, 1b-vi, 2c-iii) a. Distinguish between simple and compound sentences. b. Punctuate compound sentences joined by and, or, nor, and but. c. Punctuate compounds sentences using conjunctive adverbs, such as therefore, however, and consequently. d. Recognize correlative conjunctions, such as either . . . or, not only . . . but also, and neither . . . nor. e. Use a parallel construction in composing sentences with correlative conjunctions. f. Distinguish among phrases, dependent clauses, and independent clauses. g. Expand dependent clauses into complete sentences. h. Punctuate introductory and terminal dependent clauses. i. Punctuate parenthetical, essential, and nonessential dependent clauses. j. Recognize simple, compound, complex, and compound-complex sentence patterns. k. Convert simple sentences into a variety of more complex patterns.</p>	3	<p>-lecture with Power point -Practice -</p>	<p>Dr. Niracharapa Tongdhamachart</p>
12	<p>Write clear, complete sentences. a. Compose sentences that are grammatically correct. b. Compose sentences that are punctuated correctly. c. Compose sentences that express a clear thought. d. Avoid fragments, run-on sentences, comma splices, and period faults. e. Proofread sentences for error</p>	3	<p>-lecture with Power point -</p>	<p>Dr. Niracharapa Tongdhamachart</p>

13	Essays & Presentations General Information on Writing English Texts General Information on Spoken Texts Summaries Comments Reviews (Films and Books) Presentation	3	-lecture with Power point -	Dr. Niracharapa Tongdhamachart
14	Stylistic Devices, Rhetorical Devices Definitions Picture Description		-lecture with Power point -You tube	Dr. Niracharapa Tongdhamachart
15	How to describe a product Marketing brochure design and writing	3	-lecture with Power point	Dr. Niracharapa Tongdhamachart
16	Business English Business Letter (Structure) Business Letter (Generator) Cover Letter Curriculum Vitae, CV, Resume	3	-lecture with Power point	Dr. Niracharapa Tongdhamachart
17	- Final exam	3		Dr. Niracharapa Tongdhamachart
Total		51		

2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment (%)
1. Ethics and Morals			
1. Honesty 2. Integrity 3. Responsibility 4. Punctuality 5. Tolerance 6. Confidence	Behaviors and Class Practical Participation	Every Week	Class Attendance 10%
2. Knowledge			
1. Apply knowledge in real working time 2. Use creativity in setting up the scene 3. Understand in working process rightly in standard 4. Good attitude	Midterm Exam /final exam	week 6 ,week 17	Midterm and Examination 60%

profession and work based on moralities and ethics of mass communicators			
3. Cognitive Skills			
1.Can apply theoretical section and practical part 2.Can complete the exercises/assignment	Exercises,quiz, homework Assignment	week 1-2, week 4, week 8, week 12	Practice 15%
4. Interpersonal Skills and Responsibilities			
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, practice with animation studios	Every Week	Class Participation 10%

Learning Outcomes	Assessment Activities	Time Schedule	Proportion of Assessment
5. Numerical Analysis, Communication and Information Technology Skills			
1.Effective communication skill which are listening, speaking, reading and writing skills 2. Information technology and new media usage skills to support practical skills	Group Presentation	week 1-3, week 9, week 12, week 14-15	Quiz/assignment 15%

Section 6. Learning and Teaching Resources

Major books and documents

1. Handouts by Dr. Niracharapa Tongdhamachart
2. English grammar books by Raymond Murphy

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

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
- 2.4 Evaluation of teaching by faculty's academic

section Teaching Revision

Feedback for Achievement Standards

- 3.1 Students' outcomes, group works' quality and single assignment the whole semester harmony consideration
- 3.2 Proper teaching management plan evaluation, teaching activities creation, giving assignments, evaluation and score assessment with subject description and program objectives
- 3.3 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

