TQF 3: Course Specification

Course Title:	IGL1104 English Composition for Business
Credits:	3(3-0-6)
Date & Time:	Mondays, 13:00 – 17:00
Semester:	2
Academic Year:	2016
Curriculum:	Bachelor of Fine Arts Program in Creativity and Digital Media & Bachelor of Fine Arts Program in Film Production
	Suan Sunandha International School of Art
	Suan Sunandha Rajabhat University

Contents

Section 1

General Information

1. Code and Course Title: IGL1104 English Composition for Business

2. Credits: 3(3-0-6)

3. Curriculum and Course Category:

> Bachelor of Fine Arts Program in Creativity and Digital Media
>
> Suan Sunandha International School of Art

4. Lecturer(s):

> Mr. Samuel R. Forkner
>
> Email: samuel.fo@ssru.ac.th
>
> Mobile Phone: 0956684065

5. Year/Semester

> Year 2016/Semester 2

6. Prerequisite Course

> None

7. Co-requisite Course:

> None

8. Learning Location: Multi-media 1, Salaya Campus

9. Last Date for Preparing and Revising this Course: Jan 6, 2016

Section 2

Aims and Objectives

1. Course Aims

1.1 Student Objectives

To increase proficiency in speaking and comprehension.

To apply English for business communication.

1.2. Objectives of Subject Improvement

Remediate past errors in English learning.

Eliminate reinforcement of errors and bad habits.

2. **Rationale for developing or revising the course**

   Students require more advanced proficiency in spoken English for communicating during business transactions related to film production.

Section 3
Course Structure

1. Course Description

   English writing skill to expand students' knowledge of English grammatical structures and sentence patterns and link English sentences to compose paragraphs for business.

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture	Practice/Field Work/Internship	Self-Study	Remedial Class
3 hours per week	0 hours per week	6 hours per week	none

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

   By Appointment

Section 4

Developing Student's Learning Outcomes

Learning Standards/Outcomes	Learning Activities	Learning Assessment
1. Ethics and Morals 1. Honesty 2. Integrity 3. Responsibility 4. Punctuality 5. Tolerance 6. Confidence	Rules setting such as attending the class on time and regularly 1. Group discussion 2. Group work 3. Responsible for given tasks and be honest in working and examination	Evaluation of on time class attendance 1. Evaluation of on time assigned tasks sending 2. Evaluation of harmony in students group working
2. Knowledge 1. Can apply knowledge in real working time 2. Dare to use creativity that's profit for film production development 3. Understand in working process rightly in standard 4. Good attitude to profession and work based on moralities and ethics of mass communicators	1. Explain and conclude ideas through teaching documents and presentation by programs of Microsoft PowerPoint, Microsoft Word and Internet 2. Single and group assignment and discussion 3. Games for case studies understanding and conclusion 4. Quiz in class	1. Evaluation by behaviors, attention and class participation 2. Evaluation by group working of film production and discussion 3. Evaluation by quiz, midterm examination and final examination

3. Cognitive Skills 1. Can apply theoretical section and practical part to film production 2. Can analyze situations in film production	1. Practice and ideas conclusion by program of Microsoft PowerPoint 2. Assignment of group discussion and report 3. Group analysis based on at present film principles	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
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	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

development		
5. Numerical Analysis, Communication and Information 1. Effective communication skill which are listening, speaking, reading and writing skills 2. Information technology and new media usage skills to support film production such as information searching via internet and uploading produced film 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 games 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	Topic / Content	No. of hours	Activities	Lecturer
1	Course Orientation	3	Group discussion	Samuel R. Forkner

2	Introduction to English Composition for Business	3	Assignments and/or projects	Samuel R. Forkner
3	Basic of English Grammar for Writing	3	Writing and speaking exercises	Samuel R. Forkner
4	Parts of Speech Sentence Structure	3	Assignments and/or projects	Samuel R. Forkner
5	Verb types and subject/verb agreement	3	Writing and speaking exercises	Samuel R. Forkner
6	Specific phrases for the workplace. Specific phrases for number related activities.	3	Writing and speaking exercises	Samuel R. Forkner
7	**Midterm break week**			
8	**Midterm examination week**			
9	Specific phrases for giving directions and receiving instructions	3	Writing and speaking exercises	Samuel R. Forkner
10	Writing for Business Revising	3	Assignments and/or projects	Samuel R. Forkner
11	Remedial work on past and present verb tenses	3	Writing and speaking exercises	Samuel R. Forkner
12	Remedial work on negative constructions and question formation	3	Assignments and/or projects	Samuel R. Forkner
13	Complex verb constructions	3	Writing and speaking exercises	Samuel R. Forkner
14	Continuous tense (past and present) as applied to a practical working environment	3	Assignments and/or projects	Samuel R. Forkner
15	Perfect tense (past and present) as applied to a practical working environment	3	Writing and speaking exercises	Samuel R. Forkner
16	**Final break week**			
17 – 18	**Final examination week**	3		
	Total hours	39		

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	Ethics and Morals	Attendance	Every week	10
2	Knowledge	Midterm exam Final exam	8 17	20 20
3	Cognitive Skills	Practice sessions	1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13, 14, 15	
4	Interpersonal Skills and Responsibilities	Group presentations Essays	1, 8	50
5	Numerical Analysis, Communication and Information Technology Skills	Teamwork Group study	8	

Section 6

Learning and Teaching Resources

1. Textbook and Main Documents

1.1 Main texts :

Ann Cole Brown, Jeffery Nilson et al. (1986). Grammar and Composition. Houghton Mifflin Company. Suzanne W. Woodward. (1997).

Fun with Grammar. Prentice Hall Regents.

1.2 Required readings:

TBA

Reading will be prescribed based on individual student ability, most likely at a 4th grade reading level (fourth year of primary school for Americans). Possible works include "A Separate Peace" by John Knowles or "Tales of a Fourth Grade Nothing"

by Judy Blume.

1.3. Supplementary or extra readings:

TBA
Full reading lists for each topic will be distributed in the lectures.

1.4. Extra resources:

TBA

Section 7
Course Evaluation and Revising

1. Evaluation strategies of subject effectiveness by students

    1.1 Understanding the significance of subject development and student roles in subject effectiveness

    1.2 Support of subject effectiveness by students before and after studying

    1.3 Create opinion sharing atmosphere about subject effectiveness between lecturer and students

2. Evaluation strategies of teaching

    2.1 Evaluation based on student participation, such as student behaviors and participation

    2.2 Evaluation from the lecturer's point of view, such as potential according to teaching plan and teaching atmosphere

    2.3 Evaluation of student scores

    2.4 Evaluation of teaching by academic faculty

3. Teaching development

    3.1 Teaching evaluation in item no.2 information codification to conclude strengths, weaknesses, opportunities, threats and suggestions for teaching development

    3.2 Research in class for teaching forms and methods development

3.3 Teaching techniques, media and atmosphere creation searching and development

4. Subject standard achievement for students review

    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

5. Subject review process and effectiveness development plan

    5.1 Teaching evaluation in item no.1-4 information consideration to conclude topics to develop or support to be higher in standard

    5.2 Academic and professional changes information studying

    5.3 Subject effectiveness development planning, managing, applying and evaluating constantly

Evaluation:

The Grading System is as follows:

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	-

CLASSROOM POLICIES

1. Students need to comply with uniform, Time Conflict Examination Regulations, Laws on Smoking Cigarette, and Restrictions on Foods and Drinks.

2. Attendance policies:

-3 times of ten-minute late for class is considered as 1 absence.

-Make–up classes are not allowed.

-80% attendance is strictly required regardless of any reason.

-No checking attendance for other classmates. Violation of the policies will result in being automatically withdrawn from the class.

-Attendance is checked since the first day of class regardless of any reason. Thus, students' excuses for absences including adding the subject late, medical reports, being away for work and travel programs, etc. will not be considered under any circumstances.

3. Manner in class:

-Behave in a polite manner

-Pay respect to instructors and class participants

-Turn off all communication devices

-Do not leave and re-enter the classroom

-Prohibited manners: Eating, drinking, chatting, talking on the phone, using any kind of communication devices, text-messaging, sleeping, reading other materials, doing other subjects' assignments/homework, walking in-out, etc.

-Improper behavior will result in no attendance checked.

4. Class assignments (Homework, reports, project, presentation, paper, etc.):

-No Plagiarism.

-Cheating and/or plagiarism of any assignments and/or projects will not be tolerated. It wills result in failure or "F" of the course and other disciplinary action.

-Submit all class assignment on time, both soft copy and hard copy, where applicable.

-Late submission will not be graded.

5. Class participation:

-Be participative and attentive in class

-The students are also required to comply with all classroom policies.

-Violation of the classroom policies will result in "zero" or "negative" participation marks and/or "no attendance" checked.