

**Assumption University**  
**Theodore Maria School of Arts**  
**Department of General Education**  
**Course Outline 3/2025**

**Course** : GE 2215 Global Perspectives: Business, Innovation and Culture  
**Credit** : 3 (0-9-0)  
**Status** : Free Elective  
**Prerequisite** : None  
**Lecturers** : Dr.Tawan Kangwansurakrai

**Course description:**

Exploring a foreign country through lenses of culture, business, innovation, and society, cultural field visits, interactive discussions, local immersion activities, offering firsthand insights, and inspiration from real -world examples of business and innovation, as well as the influence of culture on business practices and daily life, broadening international outlooks

**Course objectives:**

1. Understand key concepts of global business, innovation and cultural influence in international contexts
2. Analyze relationship between culture and business in social trends
3. Explore innovation and entrepreneurship in international contexts
4. Develop course cultural awareness and communication skills
5. Encourage experiential and reflection learning from site visits

**Teaching -Learning Activities:**

1. Lecture
2. Class activities such as: group work, experiential learning, reflection activities, Place based learning, VDO clips and etc.
3. Presentations
4. VDO clip

**Course Components and Mark Allocation:**

• Participation	20%
• Group assignments	30%
• Final report	30%
• VDO presentation	20%
Total	<b><u>100</u></b>

**Class Requirement:**

Attendance is at least 80% in all online classes. And class participation will combine with your attendance. Students are expected not only to attend class, but also to participate in the learning activities from the beginning until the end of the class.

<b>Evaluation :</b>	80%-100%	=	A
	78%-79%	=	A-
	73%-77%	=	B+
	70%-72%	=	B
	68%-69%	=	B-
	63%-67%	=	C +
	60%-62%	=	C
	58%-59%	=	C -
	50%-57%	=	D
	below 50%	=	W

**Textbook:** Complied handouts

**Reference:**

- Geremie R. Barmé and Geremie Barmé. (2008). *The Forbidden City*. Harvard University Press. USA
- Yang Zhigang. (2010).*Beijing's Imperial Palace*. Shanghai book traders. Shanghai. PRC
- Jonathan Clements. (2017). *An Armchair Traveller's History of Beijing*. The University of Chicago Press. USA
- <https://intl.dpm.org.cn/index.html?l=en>
- <https://topic.visitbeijing.com.cn/site/2020/EN/tour/>
- <https://whc.unesco.org/en/list/881/>

- <https://www.britannica.com/topic/Great-Wall-of-China/The-Ming-dynasty-to-the-present>
- <https://en.chnmuseum.cn/>
- <https://www.travelchinaguide.com/attraction/beijing/yonghe.htm>

**Study Plan and Schedule:**

<p><b><u>Week 1:</u></b></p> <p><b>2 May 2026</b></p> <ul style="list-style-type: none"> <li>-Course orientation</li> <li>-Course outline explanation</li> <li>-Trip preparation</li> </ul>
<p><b><u>Week2:</u></b></p> <p><b>9 May 2026</b></p> <ul style="list-style-type: none"> <li>-Visiting companies' introduction</li> <li>-Visiting attractions' cultural background explanation</li> <li>-Group pairing</li> <li>-Tasks and Assignments distribution</li> </ul>
<p><b><u>Week3:</u></b></p> <p><b>16 May 2026</b></p> <ul style="list-style-type: none"> <li>-Wrap up all details before trip</li> <li>-Tasks, assignments, self-preparation</li> <li>-Question and Answer</li> </ul>
<p><b><u>Week4:</u></b></p> <p><b>17 May 2026</b></p> <ul style="list-style-type: none"> <li>-Cultural session</li> <li>-Visit Qianmen street: a historic revitalized pedestrian thoroughfare in Beijing</li> <li>-Tasks and assignments distribution</li> </ul> <p><b>18 May 2026</b></p> <ul style="list-style-type: none"> <li>-Cultural and innovation session</li> <li>-Visiting National museum of China: showcasing over 5000 years of Chinese history and culture, explore Chinese history, culture, and innovation through museum</li> <li>-Visiting Summer palace: explore Chinese imperial lifestyle, landscape design, and cultural history and architecture</li> <li>-Tasks and assignments distribution</li> <li>-Group assignment base on student's interest</li> </ul> <p><b>19 May 2026</b></p> <ul style="list-style-type: none"> <li>-Cultural business and innovation session</li> <li>-Temple of heaven: explore the relationship between Chinese spirituality, imperial rituals, and architectural symbolism</li> <li>-Forbidden City: focusing in imperial authority, ritual space and architectural order, imperial costume culture</li> <li>-Wangfujing street: explore Chinese lifestyle, consumer culture, and urban development</li> <li>-Tasks and assignments distribution</li> <li>-Group assignment base on student's interest</li> </ul> <p><b>20 May 2026</b></p> <ul style="list-style-type: none"> <li>-Business and innovation session</li> <li>-Tiktok Company visit: video-sharing social networking service where users create and share short-form videos in genres like music, comedy, dance, education, and more</li> <li>-Xiaomi company visit: a multinational tech and electronics company that designs, manufactures, and sells a very wide range of products</li> <li>-Tasks and assignments distribution</li> <li>-Group assignment base on student's interest</li> </ul> <p><b>21 May 2026</b></p> <ul style="list-style-type: none"> <li>- Cultural business and innovation session</li> <li>-Great wall of China: explore Chinese history, military defense, and national symbolism</li> </ul>

<p><b>-Sanlitun district: a trendy hotspot for shopping, dining, and nightlife</b>  <b>-Tasks and assignments distribution</b>  <b>-Group assignment base on student’s interest</b></p> <p><b>22 May 2026</b>  <b>-Cultural session</b>  <b>-Yonghegong Lama Temple: an active Tibetan Buddhist monastery where monks live and religious events take place. It also serves as a museum and cultural heritage site — a peaceful place for worship, meditation, and learning about Buddhism and Qing history.</b>  <b>-Tasks and assignments distribution</b>  <b>-Group assignment base on student’s interest</b>  <b>-Trip overall wrapping up</b></p>
<p><b><u>Week5:</u></b></p> <p><b>-Individual research</b>  <b>-Individual reflection</b>  <b>-Group analytical</b>  <b>-Slides and rehearsal</b></p>
<p><b><u>Week6:</u></b></p> <p><b>-Presentation</b></p>

-----NO MIDTERM AND FINAL EXAMINATION-----

<p><b>LOCATION AND CONTACT INFORMATION</b>  GENERAL EDUCATION (GE) office hours are Monday through Friday, 8.30 a.m. – 16.30 p.m.  Office Location: CL10  Phone: 02-7832222 Ext.2485  Email Address: general_education@au.edu</p>
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**Au VISION 2000**

Assumption University of Thailand envisions itself as:

- an international community of scholars,
- enlivened by Christian inspiration,
- engaged in the pursuit of Truth and Knowledge,
- serving human society, especially through the creative use of interdisciplinary approaches and cyber technology.

**ENVISIONING Au GRADUATES**

Assumption University of Thailand envisions its graduates as :

- healthy and open-minded persons, characterized by personal integrity, an independent mind, and positive thinking,
- professionally competent, willing to exercise responsible leadership for economic progress in a just society,
- able to communicate effectively with people from other nations and to participate in globalization .

**AU MISSION**

Assumption University, an International Catholic University, is committed to be the light that leads learners and its stakeholders from all parts of the world towards wisdom, Truth, and Christian values and to discover “Treasure Within” themselves. Via effective teaching and research pedagogies of international standards as well as community engagement, the University aims to form individuals to be intellectually competent, morally sound, and spiritually enriching, accountable, righteous, and service-minded citizen, excelling in serving communities comprising of diverse cultures.

**Au UNIQUENESS**

“An International Catholic University”

**Au IDENTITY**

- Ethics
- English Proficiency
- Entrepreneurial Spirit

**THEODORE MARIA SCHOOL OF ARTS**

([www.arts.au.edu](http://www.arts.au.edu))

**VISION AND MISSION****Vision**

An international community of business communicators in Thailand

**Mission**

Theodore Maria School of Arts will ensure that: the School will...

1. Enhance business language skills
2. Promote cultural awareness
3. Foster academic networking
4. Encourage ethical standards and practices

**TAGLINE**

เติมเต็มศิลป์ภาษา พัฒนาศาสตร์ธุรกิจ

**Language Education, Business Inspiration**

**ARTS ORGANIZATIONAL CULTURE: More than faculty, we are family**

- Open communication
- Mentoring system
- Dedication
- Caring
- Teamwork
- Commitment
- Resource sharing

**Core Values**

A = Adaptability

R = Responsibility

T = Togetherness

S = Sustainability

**Core Competencies**

- Employability
- Multiculturalism
- Internationalization

**Quality Assurance Process**

Students should understand and apply the Quality Assurance Process in their study .The Plan-Do-Check-Act Cycle )PDCA (provides an easy but effective approach for problem solving and managing change, ensuring that ideas are appropriately tested before the full implementation .It can be used in all sorts of situations and can be clarified as follows:

**Plan :**Define the current problem, process, and issue and establish objectives and processes required to deliver the desired results.

**Do:** Implement the plans and new processes developed.

**Check :**Monitor and evaluate the implemented process by testing the results against the predetermined objectives .

**Act:** Apply actions necessary for improvement if the results require changes.

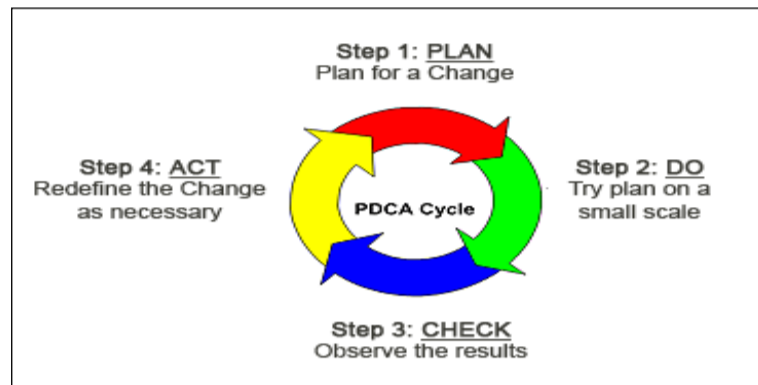


Figure 1 :PDCA Cycle )<http://www.swopehealth.org/>(