

First Year**First Semester**

Course Code	Course Title	Credits
ELE 1001	Communicative English I	3 (2-3-6)

Pick **ONE** of the following:

CN 1400	Introduction to Chinese	3 (3-0-6)
<u>OR</u> ECD 1900	<i>Chinese for Intercultural Communication</i> (only for native Chinese students, or students who have certificate of HSK level 5 with score of 200)	

GE 2110	Human Civilization and Global Citizens	2 (2-0-4)
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Pick **ONE** of the following:

GE 1410	Thai for Professional Communication	2 (2-0-4)
<u>OR</u> GE 1411	<i>Thai Language for Multicultural Communication</i> (for non-Thai students)	
<u>OR</u> GE 1412	<i>Introductory Thai Usage</i> (for Thai students from international schools)	

Plus TWO of the following Social Science courses:

GE 1205	ASEAN Ways	3 (3-0-6)
GE 1209	Psychology Application in Daily Life	3 (3-0-6)
GE 2207	Sport, Health and Wellness Development	3 (3-0-6)
GE 2209	The Power of Personality in Leadership	3 (3-0-6)
GE 2210	Love and Art of Living	3 (3-0-6)

Total	16 (15-3-32)
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Second Semester

Course Code	Course Title	Credits
ELE 1002	Communicative English II	3 (2-3-6)
GE 2202	Ethics	3 (3-0-6)
CN 1401	Chinese I	3 (3-0-6)
EIB 2101	Fundamentals of Speech Communication	3 (3-0-6)

Pick **ONE** of the following **3-credit** Science & Mathematics courses:

GE 2304	Lifestyles and Sustainability in Dynamic World	3 (3-0-6)
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OR other course from GE pool

Pick **ONE** of the following **2-credit** Science & Mathematics courses:

GE 1303	Science for Sustainable Future	2 (2-0-4)
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OR other course from GE pool

Total

17 (16-3-34)

Second Year**First Semester**

Course Code	Course Title	Credits
ELE 2000	Academic English	3 (2-3-6)
BBA 1102	Data and Information Literacy	3 (2-2-5)
CN 2401	Chinese II	3 (3-0-6)
CIB 2433	Oral Comprehension and Expression in Chinese I	3 (3-0-6)
BDM 3201	Digital Business	3 (2-2-5)
EIB 2104	Entrepreneurial English	3 (3-0-6)
Total		18 (15-7-34)

Second Semester

Course Code	Course Title	Credits
ELE 2001	Advanced Academic English	3 (2-3-6)
EN 3295	English for Online Business	3 (3-0-6)
EN 3291	Intercultural Business Communication	3 (3-0-6)
BDM 3202	Digital Commerce	3 (2-2-5)
ECD 2902	Developing Comprehensive Chinese	3 (3-0-6)
CIB 2434	Oral Comprehension and Expression in Chinese II	3 (3-0-6)
Total		18 (16-5-35)

Third Year**First Semester**

Course Code	Course Title	Credits
ECD 3931	Media Storytelling	3 (3-0-6)
ECD 3911	Progressive Chinese for Communication	3 (3-0-6)
CN 3436	Chinese Business Conversation I	3 (3-0-6)
BDM 3204	Enterprise Resource Planning	3 (2-2-5)
	One Concentration Course	3 (3-0-6)
	One Free Elective Course	3 (3-0-6)
	Total	18 (17-2-35)

Second Semester

Course Code	Course Title	Credits
ECD 3932	Media Content Writing	3 (3-0-6)
CN 3450	Introduction to Chinese Writing	3 (3-0-6)
ECD 3912	Communicative Chinese in Digital Media	3 (3-0-6)
BDM 3205	Information Systems Strategy, Management, and Acquisition	3 (2-2-5)
	One Concentration Course	3 (3-0-6)
	Total	15 (14-2-29)

Fourth Year**First Semester**

Course Code	Course Title	Credits
EN 4232	Business Conversation	3 (3-0-6)
ECD 4933	Art of Persuasion	3 (3-0-6)
ECD 4913	Trends in Chinese Digital Media	3 (3-0-6)
ECD 4934	English/Chinese Internship	3 (0-9-3)
	One Concentration Course	3 (3-0-6)
Total		15 (12-9-27)

Second Semester

Course Code	Course Title	Credits
EIB 4101	News Literacy	3 (3-0-6)
ECD 4935	Trends in Communicative Digitalization	3 (3-0-6)
	One Concentration Course	3 (3-0-6)
	One Concentration Course	3 (3-0-6)
	One Free Elective Course	3 (3-0-6)
Total		15 (15-0-30)