ASSUMPTION UNIVERSITY

THEODORE MARIA SCHOOL OF ARTS

DEPARTMENT OF ENGLISH FOR INTERNATIONAL BUSINESS

(DEPARTMENT OF BUSINESS ENGLISH)

COURSE OUTLINE 2/2026

Course: EIB2103 Writing Skill Development
Credits: 3
Status: Major Requirement
Prerequisite: ELE1002 Communicative English II
Lecturers: A. Sirakan Yingyodkul and A. Jitravadee Singhaniyom
Sections: 401-404

Course Description:

Effective writing skill development, language structure improvement and basic conventions of academic writing in business contexts

Course Objectives:

This course aims to

1. teach students to write effectively in different types of academic and business-related essays.
2. help students understand various grammatical structures.
3. help students develop vocabulary learning.
4. allow students to apply referencing conventions in academic writing to their essays to avoid plagiarism.

Learning outcomes: Students will be able to

1. apply appropriate structures and organizations of different types of academic and business-related essays.
2. understand various grammatical structures.
3. extend vocabulary knowledge.
4. implement referencing conventions in academic writing to their essays to avoid plagiarism.

Teaching – Learning Activities

1. Lecture
2. Discussions
3. Assignments

Course Requirements:

80% Attendance (The maximum number of absences allowed is 6 periods.)
Class participation
Punctuality
Quiz
Mid-term exam
Final exam

Mark Allocation:

Mid-term Exam	200 marks	(20%)
Final Exam	300 marks	(30%)

Quizzes	150 marks (15%)
Assignments, Online Practice and Participation	350 marks (35%)
TOTAL	1,000 marks (100%)

Standard Grading System

A	85-100%	A-	82-84%	B+	79-81%	B	75-78%	B-	72-74%
C+	69-71%	C	65-68%	C-	62-64%	D	50-61%	F	0-49%

Textbook:

Bauer, J., Boyle, M. S., Stapleton, S., & Asplin, W. (2022). *Final draft 2*. Cambridge University Press.

Study Plan and Contents

Week (Session)	Contents
1 (1)	Introduction to the course
1 (2)	**Unit 1: Paragraphs (1)** 1. Vocabulary -Academic vocabulary -Academic collocations 2. Models -Writing in the real world: "Exercise for the Brain"
2 (1)	**Unit 1: Paragraphs (2)** 2. Models (continued) -Student Model: "Memory Techniques" 3. Paragraphs: Topic Sentence, Supporting Sentences and Concluding Sentence
2 (2)	**Unit 1: Paragraphs (3)** 4. Writing skills and Grammar for Writing
3 (1)	**Unit 2: Essential Features of Effective Writing (1)** 1. Vocabulary -Academic vocabulary -Academic phrases 2. Models -Writing in the real world: "Body Language in Translation"
3 (2)	**Unit 2: Essential Features of Effective Writing (2)** 2. Models (continued) -Student Model: "The Behavior of Sports Fans" 3. Coherence and Transitions
4 (1)	**Unit 2: Essential Features of Effective Writing (3)** 4. Writing skills and Grammar for Writing
4 (2)	**Unit 3: Descriptive Paragraphs (1)** 1. Vocabulary -Academic vocabulary -Academic collocations 2. Models -Writing in the real world: "Melting Pot or Salad Bowl … or Chocolate Fondue?"
5 (1)	**Unit 3: Descriptive Paragraphs (2)** 2. Models (continued) -Student Model: "The Importance of *El Grito de Delores"* 3. Descriptive Paragraphs: Types of Descriptive Details
5 (2)	**Unit 3: Descriptive Paragraphs (3)** 4. Writing skills, Grammar for Writing and Assignment 1: Descriptive Paragraph (25 marks)
6 (1)	**Unit 4: Definition Paragraphs (1)** 1. Vocabulary

	-Academic vocabulary -Academic phrases 2. Models -Writing in the real world: "Workplace Tips for the 21st Century Worker"
6 (2)	**Unit 4: Definition Paragraphs (2)** 2. Models (continued) -Student Model: "Definition of a Team Player" 3. Definition Paragraphs -Topic Sentences for Definition Paragraphs -Supporting Sentences for Definition Paragraphs
7 (1)	**Unit 4: Definition Paragraphs (3)** 4. Writing skills, Grammar for Writing and Assignment 2: Definition Paragraph (25 marks)
7 (2)	**Writing Skill Interactive**
8 (1)	**Quiz 1 (75 marks)**
8 (2)	**Review for Midterm exam**
	Midterm exam: 6 January 2027 (9.00-11.00 hrs.)
9 (1)	**Unit 5: Opinion Essays (1)** 1. Vocabulary -Academic vocabulary -Academic collocations 2. Models -Writing in the real world: "This Math Teacher Wants More Classes in the Arts"
9 (2)	**Unit 5: Opinion Essays (2)** 2. Models (continued) -Student Model: "High School Students Do Not Need the Arts" 3. From Paragraph to Essay
10 (1)	**Unit 5: Opinion Essays (3)** 4. Writing Skills and Grammar for Writing
10 (2)	**Unit 5: Opinion Essays (4)** Assignment 3: Opinion Essay (50 marks)
11 (1)	**Unit 6: Classification Essays (1)** 1. Vocabulary -Academic vocabulary -Academic phrases 2. Models -Writing in the real world: "Eat Healthy the Chinese Way"
11 (2)	**Unit 6: Classification Essays (2)** 2. Models (continued) -Student Model: "Three Places to Find Healthy Food" 3. Classification Essay Organization
12 (1)	**Unit 6: Classification Essays (3)** 4. Writing Skills and Grammar for Writing
12 (2)	**Unit 6: Classification Essays (4)** Assignment 4: Classification Essay (Group work, 100 marks)
13 (1)	**Unit 7: Process Essays (1)** 1. Vocabulary -Academic vocabulary -Academic collocations 2. Models -Writing in the real world: "Doctors without Borders"
13 (2)	**Unit 7: Process Essays (2)** 2. Models (continued) -Student Model: "Paper Bead Jewelry" 3. Process Essay Organization
14 (1)	**Unit 7: Process Essays (3)** 4. Writing Skills and Grammar for Writing
14 (2)	**Quiz 2 (75 marks)**
15 (1)	**Avoiding Plagiarism Unit 1-7**
15 (2)	**Avoiding Plagiarism Unit 8 and Review for Final exam**

	Final Exam: 5 March 2027 (9.00-12.00 hrs.)

19 February 2027 is the last day to withdraw with "W."

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 citizens; 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)
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.

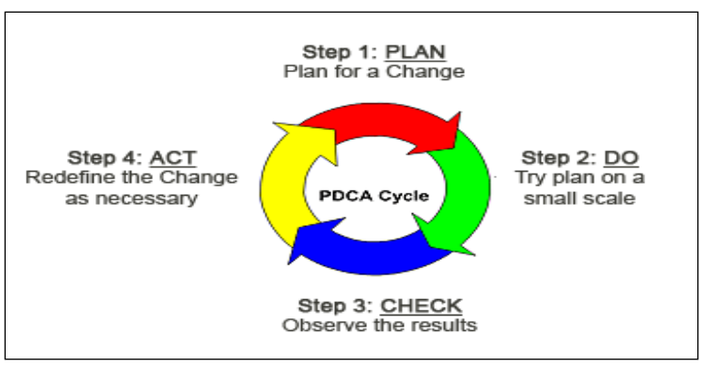


Figure 1: PDCA Cycle (http://www.swopehealth.org)

Plagiarism

Plagiarism is a serious academic offence, a serious breach of ethical conduct and is unacceptable student behavior. Students who plagiarize copying words or ideas without acknowledging the original writer of the words or ideas, will face disciplinary action. This will range from receiving an "F" in the subject to university suspension.