Assumption University
Faculty of Arts
Department of Business English
Course Outline 2/2026

Course	:	EN 3291Intercultural Business Communication
Credits	:	3
Status	:	Major Requirement
Prerequisite	:	BG 2000 English III
Lecturers	:	Dr. Weeraya D., Dr. Namon J. and Aj. Pichayapa S.
Sections	:	401-403

Course description

Basic elements of culture and communication skills with an emphasis on cross-cultural interpretation and interpersonal communication

Course objectives

This course aims to enable students to:

1. identify and give an account of cultural shock and its effects on interaction in different business contexts
2. critically examine cultural appropriations and its importance in intercultural business contexts
3. improve communicative skills in cross-cultural business contexts in forms of idea expression, oral presentations, and short synopsis

Learning Outcomes

Students will be able to:

1. adapt intercultural communication practices into conducting their business organizations and working in their business settings
2. prevent any misconducts or mistreatments towards their supervisors, colleagues, and subordinates when they are part of multicultural companies
3. enhance their English communication skills in multicultural business settings.
4. innovatively develop a new way of communication when they encounter unfamiliar cultural business settings

Teaching – Learning Activities:

1. Lectures
2. Group Discussions
3. Oral Presentations
4. Assignment
5. Field Trip

Course Requirement: 80% Attendance (Maximum absence = 6 times)

Mark Allocation:	Class participation	50
	Oral presentation	100
	Written Assignment	50
	Group discussions	100
	Field trip	100
	Mid-term examination	200
	Final examination	400
	Total	1000

Materials: Handouts and VDO clips provided by lecturers

The last day of "W" is 19 February 2027.

STUDY PLAN & SCHEDULE

Week 1	Course introduction Defining culture(s)
Week 2	Cultural appropriation
Week 3	Reading in intercultural business contexts: Case study analysis: Reebok
Week 4	Reading in intercultural business contexts: Case study analysis: Savage X Fenty lingerie
Week 5	Reading in intercultural business contexts: Case study analysis: Apple
Week 6	Cultural Appreciation
Week 7	Reading in intercultural business contexts: Case study analysis: Nor Black Nor White
Week 8	Written assignment Review for MID exam

MIDTERM EXAMINATION: 05/01/2027 (12:00-14:00)

Week 9	Cultural moment Reading in intercultural business contexts: Case study analysis: Oreo
Week 10	Field Trip/EIB Excursion The role of intercultural communication competency in global business negotiation
Week 11	Listening in intercultural business contexts: Case study analysis: KFC
Week 12	Listening in intercultural business contexts: Case study analysis: MCM
Week 13	Group discussions
Week 14	Oral presentations
Week 15	Oral presentations and Review for FIN exam

FINAL EXAMINATION: 04/03/2027 (9:00-12:00)

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 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

Theodore Maria School of Arts, Assumption University of Thailand envisions itself as an *outstanding international school for business language education with:*

- qualified and experienced lecturers
- applicative curriculums
- international teaching and learning environment and
- internship opportunities.

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Mission

For students:

1. To acquire and applied business language skills
2. To be competent and sound individuals equipped with entrepreneurial spirit

Core Values

A = Adaptability
R = Responsibility
T = Thrivability
S = Sustainability

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.

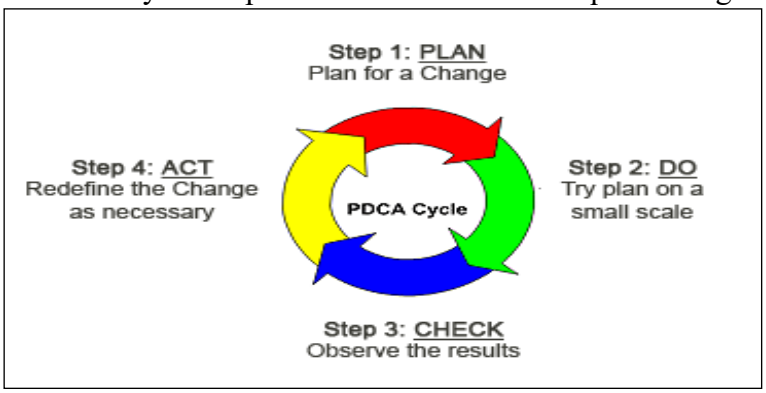


Figure 1: PDCA Cycle (http://www.swopehealth.org)

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.

THEODORE MARIA SCHOOL OF ARTS

Advising and Counseling 1/2026

All Arts students (Business English, Business French, Business Chinese, Business Japanese and ECD) must meet with their advisors before they pre-register for the 2/2026 semester in the assigned period (to be announced). Students who fail to come for their advising and counseling session will not be allowed to register for 2/2026 during the pre-registration period.

Names of advisors for semester 1/2026 will be posted on the faculty website (www.arts.au.edu). Arts students are required to check their advisors' names every semester and meet with them before the pre-registration.