ASSUMPTION UNIVERSITY

THEODORE MARIA SCHOOL OF ARTS

ENGLISH FOR INTERNATIONAL BUSINESS (EIB)

COURSE OUTLINE 2/2026

Course	:	GL 2102 Communication in International Business
Credits	:	3
Status	:	Core Course Requirement
Prerequisite	:	ELE 1002 Communicative English II
Lecturer	:	Dr. Rusma K. and Dr. Natrada T.
Sections	:	401-403

Course Description:
Exploration of effective communication strategies in the global business landscape and cross cultural communication, negotiation, and presentation skills essential for international success.

Course Objectives:
This course is aimed to:

1. introduce students to business document formats and structures while developing fundamental writing skills;
2. strengthen students' speaking skills for effective communication in diverse professional and cultural settings;
3. familiarize students with cultural dimensions and basic negotiation techniques for international business collaboration.

Course Learning Outcomes
The students will be able to:

1. identify the key elements of business documents, including emails, reports, and proposals, and write business correspondence with clarity and professionalism;
2. deliver effective spoken communication, such as presentations and discussions, in culturally diverse environments, and;
3. apply cultural awareness and negotiation basics to build positive relationships and resolve conflicts in a global business setting.

Teaching-Learning Activities

1. Lecture
2. Group Discussion
3. Assignments, Projects, and Presentations

Course Requirement:

1. 80% Attendance (Maximum absence = 6 times)
2. Projects and Presentations
3. Midterm examination
4. Final examination

Textbook: Peter W. Cardon, Business Communication: Developing Leaders for a Networked World

Mark Allocation :	Midterm Examination	200 marks
	Final Examination	250 marks
	Assignments	200 marks
	Projects and Presentations	300 marks
	Attendance and Participation	50 marks
	Total	1,000 marks

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%

Study Plan and Schedule

Week	Lesson/ Topic
1.	Course Introduction Chapter 1: Establishing credibility
2.	Chapter 2: Interpersonal Communication and Emotional Intelligence Chapter 3: Team Communication and Difficult Conversations
3.	Chapter 4: Communicating Across Cultures Chapter 5: Creating Effective Business Messages
4.	Chapter 6: Improving Readability with style and Design Chapter 7: Email and Other Traditional Tools for Business Communication
5.	**Assignment 1 (50 marks)** Chapter 8: Social Media for Business Communication
6.	**Assignment 2 (50 marks)**
7.	**Project 1 Presentations (150 marks)**
8.	Midterm Review
	Midterm Examination
9.	Mastering Business Negotiation Chapter 9: Routine Business Messages
10.	Chapter 10: Persuasive Messages Chapter 11: Bad news Messages
11.	**Assignment 3 (50 marks)** Chapter 13: Completing Business Proposals and Business Reports
12.	Chapter 14: Planning Presentation Chapter 15: Delivering Presentations
13.	Chapter 16: Employment Communication **Assignment 4 (50 marks)**
14.	**Project 2 Presentations (150 marks)**
15.	Final Review
	Final Examination

**** Last day to withdraw with "W" is February 19, 2027.**

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.

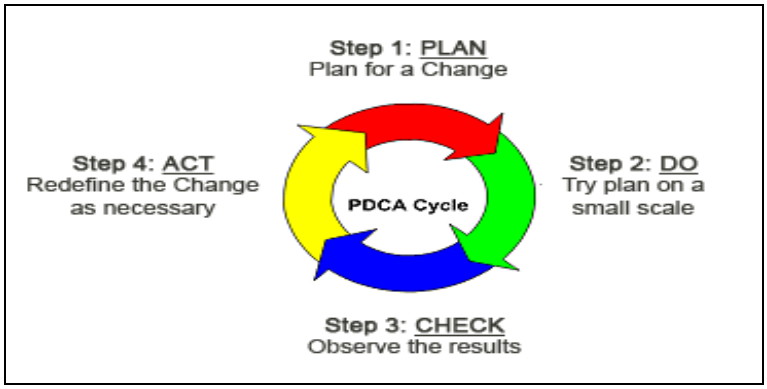


Figure 1: PDCA Cycle (http://www.swopehealth.org)

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.