ASSUMPTION UNIVERSITY
FACULTY OF ARTS
DEPARTMENT OF BUSINESS ENGLISH
COURSE OUTLINE 2/2026

COURSE	:	GL3106 Trends in Business English/EIB2105
CREDITS	:	3
STATUS	:	Core Course
PREREQUISITE	:	BG 2000 English III
LECTURERS	:	Dr. Rusma K
SECTIONS	:	401-402

Course Description:

Seminar on selected topics related to business or business English, case study in a form of workshop and/or panel discussion for efficient communicative and leadership skills.

Course Objectives:

On completion of the course the students will be able to

1. Summarize and discuss issues on business related topics
2. Deliver short presentations in English on related topics
3. Lead discussions on assigned topics
4. Use proper business terms, phrases and etiquette in a seminar

Course Learning Outcomes:

The students will be able to:

1. Write different types of accept and reject job offer.
2. Use English phrases in business and meeting discussions appropriately.
3. Know and understand various intercultural aspects.
4. Apply negotiation theories and knowledge acquired to real practice.

Teaching-Learning Activities

1. Lecture
2. Group Discussion
3. Assignments
4. Presentations
5. Debate

Course Requirement:

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

Mark Allocation :

Midterm examination	200 marks
Final examination	300 marks
Group Presentation	100 marks
Debate Activities	50 marks
Movies	150 marks
Assignment and participation	200 marks
Total	1,000 marks

Study Plan and Schedule

Week	
1	Class Introduction
2	Interacting with others in a social context
3	Using formal and informal language in business discussion and seminar
4	In class discussion on national/ international trends
5	Social Movement
6	Conflict of interest /ethical dilemma
7	Cross cultural communication and misunderstandings
8	Sustainable Development Goals (SDG)
	Midterm Exam
9	The language of decision making in diverse setting(you-attitude, positive emphasis)
10	Negotiating and making agreement in business setting
11	Linking ideas and sequencing business correspondence
12	Debate
13	GROUP PRESENTATION(SDG)
14	Accepting, confirming, rejecting an offer in business
15	FINAL REVIEW
	Final Exam

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 IDENTITIES

- Ethics: Integrity, Social Consciousness, Discipline (Self-Discipline and Social Discipline)
- English Proficiency
- Entrepreneurial Spirit**:** Leadership, Management Knowledge, Labor Omnia Vincit

FACULTY OF ARTS VISION AND MISSION

VISION

Faculty of Arts, Assumption University of Thailand, envisions itself as:
A faculty of high academic standing known for its excellence in language education for business, culture and research with:

- qualified and dedicated lecturers
- capable and determined students
- state-of-the-art courses and technologies
- international teaching environment

Which envisions its graduates to be:

- professionally competent, able to communicate effectively with people from other nations and to participate in globalization through their facility as bilinguals and their deep knowledge of other cultures,
- responsible leaders for economic progress in a just society, both in their exercise of citizenship and in their business activities,
- flexible and compassionate persons, who clearly live by their personal values, dare to think for themselves, and respond to new situations innovatively.

MISSION

Enabling students:

1. To acquire language business skills, Thai and foreign, for reading, writing and communicating
2. To learn how to mutually appreciate and share cultural values with people of other nations
3. To be professionally competent business men and women capable of responsible business leadership for economic progress and prosperity of the country.

QUALITY ASSURANCE KNOWLEDGE

PDCA Model can be defined 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 improvement if the results require changes.

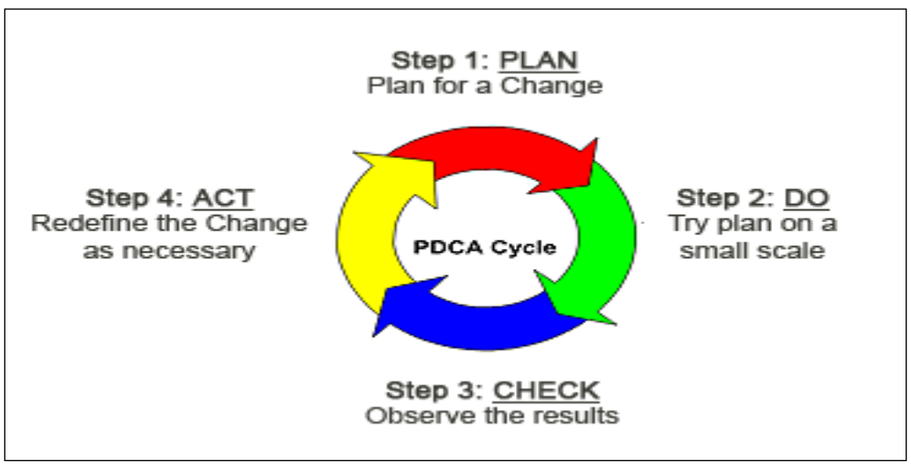


Figure 1: PDCA Cycle (http://www.swopehealth.org)

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 and "F" in the subject to university suspension.