

## **Culture Specification**

### **University**

Suan Dusit University

### **Campus/Faculty /Field of Study**

Business English Program

Faculty of Humanities and Social Sciences

## **1. General Information**

### 1. Course Title and Code

1553405 Culture for Business Communication

### 2. Credit Hours

3(3-0-6) 3 hours/week

### 3. Program in which the course is offered and course types (compulsory, elective, etc.)

Compulsory course

### 4. Name of faculty member responsible for the course

Ms. Janalyn L. Ramos

### 5. Semester/year at which the course is offered.

1<sup>st</sup> Semester / 3<sup>rd</sup> year

### 6. Pre-requisite for this course

None

### 7. Co-requisite for this course

None

### 8. Location (Indicate room numbers)

1209

### 9. Date on which the course is modified.

15 August 2017

## 2. Aims and Objectives

### 1. Course objectives

Upon completion of this course students should be able to achieve the following objectives:

1. Develop awareness and understanding of the relationship between culture and communication, with emphasis on business situations.
2. Enhance knowledge about how to manage the cultural differences in different situations in a global business environment.
3. Improve skills to increase communicative and intercultural competence when interacting with individuals from different cultures and countries in different business situations.

### 2. Purpose for developing/modifying the course

To be in accordance with the new curriculum that is offering this course for the first time in 2017.

## 3. Course Management

### 1. Course description

Characteristics and cultural differences of countries in terms of language, customs, belief, behaviors, business practices and business etiquette; practice communicating in intercultural situations. Study techniques in working with business associates in an international business environment.

### 2. Teaching Hours per semester

Lecture / Practice hours	Additional Teaching Hours	Training / Field work	Self-study
45	45	-	90

### **3. Additional Private Study or Learning Hours**

Students can contact the teacher online through chat on social network applications or through phone calls from 8am until 5pm.

### **4. Development of Learning Outcome in Domains of Learning**

#### **1. Morals and Ethics**

##### **1.1 Morals and ethics to be acquired.**

1. Develop self-discipline, punctuality and responsibilities
2. Show honesty in the assigned tasks
3. Conform to rules and regulations
4. Have academic and professional ethics

##### **1.2 Teaching Strategies**

1. Take on time attendance, check assignments and give weekly tests
2. Check assignments and grade weekly tests thoroughly
3. Set guidelines for proper behavior and assign points accordingly
4. Explain rules and regulations clearly and ask for justifying inappropriate behavior or action

##### **1.3 Methods of assessment**

1. On time attendance in every class
2. Regular grading of assignments and tests
3. Rubric for guidelines for behavior
4. Lecture on rules and regulations and one to one chat with students if necessary

## **2. Knowledge**

### **2.1 Knowledge to be acquired**

1. Have an understanding of an acquired skill of English in listening, speaking, reading and writing
2. Have knowledge in the field of Business English covering vocabulary, grammar and expressions;
3. Have basic knowledge of business;
4. Have integrated knowledge in other related disciplines.

### **2.2 Teaching strategies**

1. Discussions, videos, pair and group work
2. Lectures, discussions, pair and group work
3. Lectures and videos
4. Lectures, videos and power point presentations

### **2.3 Methods of assessment**

1. Class activities, exercises and interviews
2. Weekly individual and group tests and activities
3. Class tests and interviews
4. Exercises and discussions

## **3. Cognitive Skills**

### **3.1 Cognitive skills to be developed**

1. Have the ability to search for and integrate up-to-date information and new technology;

2. Think creatively and have the ability to apply knowledge appropriately;
3. Be able to think , analyze and solve problems systematically;
4. Synthesize original body of knowledge.

### **3.2 Teaching strategies**

1. Class discussions on finding up-to-date information
2. Class activities based on situations in real life
3. Assign problems using real life simulations
4. Lectures, class discussions and exercises

### **3.3 Methods of assessment**

1. Interactive talks and eliciting information
2. Pair work, group and class exercises
3. Assign exercises in pairs and groups
4. Elicit information and answers from discussions and exercises

## **4. Interpersonal Skills and Responsibility**

### **4.1 Interpersonal Skills and Responsibility to be developed**

1. Have cooperative interpersonal skills and respect for the rights and opinions of others;
2. Communicate effectively;
3. Work, and be responsible for the assigned work, duties and roles in the workgroup.

### **4.2 Teaching strategies**

1. Have group and class discussions

2. Interactive talks in class involving all students
3. Group discussions with rotating group leaders

#### **4.3 Methods of assessment**

1. Provide feedback during and after discussions
2. Provide opportunity for equal participation and healthy discussions
3. Assign points to group leaders and individual members for responsibility and participation in discussions

### **5. Communication Information Technology and Numerical Skills**

#### **5.1 Communication Information Technology and Numerical Skills to be developed**

1. Be able to use information technology to search for information and present work;
2. Use information technology for communication;
3. Calculate and analyze basic quantitative data;
4. Calculate and process data by using computer applications.

#### **5.2 Teaching strategies**

1. Assign exercises involving researching information on the internet
2. Create Facebook and email groups, and use mobile apps
3. Assign minor research work
4. Assign exercises for finding and presenting information from the internet

#### **5.3 Methods of assessment**

1. Individual and group presentations

2. Online exercises and assignments
3. Monthly Individual presentations
4. Weekly individual and group tests

### Teaching Plan and Course Evaluation

#### Teaching Plan

Week	Topic / Details	Teaching hours	Teaching activities & Instructional materials	Lecturer
1	Introduction to the course methodology and syllabus	3	<ul style="list-style-type: none"> <li>▪ Explain the course syllabus, course overview and objectives</li> <li>▪ Student and teacher self-introductions</li> <li>▪ Hand-outs and visual aids.</li> </ul>	Jana Ramos
2	Introduction to Culture	3	<ul style="list-style-type: none"> <li>▪ Handout compilation and visual aids</li> <li>▪ Introduction to culture concepts related to culture</li> <li>▪ In-class exercises</li> </ul>	Jana Ramos
3-4	Global Cultures <ul style="list-style-type: none"> <li>▪ The Function of Culture</li> <li>▪ Characteristics of Culture</li> </ul>	6	<ul style="list-style-type: none"> <li>▪ Handout compilation and visual aids</li> <li>▪ Discuss the different characteristics of culture.</li> <li>▪ In-class exercises</li> <li>▪ Role Play</li> <li>▪ Short Quiz</li> </ul>	Jana Ramos
5-6	Elements of Culture	6	<ul style="list-style-type: none"> <li>▪ Handout compilation and visual aids</li> <li>▪ Discuss the elements of culture (social organization, arts &amp; literature, customs &amp; traditions, religion, language, forms of government, economic system)</li> <li>▪ Question &amp; answer</li> </ul>	Jana Ramos

			<ul style="list-style-type: none"> <li>▪ Group discussion</li> <li>▪ Short quiz</li> </ul>	
7-8	<p>Cultures around the World</p> <ul style="list-style-type: none"> <li>▪ Cultural Aspects and Facts about the Seven Continents</li> </ul>	6	<ul style="list-style-type: none"> <li>▪ Handout compilation and visual aids</li> <li>▪ Discuss the cultural aspects and facts about the seven continents (North &amp; South America, Asia, Africa, Antarctica, Australia, Europe)</li> <li>▪ Group Activities</li> <li>▪ Question &amp; Answer</li> <li>▪ Brainstorming</li> <li>▪ Short Quiz</li> </ul>	Jana Ramos
9-10	<p>Business Etiquettes around the Word</p> <ul style="list-style-type: none"> <li>▪ Introduction</li> <li>▪ Business Etiquettes</li> <li>▪ Dining Etiquettes</li> </ul>	6	<ul style="list-style-type: none"> <li>▪ Handout compilation and visual aids</li> <li>▪ Discuss the different etiquettes around the world for instruction, business meetings and dining</li> <li>▪ In class games and exercises</li> <li>▪ Group discussion</li> <li>▪ Question and Answer</li> </ul>	Jana Ramos
11-12	<p>Understanding Culture in International Business</p>	6	<ul style="list-style-type: none"> <li>▪ Handout compilation and visual aids</li> <li>▪ Discuss the culture in International business (role of culture, etiquettes, presentation, negotiations, cultural environment)</li> <li>▪ Brainstorming</li> <li>▪ Question and answer</li> <li>▪ Group Activities</li> <li>▪ Short Quiz</li> </ul>	Jana Ramos
13-14	<p>Cultural Impact on International Business</p>	6	<ul style="list-style-type: none"> <li>• Handout compilation and visual aids</li> <li>• Discuss the cultural dimension, language, implications of communication, high &amp; low context, culture &amp; ethics, and the impact of religion</li> </ul>	Jana Ramos



			<ul style="list-style-type: none"> <li>• In class exercises</li> <li>• Group discussion</li> <li>• Short quiz</li> </ul>	
15	Review of the topics	3	<ul style="list-style-type: none"> <li>▪ Review content in all topics covered for the final examination</li> <li>▪ In class activities</li> </ul>	Jana Ramos
16	Final Examination	3	<ul style="list-style-type: none"> <li>▪ Final Test Paper</li> </ul>	Jana Ramos

## Assessment and Evaluation

### 1. Assessment

Activity	Learning Outcomes	Assessment Strategies	Week(s) of Assessment	The proportion of the assessment allocated for the activity (percentage)
<ul style="list-style-type: none"> <li>- Interactive lectures</li> <li>-Group and class discussions</li> <li>-Power point presentations</li> <li>-Pair and group activities</li> <li>-In class exercises</li> <li>-Presentations</li> </ul>	<ul style="list-style-type: none"> <li>-Develop self-discipline, punctuality and responsibilities</li> <li>-Have an understanding of and acquire skills of English in listening, reading and writing</li> <li>-Have knowledge in the field of Business English covering Vocabulary, grammar, and expressions</li> <li>-Have the ability to search for the integrate up-to-date information and new technology</li> <li>-Think creatively and have the ability to apply knowledge appropriately</li> <li>-Have cooperative interpersonal skills and respect for the rights and opinions of others</li> <li>-Communicate effectively</li> </ul>	<ul style="list-style-type: none"> <li>- Attendance record</li> <li>-In class exercises</li> <li>-Tests</li> <li>-Quizzes</li> <li>- Presentations</li> <li>-Midterm and Final Exams</li> </ul>	<p>Quiz weeks : 4,6,8,10,12,14</p> <p>In class exercises: Weeks 2-14</p> <p>Attendance &amp; Participation : Weeks 1-14</p> <p>Midterm Exam: Week 8</p> <p>Final Exam: Week 16</p>	<p>Weekly quizzes &amp; tests: 30%</p> <p>Attendance &amp; participation: 20%</p> <p>Midterm Exam: 20%</p> <p>Final Exam: 30%</p>

	-Wok and be responsible for the assigned task, duties and roles in the workgroup -Be able to use information technology and present work -Use information technology for communication			
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## 2. Evaluation

### Criterion Reference Scoring

Grade	Percentage	Grade Level
A	90-100	4.00
B+	85-89	3.50
B	75-84	3.00
C+	70-74	2.50
C	60-69	2.00
D+	55-59	1.50
D	50-54	1.00
F	0-49	0.49

## 6. Learning Resources

### 1. Required Texts

Ramos, J. (2017). Culture for Business Communication. Bangkok; Suan Dusit Graphic Site

### 2. Essential References

## **7. Course Evaluation and Improvement Processes**

### **1. Strategies for Obtaining Student Feedback on Quality of Teaching**

- Formal evaluation by the university online and the Business English Program
- Group and Class discussions

### **2. Other Strategies for Evaluation of Teaching**

- Independent feedback from students
- Assessment of results achieved by students
- Consultation with students' advisors

### **3. Processes for Improvement of Teaching**

- Discussions with and feedback from colleagues
- Classroom research
- Expand knowledge through online teaching courses
- Attend seminars and conferences to interact with delegates and attend presentations to improve knowledge on teaching strategies

### **4. Processes for Verifying Standards of Students Achievement**

- Class test results
- Class activities
- Presentations and interviews
- Midterm and Final exam results

#### **Action planning for verifying and improving effectiveness of the course**

- Students' feedback on course – lessons and tests
- Inclusion of topics (if any) as per suggestions by students
- Assessment of students' display of language and business skills during class exercises and activities