

Course 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 / Revised Curriculum 2014
4. Name of faculty member responsible for the course
Ms. Janalyn Ramos-Dayrit
5. Semester/year at which the course is offered.
1st Semester / 3rd year, Section A1 and B1
6. Pre-requisite for this course
None
7. Co-requisite for this course
None
8. Location (Indicate room numbers)
Room 504 Bldg. 32 Suan Dusit University
9. Date on which the course is modified.
24 June 2020

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.
4. Have the ability to work alongside different people for a common goal.
5. Be able to use information technology to search for information and present work.

2. Purpose for developing/modifying the course

To present a variety of cultural differences among countries.

The following are the teaching activities used in this course:

- ✓ Audio and video-taped interviews of different people that practices other culture
- ✓ Critical incidents / problem solving
- ✓ Culture capsules (comparison of different cultural insight)

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. Consultation takes 3 hours a week.

4. Development of Student Learning Outcomes

Teaching Strategies and Assessment

Learning Outcomes Being Developed	Teaching Strategies	Methods of Assessment	Assessment Week	Proportion of Assessment
<p>1. Develop self-discipline, punctuality and responsibilities</p> <p>2. Show honesty in the assigned tasks</p> <p>3. Conform to rules and regulations</p> <p>4. Have academic and professional ethics</p>	<p>1. Take on time attendance, check assignments and give weekly tests</p> <p>2. Check assignments and grade weekly tests thoroughly</p> <p>3. Set guidelines for proper behavior and assign points accordingly</p> <p>4. Explain rules and regulations clearly and ask for justifying inappropriate behavior or action</p>	<p>1. On time attendance in every class</p> <p>2. Regular grading of assignments and tests</p> <p>3. Rubric for guidelines for behavior</p> <p>4. Lecture on rules and regulations and one to one chat with students if necessary</p>	1-15	10%
<p>1. Have an understanding of an acquired skill of English in listening, speaking, reading and writing</p> <p>2. Have knowledge in the field of Business English covering vocabulary, grammar and expressions</p> <p>3. Have basic knowledge of business</p> <p>4. Have integrated knowledge in other related disciplines</p>	<p>1. Discussions, videos, pair and group work</p> <p>2. Lectures, discussions, pair and group work</p> <p>3. Lectures, videos and power point presentations</p> <p>4. Class discussions on finding up-to-date information</p>	<p>1. Class activities, exercises and interviews</p> <p>2. Weekly individual and group tests and activities</p> <p>3. Class tests and interviews</p> <p>4. Exercises and discussions</p>	Week 2, 6, 8, 10, 12, 14	50%
<p>1. Have the ability to search for and integrate up-to-date information and new technology</p> <p>2. Think creatively and have the ability to apply knowledge appropriately</p>	<p>1. Class discussions on finding up-to-date information</p> <p>2. Class activities based on situations in real life</p> <p>3. Assign problems using real life simulations</p>	<p>1. Interactive talks and eliciting information</p> <p>2. Pair work, group and class exercises</p> <p>3. Assign exercises in pairs and groups</p> <p>4. Elicit information and answers from discussions and exercises</p>	14	20%

Learning Outcomes Being Developed	Teaching Strategies	Methods of Assessment	Assessment Week	Proportion of Assessment
3. Be able to think , analyze and solve problems systematically 4. Synthesize original body of knowledge	4. Lectures, class discussions and exercises			
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	1. Have group and class discussions 2. Interactive talks in class involving all students 3. Group discussions with rotating group leaders	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	1-15	10%
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	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	1. Individual and group presentations 2. Online exercises and assignments 3. Monthly Individual presentations 4. Weekly individual and group tests	1-15	10%

5. Teaching Plan and Course Evaluation

5.1 Teaching Plan

Week	Topic / Details	Teaching and Learning Activities / Activities and Tasks	Instructional materials	Assessment and Evaluation (Proportion)	Lecturer
1	Introduction to the course methodology and syllabus	<ol style="list-style-type: none"> 1. Explain the course syllabus, course overview and objectives 2. Student and teacher self-introductions 3. Hand-outs and visual aids. 	<ol style="list-style-type: none"> 1. Use the OHP, laptop, video, textbook in discussing the course syllabus 2. Let students participate by giving their views, expectations and comments 	<ol style="list-style-type: none"> 1. Evaluate students about expectation and goals thru participation 	Jana Ramos-Dayrit
2	Introduction to Culture	<ol style="list-style-type: none"> 1. Handout compilation and visual aids 2. Introduction to culture concepts related to culture 3. In-class exercises 4. Short quiz 	<ol style="list-style-type: none"> 1. Use the OHP, laptop, video, textbook in discussing the course syllabus 2. Let students read, analyze and give feedback of the lesson 3. Initiate in-class exercises and short quiz at the end of the class 	<ol style="list-style-type: none"> 1. Evaluate students thru in-class exercises (book activities) and short quiz (4%) 	Jana Ramos-Dayrit
3	Global Cultures - The Function of Culture - Characteristics of Culture (Online Education)	<ol style="list-style-type: none"> 1. Organize meeting through Microsoft Team Program 2. Discuss the different characteristics of culture. 3. Online exercises through class participation 4. Assignment 	<ol style="list-style-type: none"> 1. Student Handouts (Learning Materials) 2. Microsoft Team Program 3. Power Point presentation 4. Other multi-media programs 	<ol style="list-style-type: none"> 1. Evaluate students thru exercises (book activities) 2. Evaluate students thru exercises (2%) 3. Evaluate students thru assignment (2%) 	Jana Ramos-Dayrit
4	Continuation: Global Cultures - The Function of Culture - Characteristics of Culture	<ol style="list-style-type: none"> 1. Organize meeting through Microsoft Team Program 2. Discuss the different characteristics of culture. 	<ol style="list-style-type: none"> 1. Student Handouts (Learning Materials) 2. Microsoft Team Program 3. Power Point presentation 	<ol style="list-style-type: none"> 1. Evaluate students thru short quiz (4%) 	Jana Ramos-Dayrit

Week	Topic / Details	Teaching and Learning Activities / Activities and Tasks	Instructional materials	Assessment and Evaluation (Proportion)	Lecturer
	(Online Education)	3. Short Quiz	4. Other multi-media programs 5. Encourage students to give questions and responses before the short quiz		
5	Elements of Culture	1. Handout compilation and visual aids 2. Discuss the elements of culture (social organization, arts & literature, customs & traditions, religion, language, forms of government, economic system) 3. Question & answer 4. Assignment	1. Use the OHP, laptop, video, recording and textbook for the discussion 2. Let the students read the sentences and encourage them to give their views and in doing the in-class exercises	1. Evaluate students thru in-class exercises (book activities) 2. Evaluate students thru exercises (2%) 3. Evaluate students thru assignment (2%)	Jana Ramos-Dayrit
6	Continuation: Elements of Culture (Online Education)	1. Organize meeting through Microsoft Team Program 2. Discuss the elements of culture (social organization, arts & literature, customs & traditions, religion, language, forms of government, economic system) 3. Short quiz	1. Student Handouts (Learning Materials) 2. Microsoft Team Program 3. Power Point presentation 4. Other multi-media programs 5. Let the students read the sentences and encourage them to give their views 6. A short quiz will be given at the end of class	1. Evaluate students thru short quiz (4%)	Jana Ramos-Dayrit
7	Cultures around the World ● Cultural Aspects and Facts about	1. Organize meeting through Microsoft Team Program 2. Discuss the cultural aspects and facts about the seven continents (North &	1. Student Handouts (Learning Materials) 2. Microsoft Team Program 3. Power Point presentation	1. Evaluate students thru exercises (2%) 2. Evaluate students thru assignment (2%)	Jana Ramos-Dayrit

Week	Topic / Details	Teaching and Learning Activities / Activities and Tasks	Instructional materials	Assessment and Evaluation (Proportion)	Lecturer
	the Seven Continents (Online Education)	South America, Asia, Africa, Antarctica, Australia, Europe) 3. Question & Answer 4. Brainstorming 5. Assignment	4. Other multi-media programs 5. Let the students participate in class discussion 6. Encourage students to give questions and responses before the in-class exercises		
8	Continuation: Cultures around the World <ul style="list-style-type: none"> Cultural Aspects and Facts about the Seven Continents 	1. Mid-term Examination 2. Handout compilation and visual aids 3. Discuss the cultural aspects and facts about the seven continents (North & South America, Asia, Africa, Antarctica, Australia, Europe) 4. Question & Answer	1. Use the OHP, laptop, video, recording and textbook for the discussion 2. Let the students participate in class discussion 3. Encourage students to give questions and responses before the in-class exercises 4. Let students take the mid-term exam	1. Evaluate students thru in-class exercises and question & answer portion 2. Mid-term exam (20%)	Jana Ramos-Dayrit
9	Business Etiquettes around the Word <ul style="list-style-type: none"> Introduction Business Etiquettes Dining Etiquettes 	1. Handout compilation and visual aids 2. Discuss the different etiquettes around the world for instruction, business meetings and dining 3. Online exercises through class participation 4. Group discussion 5. Question and Answer	1. Use the OHP, laptop, video, recording and textbook for the discussion 2. Let the students read, analyze and give feedback of the lesson 3. Exercises	1. Evaluate students thru exercises (2%)	Jana Ramos-Dayrit
10	Continuation: Business Etiquettes around the Word	1. Organize meeting through Microsoft Team Program	1. Student Handouts (Learning Materials)	1. Evaluate students thru exercises (book	Jana Ramos-Dayrit

Week	Topic / Details	Teaching and Learning Activities / Activities and Tasks	Instructional materials	Assessment and Evaluation (Proportion)	Lecturer
	<ul style="list-style-type: none"> ● Introduction ● Business Etiquettes ● Dining Etiquettes (Online Education)	<ol style="list-style-type: none"> 2. Discuss the different etiquettes around the world for instruction, business meetings and dining 3. Group discussion 4. Short quiz 	<ol style="list-style-type: none"> 2. Microsoft Team Program 3. Power Point presentation 4. Other multi-media programs 5. Let the students read, analyze and give feedback of the lesson 6. Initiate in-class exercises and short quiz at the end of the class 	activities) and short quiz (4%)	
11	Understanding Culture in International Business (Online Education)	<ol style="list-style-type: none"> 1. Organize meeting through Microsoft Team Program 2. Discuss the culture in International business (role of culture, etiquettes, presentation, negotiations, cultural environment) 3. Question and answer 4. Assignment 	<ol style="list-style-type: none"> 1. Student Handouts (Learning Materials) 2. Microsoft Team Program 3. Power Point presentation 4. Other multi-media programs 5. Let the students read the sentences and encourage them to give their views and in doing the exercises 	<ol style="list-style-type: none"> 1. Evaluate students thru exercises (2%) 2. Evaluate students thru assignment (2%) 	Jana Ramos-Dayrit
12	Continuation: Understanding Culture in International Business	<ol style="list-style-type: none"> 1. Handout compilation and visual aids 2. Discuss the culture in International business (role of culture, etiquettes, presentation, negotiations, cultural environment) 3. Brainstorming 4. Short Quiz 	<ol style="list-style-type: none"> 1. Use the OHP, laptop, video, recording and textbook for the discussion 2. Let the students read the sentences and encourage them to give their views and in doing the in-class exercises 3. A short quiz will be given at the end of class 	1. Evaluate students thru in-class exercises (book activities) and short quiz (4%)	Jana Ramos-Dayrit

Week	Topic / Details	Teaching and Learning Activities / Activities and Tasks	Instructional materials	Assessment and Evaluation (Proportion)	Lecturer
13	Cultural Impact on International Business (Online Education)	<ol style="list-style-type: none"> 1. Organize meeting through Microsoft Team Program 2. Discuss the cultural dimension, language, implications of communication, high & low context, culture & ethics, and the impact of religion 3. Online exercises through class participation 4. Assignment 	<ol style="list-style-type: none"> 1. Student Handouts (Learning Materials) 2. Microsoft Team Program 3. Power Point presentation 4. Other multi-media programs 5. Let the students participate in class discussion 5. Encourage students to give questions and responses before the exercises 	<ol style="list-style-type: none"> 1. Evaluate students thru exercises (book activities) 2. Evaluate students thru assignment (2%) 	Jana Ramos-Dayrit
14	Continuation: Cultural Impact on International Business (Online Education)	<ol style="list-style-type: none"> 1. Organize meeting through Microsoft Team Program 2. Discuss the cultural dimension, language, implications of communication, high & low context, culture & ethics, and the impact of religion 3. In class exercises 4. Group discussion 	<ol style="list-style-type: none"> 1. Student Handouts (Learning Materials) 2. Microsoft Team Program 3. Power Point presentation 4. Other multi-media programs 5. Let the students participate in class discussion 6. Encourage students to give questions and responses before the exercises 	<ol style="list-style-type: none"> 1. Evaluate students thru exercises (book activities) 2. Evaluate students thru group Project (20%) 	Jana Ramos-Dayrit
15	Review of the topics	<ol style="list-style-type: none"> 1. Review content in all topics covered for the final examination 2. In class activities 	<ol style="list-style-type: none"> 1. Use the OHP, laptop, video, recording and textbook for the final discussion and review 2. Initiate question and answer portion to test students readiness 3. Let students play a game for the in-class exercises 	<ol style="list-style-type: none"> 1. Evaluate students thru in-class activities (book activities) 	Jana Ramos-Dayrit

Please note: Online education will be applied 100% if there is an emergency situation.

5.2 Assessment and Evaluation

1. Assessment

Participation	10%
Group Project	20%
Oral Quiz and Homework	30%
Midterm Exam	20%
Final Exam	20%

2. Evaluation

Criterion reference scoring are used as follows:

Scores	Grade
85-100	A
79-84	B+
73-78	B
67-72	C+
61-66	C
55-60	D+
50-54	D
0-49	F
0	I
0	P, S
0	U
0	W

6. Teaching and Learning Resources

6.1 Required text

Ramos-Dayrit, J. (2018). *Culture for Business Communication*. Bangkok; Suan Dusit Graphic Site

6.2 Essential references

Robert Carroll, Feb.05, 2013). Understanding Culture in International Business. Retrieved from

www.slideshare.net/RobertCarroll5/understanding-culture-in-international-business

Concept of Culture. (July 5, 2005). Retrieved from <http://classes.uleth.ca/200502/>

anth1000y/PDF%20slides/concept%20of%20culture.pdf

Manali Oak. (Sept. 2, 2016). 7 Major Characteristics of Culture that are Essential for Life. Retrieved from

<http://www.buzzle.com/articles/charateristics-of-culture.html>

Nelson, Ken. (2017). Geography for Kids. World maps and countries.. Ducksters. Retrieved from

<http://www.ducksters.com/geography/>

6.3 Suggested references

Jennifer E. Beer (1997-2003). Culture at Work. Retrieved from <http://www.culture-atwork.com/highlow.html>

Maleeha Tarannum. (Feb. 19, 2015) Cultural Elements& their Impact on Int. Business. Retrieved from <https://www.slideshare.net/Taraleeha/cultural-elements-their-impact-oninternational-business-31393184>

7. Course Evaluation and Improvement Processes

7.1 Strategies for Obtaining Student Feedback on Quality of Teaching

1. Formal evaluation by the university online and the Business English Program
2. Group and Class discussions

7.2 Other Strategies for Evaluation of Teaching

1. Independent feedback from students
2. Assessment of results achieved by students
3. Consultation with students' advisors

7.3 Processes for Improvement of Teaching

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

7.4 Processes for Verifying Standards of Student Achievement

Learning Outcomes in Five Domains	Assessment				Presentation
	Observation	Class Activities	Quiz, Midterm and Final Exam	Homework	
Morals and Ethics	✓				
Knowledge	✓		✓	✓	✓
Cognitive skills			✓	✓	✓
Interpersonal skills and responsibilities	✓				
Communication Information Technology and Numerical Skills	✓			✓	✓

7.5 Action planning for verifying and improving effectiveness of the course

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