



Mahidol University International College  
Business Administration Division  
Business Communication ICMB 216

### GENERAL INFORMATION

#### 1. Course Code and Course Title

Thai	ICMB 216 การสื่อสารทางธุรกิจ
English	ICMB 216 Business Communication

#### 2. Number of Credits: 4 credits

#### 3. Credit Hours/Semester

Lecture or Other In-class Activity Hours	Laboratory/ Field Trip/ Internship Hours	Self-Study Hours
48	0	48

#### 4. Degree: Bachelor of Business Administration

#### 5. Faculty Members: Name:

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please email me to book a meeting

### DESCRIPTION AND OBJECTIVES

#### 1. Course Description

Thai	การเขียนและการสนทนาอย่างเป็นทางการและไม่เป็นทางการทางธุรกิจ ความเข้าใจพื้นฐานของวิธีการสื่อสารในสภาวะแวดล้อมทางธุรกิจ มีประสบการณ์ในการเขียนและการนำเสนองานเชิงธุรกิจ ทั้ข้อการ
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	พัฒนาวิชาชีพ เช่น การวางแผนอาชีพ การสร้างเครือข่าย การทำงาน การเตรียมประวัติส่วนตัว การสมัครและสัมภาษณ์งาน
English	Written and oral communication in formal and informal business settings, basic understanding of communication processes in the business environment, writing styles and forms, business meetings and negotiation, as well as professional development topics will be discussed to give an overall idea of communication that is expected in the business context.

## 2. Course Objectives

Course Learning Objective (CLO)	Program Learning Objectives (PLO)
CLO1 Demonstrate an ability to write professionally in business context	PLO6 Students can communicate professionally and effectively in a business context
CLO2 Show an ability to deliver effective business presentations	PLO6 Students can communicate professionally and effectively in a business context

### 3. Schedule

<b>ICMB 216: BUSINESS COMMUNICATION</b>		
Week	Topic	Sessions
1	Course Outline & Introduction to Business Communication	11 Orientation
		12 Introduction to BC +7Cs
2	Fundamentals of Business Writing	21 Words/Sentences/Paragraphs
		22 Positive Effect
3	Fundamentals of Business Writing & Forms of Business Messages	31 In-class Exercise
		32 Business Emails
4	Forms and Types of Business Messages	41 Business Memos/Letters
		42 Good/Bad News Messages
5	Forms and Types of Business Messages	51 Persuasive Messages
		52 In-class Exercise
6	Intercultural Communication & Research Skills	61 Intercultural Communication
		62 Basic Research Skills
7	Business Research Skills & Midterm	71 Midterm Q/A
		72 Work on project - pick topics for project, brainstorm ideas
8	Business Report & Business Presentation	81 Business Report Writing
		82 Business Presentation
9	Business Negotiation & Business Meetings	91 Business Negotiation
		92 Business Meetings
10	Job-Related Skills	101 Self-analysis
		102 Resume & Cover Letter
11	Job-Related Skills	111 In-class Exercise (CV & CL)
		112 Job Interview
12	Project Presentation	121 Group Presentation
		122 Group Presentation

## Course Assessment

Raw Score	Grade
90 – 100	A
85 – 89	B+
80 – 84	B
75 – 79	C+
70 – 74	C
65 – 69	D+
60 – 64	D
< 60	F

**Report & PPT & Presentation (group) 25%**

**Midterm exam 35%**

**Final exam 35%**

**Attendance & Participation 5%**

**Assessment is subjected to change depending on the teaching mode**

## TEACHING MATERIAL AND RESOURCE

### 1. Required Reference List

Rentz, K., M. E. Flatley, & P. Lentz, (2011). *Lesikar's Business Communication: Connecting in a Digital World (12<sup>th</sup> edition)*, New York: McGraw-Hill/Irwin Education.

### 2. Recommended Reference List

1. Teaching handouts from Business Communication Course
2. Guffey, M. E. & B. Du-Babcock (2010). *Essentials of Business Communication (2<sup>nd</sup> edition)*, Singapore: Cengage Learning Aisa Pte ltd.
3. Locker, K. O. & D. S. Kienzler (2015). *Business and Administrative Communication (11<sup>th</sup> edition)*, New York: McGraw-Hill Education.

## COURSE POLICY

### Academic Dishonesty

Academic dishonesty is prohibited at MUIC. It is a serious offense because it diminishes the quality of scholarship and makes accurate evaluation of student progress impossible. *Please refer*

*and adhere to the rules and regulations regarding an academic dishonesty stated in the Student Handbook.*

### **Quiz and Exam Format**

The midterm and final exams will focus on practical application skills as well as academic knowledge acquired throughout the sessions from the class lectures and from exercises done by the students themselves. The examination format will feature multiple choice questions, short “free-format” problems, and essay questions. Students are not allowed to use any textbook or notes during the exam.

### **Class Attendance/ Participation**

Attendance is mandatory. Attendance will be checked. Full class participation requires that you attend all classes on time and that you come well prepared to discuss assigned readings, engage thoughtfully with course content.

Lack of preparation, unprofessional conduct (e.g. non-participation, tardiness and distracting behavior, etc.) will lower your participation score.

According to MUIC’s policy, students are expected to attend at least 80% of the class (**Maximum 4As**).

### **Uniform Policy**

A proper dress code is part of the written policy for student conduct, including exchange and visiting students. MUIC is a high profile institution and it is considered quite an honor to be wearing its uniform. Students are expected to strictly follow the university dress code norms. No cut-off jeans, shorts, mini or short skirts, tank tops or low cut blouses, flip-flops, rubber or plastic sandals, or house slippers are permitted. If the students neglected to wear the proper uniform, he/she will not be allowed to enter the classroom and will be marked as absent on that day.

## Appendix A

### Rubric for Class Presentation

	Excellent 90-100	Good 80-89	Acceptable 65-79	Unacceptable 64 below
Content	Covers topic comprehensively, includes detail that support the topic	Includes essential information, includes some supporting details	Includes most essential information	Lacks essential information
Format & Organization	Well organized and coherent, topics are in logical sequence, includes clear introduction and conclusions, objective is clear	Organized, topics are presented, conclusions are generally clear	Some organization, topics jump around, conclusions are unclear	Not organized, topics make no sense
Language	Grammar and spelling are correct, uses professional style	Only a few errors	Noticeable errors	Very frequent grammar and/or spelling errors
Visual design	Visually appealing, clean simple layout, text is easy to read, graphics enhance understanding of ideas	Visually attractive, text is easy to read, colors enhance readability, graphics and special effects do not distract from understanding ideas	Text is sometimes hard to read, but overall understandable	Text is very difficult to read, layout is cluttered and confusing
Oral presentation	Well prepared, speaks clearly, makes eye contact with audience, delivers with ease, invites questions, involves audience	Engages audience, fluid delivery, uses different approach other than simply reading screen, invites questions	Clear and understandable, uses limited delivery techniques	Not clear, not understandable
Teamwork (for those applicable)	Willingly accepts and fulfills individual role in group, sensitive to feelings and needs of group members	Fulfills individual role within group without prompting, respectful of others	Works toward group goals with occasional prompting, maintains positive attitude	Works toward group goals only when prompted, needs occasional reminders to be sensitive to others

**Appendix B**  
**Rubric for Written Assignments / Exams**

<b>Criterion</b>	<b>Poor</b>	<b>Fair</b>	<b>Good</b>
Content & Development	Content is incomplete. - Major points are not clear and /or persuasive.	Content is not comprehensive and /or persuasive. - Major points are addressed, but not well supported. - Content is inconsistent with regard to purpose and clarity of thought.	Content is comprehensive, accurate, and persuasive. - Major points are stated clearly and are well supported. - Content and purpose of the writing are clear.
Organization & Structure	Organization and structure detract from the message of the writer. - Paragraph is disjointed and lack transition of thoughts.	Structure of the paragraph is not easy to follow. - Paragraph transitions need improvement.	Structure of the paragraph is clear and easy to follow.
Format	Paper lacks many elements of correct formatting.	Paper follows most guidelines.	Paper follows designated guidelines.
Grammar, Punctuation & Spelling	Paper contains numerous grammatical, punctuation, and spelling errors. - Language uses jargon or conversational tone.	Paper contains few grammatical, punctuation and spelling errors. - Language lacks clarity or includes the use of some jargon or conversational tone.	Rules of grammar, usage, and punctuation are followed; spelling is correct. - Language is clear and precise; sentences display consistently strong, varied structure.