



Course Syllabus

- 1. Name of Curriculum** Bachelor of Business Administration
Mahidol University International College
- 2. Course Code** ICMI 357
Course Title Business Communication
- 3. Number of Credits** 4 (Lecture / Lab) (4-0)
- 4. Prerequisites** ICCM 106 Intermediate English Communication III
ICMB 232 Essentials of Management
- 5. Type of Course** Major Required Course
- 6. Open in Trimester** First, Second, and Third Trimester

7. Course Description

To develop a student's communication skills in written and spoken forms. Secondly, to extend their critical thinking; and finally to demonstrate their team responsibilities in task group problem-solving exercises.

8. Course Objective

- To deliver effective individual and group presentations
- To draft various business correspondence
- Conduct and participate in job interviews
- Develop their analytical thinking

9. Course Outline

Week	Topics	Hour	Lab.
1	Elements of business communication	4	
2	Surveys and Organizational communication	4	
3	Drafting effective messages	4	
4	Intercultural communication skills	4	
5	Informal meetings	4	
6	Composing written correspondence	4	
7	Technology in the workplace	4	
8	Presentation skills	4	
9	Visual aids: planning and production	4	
10	Task groups: problem solving	4	
11	Review	4	

10. Teaching Methods

Interactive and group communication

11. Teaching Media

PowerPoint Slides and OHTs are used

12. Course Assessment

Composition	%
Mid-term	20%
Final exam	30%
Presentation	10%
Written assignments	30%
Attendance and Class Performance	10%
Total	100%

13. Course Evaluation

Raw Score	Grade
90 +	A
85-89	B+
80-84	B
75-79	C+
70-74	C
65-69	D+
60-64	D
< 59	F

14. Reference

Selected problems, visuals & business documents from:
Business & Administrative Communication, 7th Edition, by Kitty Locker

15. Instructor

Phillip Stiens

16. Course Coordinator

Program Director of International Business Major