

Bachelor of Communication Arts Program (Year 2017)

CODE AND TITLE OF THE CURRICULUM

English Language: Bachelor of Communication Arts Program

TITLE OF THE DEGREE AND DEPARTMENT

Full Title: Bachelor of Communication Arts

Abbreviation: B.Com. Arts

Major : Creative Media and Communication

: Corporate Communication

1. CURRICULUM

1.1 Total credits in the curriculum structure - a minimum of 129 Credits

1.2 Curriculum structure

Courses	Regulation MOE	Bachelor Year 2017
1. General Education Courses - a minimum of	30	30
2. Specialized Education Courses - a minimum of	72	93
2.1 Core Courses Clusters of Business Courses		33
2.2 Specialization Courses		60
2.2.1 Major Required Courses		33
2.2.2 Major Elective Courses		15
2.2.3 Undergraduated Thesis		6
2.2.4 Co-operative Education International Academic		6
or Professional Training		6
3. Free Elective Courses - a minimum of	6	6
Total credits in the curriculum structure - a minimum of	120	129

2. Courses

1. General Education Courses 30 Credits

Consisting of the following courses:

1. Language Courses 12 Credits

001201	Thai Language Skills	3(2-2-5)
001211	Fundamental English	3(2-2-5)
001212	Developmental English	3(2-2-5)
001213	English for Academic Purposes	3(2-2-5)

2. Humanities Courses 6 Credits

001221	Information Science for Study and Research	3(2-2-5)
001222	Language, Society and Culture	3(2-2-5)
001224	Arts in Daily Life	3(2-2-5)
001225	Life Privacy	3(2-2-5)
001226	Ways of Living in the Digital Age	3(2-2-5)
001227	Music Studies in Thai Culture	3(2-2-5)
001228	Happiness with Hobbies	3(2-2-5)
001229	Know Yourself, Understand Others, Meaningful Life	3(2-2-5)
001241	Western Music in Daily Life	3(2-2-5)
001242	Creative Thinking and Innovation	3(2-2-5)

3. Social Science Courses 6 Credits

001231	Philosophy of Life for Sufficient living	3(2-2-5)
001232	Fundamental Laws for Quality of Life	3(2-2-5)
001233	Thai State and the World Community	3(2-2-5)
001234	Civilization and Local Wisdom	3(2-2-5)
001235	Politics, Economy and Society	3(2-2-5)
001236	Living Management	3(2-2-5)
001237	Life Skills	3(2-2-5)
001238	Media Literacy	3(2-2-5)
001239	Leadership and Compassion	3(2-2-5)
001251	Group Dynamics and Teamwork	3(2-2-5)
001252	Naresuan Studies	3(2-2-5)
001253	Entrepreneurship	3(2-2-5)

4. Science Courses		6	Credits
001271	Man and Environment	3(2-2-5)	
001272	Introduction to Computer Information Science	3(2-2-5)	
001273	Mathematics and Statistics in Everyday life	3(2-2-5)	
001274	Drugs and Chemicals in Daily Life	3(2-2-5)	
001275	Food and Life Style	3(2-2-5)	
001276	Energy and Technology Around Us	3(2-2-5)	
001277	Human Behavior	3(2-2-5)	
001278	Life and Health	3(2-2-5)	
001279	Science in Everyday Life	3(2-2-5)	

5. Personal Hygiene Courses		1	Credits
001281	Sports and Exercises	1(0-2-1)	

2. Specialized Education Courses		33	Credits
814100	Concept and Theory of Communication	3(2-2-5)	
814101	Writing for Communication	3(2-2-5)	
814102	Speech Communication	3(2-2-5)	
814103	Creative Thinking for Communication	3(2-2-5)	
814104	Visual Graphic for Communication	3(2-2-5)	
814105	Creative Photography for Communication	3(2-2-5)	
814200	Audio and Visual Production	3(2-2-5)	
814201	Ethics and Legal for Communication	3(2-2-5)	
814202	Communication for Persuasion	3(2-2-5)	
814203	Glocal Communication and Current Issue	3(2-2-5)	
814300	Marketing Communication	3(2-2-5)	

2.2 Specialization Courses		60	Credits
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2.2.1) Major Required Courses		33	Credits
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814110	Identities of language and Communications for Communicators	3(2-2-5)	
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and choose courses from following courses

1) Creative Media and Communication

814210	Art of Story Telling Through Media	3(2-2-5)	
814211	Two-Dimensional Animation and Motion Picture	3(2-2-5)	
814212	Writing for Non-Fiction	3(2-2-5)	
814310	Non - Fiction Production	3(2-2-5)	

814311	Writing for Fiction	3(2-2-5)
814312	Fiction Production	3(2-2-5)
814313	Advance Post Production	3(2-2-5)
814314	Digital Media Design	3(2-2-5)
814315	English for Creative Media and Communication	3(2-2-5)
814316	Creative Media and Communication Research	3(2-2-5)

2) Corporate Communication

814220	Concept and Theory of Corporate Communication	3(2-2-5)
814221	Writing for Corporate Communication	3(2-2-5)
814222	Principles of Advertisements and Public Relations	3(2-2-5)
814320	Corporate Content Communication	3(2-2-5)
814321	Management and Planning for Organization	3(2-2-5)
814322	Media Production for Corporate Communication	3(2-2-5)
814323	Advanced Media Production for Corporate Communication	3(2-2-5)
814324	Corporate Reputation Management	3(2-2-5)
814325	English for Corporate Communication	3(2-2-5)
814326	Research for Corporate Communication	3(2-2-5)

2.2.2) Major Elective Courses 15 Credits

Choose courses from the following courses

1) Communication - a minimum of 9 Credits

814330	Digital Cultural and Society	3(2-2-5)
814331	Presentation Technique	3(2-2-5)
814332	Development Communication	3(2-2-5)
814333	Film Study	3(2-2-5)
814334	Political Communication	3(2-2-5)
814335	Sport News Reporting	3(2-2-5)
814336	Digital Media Archive Management	3(2-2-5)
814337	Corporate Social Responsibility Management	3(2-2-5)
814338	Integrated Communication Campaign	3(2-2-5)
814339	Special Event Planning and Management	3(2-2-5)
814340	Mass Media Management in Digital Age	3(2-2-5)
814341	Three-Dimensional Modelling and Animation	3(2-2-5)

814342	Cross Cultural Communication	3(2-2-5)
814343	Strategy of Creativity Brand	3(2-2-5)
814344	Organizational Communication	3(2-2-5)
814345	Stakeholder Relationship Management	3(2-2-5)
814346	Creative Digital Imaging	3(2-2-5)
814347	Advance Creative Photography	3(2-2-5)
814348	Selected Topic in Academic Communication	3(2-2-5)
814349	Selected Topic in Practical Communication	3(2-2-5)

2.2.2.1 Language - a minimum of 6 Credits

206111	Chinese I	3(2-2-5)
206112	Chinese II	3(2-2-5)
207281	Japanese Skills I	3(2-2-5)
207282	Japanese Skill II	3(2-2-5)
218111	Basic Burmese 1	3(2-2-5)
218112	Basic Burmese II	3(2-2-5)
219101	Elementary French I	3(2-2-5)
219102	Elementary French II	3(2-2-5)
221101	Korean Language I	3(2-2-5)
221102	Korean Language II	3(2-2-5)
219131	French Listening and Speaking I	3(2-2-5)
219132	French Listening and Speaking II	3(2-2-5)
229101	Indonesian I	3(2-2-5)
229102	Indonesian II	3(2-2-5)
778201	Vietnamese I	3(2-2-5)
778202	Vietnamese II	3(2-2-5)
782111	Introduction to Lao	3(2-2-5)
782112	Lao in Daily Life	3(2-2-5)
782113	Lao Language and Culture	3(2-2-5)
787101	Hindi I	3(2-2-5)
787102	Hindi II	3(2-2-5)

2.2.3) Undergraduate Thesis 6 Credits

814495	Undergraduate Thesis	6 Credits
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2.2.4) Co-operative Education International Academic or Professional Training	6	Credits
814492 Co-operative Education		6 Credits
Or		
814494 International Academic or Professional Training		6 Credits
3. Free Elective Courses - a minimum of	6	Credits
Choose only courses open on Naresuan University		