

## ECD Study Plan (Only 132 Credits to graduate)

### First Year

#### First Semester

ELE 1001	Communicative English I	3 Credits
BBA 1004	Essential Marketing for Entrepreneurs	2 Credits
BBA 1006	Essential Economics for Entrepreneurs	2 Credits
CN 1400	Introduction to Chinese	3 Credits
<u>OR</u> ECD 1900	Chinese Intercultural Communication (only for native Chinese students, or students who have certificate of HSK level 5 with score of 200)	
CN 1430	Listening and Speaking in Chinese I	1 Credits
GE 1410	Thai for Professional Communication	2 Credits
<u>OR</u> GE 1411	Thai Language for Multicultural Communication (for non-Thai students)	
<u>OR</u> GE 1412	Introductory Thai Usage (for Thai students from international schools)	
	<b>Total</b>	<b>13 Credits</b>

#### Second Semester

ELE 1002	Communicative English II	3 Credits
BBA 1005	Essential Finance for Entrepreneurs	2 Credits
GE 2110	Human Civilizations and Global Citizens	2 Credits
GE 1303	Science for Sustainable Future	2 Credits
GE 2202	Ethics	3 Credits
CN 1401	Chinese I	3 Credits
CN 1431	Listening and Speaking in Chinese II	1 Credits
	<b>Total</b>	<b>16 Credits</b>

## Second Year

### First Semester

ELE 2000	Academic English	3 Credits
BBA 1007	Data Analytics for Entrepreneurs	3 Credits
ECD 2930	English Listening and Speaking in Digital Era	3 Credits
BBA 1102	Data and Information Literacy	3 Credits
CN 2401	Chinese II	3 Credits
CN 2431	Chinese Oral Comprehension and Expression I	2 Credits
<b>Total</b>		<b>17 Credits</b>

### Second Semester

ELE 2001	Advanced Academic English	3 Credits
EN 3295	English for Online Business	3 Credits
EN 3291	Intercultural Business Communication	3 Credits
BDM 3201	Digital Business	3 Credits
ECD 2902	Developing Comprehensive Chinese	3 Credits
CN 2432	Chinese Oral Comprehension and Expression II	2 Credits
<b>Total</b>		<b>17 Credits</b>

### Third Year

#### First Semester

EN 3290	English for Entrepreneurship	3 Credits
BDM 3202	Digital Commerce	3 Credits
ECD 3931	Media Storytelling	3 Credits
ECD 3911	Progressive Chinese for Communication	3 Credits
CN 3436	Chinese Business Conversation I	3 Credits
	One Concentration Course	3 Credits
	<b>Total</b>	<b>18 Credits</b>

#### Second Semester

ECD 3932	Media Content Writing	3 Credits
BDM 3204	Enterprise Resource Planning	3 Credits
CN 3450	Introduction to Chinese Writing	3 Credits
ECD 3912	Communicative Chinese in Digital Media	3 Credits
	One Concentration Course	3 Credits
	One Free Elective Course	3 Credits
	<b>Total</b>	<b>18 Credits</b>

### Fourth Year

#### First Semester

EN 4232	Business Conversation	3 Credits
BDM 3205	Information Systems Strategy, Management, and Acquisition	3 Credits
ECD 4933	Art of Persuasion	3 Credits
ECD 4913	Trends in Chinese Digital Media	3 Credits
ECD 4934	English/Chinese Internship	3 Credits
	One Concentration Course	3 Credits
	<b>Total</b>	<b>18 Credits</b>

#### Second Semester

EN 4259	New Media Literacy	3 Credits
ECD 4935	Trends in Communicative Digitalization	3 Credits
	One Concentration Course	3 Credits
	One Concentration Course	3 Credits
	One Free Elective Course	3 Credits
	<b>Total</b>	<b>15 Credits</b>