

Course Description of Media and Communication Program

Foundation Courses

ICME 100 English Resource Skills 0

Prerequisites: Placement test

A remedial course preparing students to read and write academic English at a level suitable for entering the Intermediate English Communication I

General Education

English Communication

ICGC 101 Academic Writing and Research I 4

Prerequisites: Placement Writing Test

An introduction to the academic writing process through the development of the writer's voice through sentencing, structure, and rhetorical devices; focus on strategies for using and integrating researched sources; methods to compose well-structured essays based on themes relevant to the world today

ICGC 102 Academic Writing and Research II 4

Prerequisites: ICGC 101 Academic Writing and Research I

The integration of skills in academic research and writing to analyze and create persuasive compositions; techniques to identify strengths and weaknesses in argument; development of students' knowledge and preconceptions of global issues through a progressive series of essays and journal assignments

ICGC 103 Public Speaking 4

Prerequisites: ICGC 102 Academic Writing and Research II

Fundamentals of key skills for confident and effective public speaking through a series of prepared and unprepared speeches; introduction and application of techniques to inform/persuade audiences; utilization of Academic Writing and Research I and II to create and deliver speeches to a professional standard

ICGC 111 Academic Writing and Research I (Advanced) 4

Prerequisites: Placement Writing Test

Theories and practical methods to enhance students' creative and descriptive abilities; emphasis on the development of a writer's voice through sentencing, structure, and rhetorical devices; strategies for using and integrating researched sources are introduced by way of explaining theories; concepts and writing conventions

ICGC 112 Academic Writing and Research II (Advanced) 4

Prerequisites: ICGC 111 Academic Writing and Research I (Advanced)

A focus on high levels of academic literacy and presentation skills in reading, writing, and public speaking for experts or near-expert users of English; utilization of advanced strategies to exploit secondary research and argumentation; application of advanced skills in critical thinking and rhetorical knowledge through class discussions and written and oral assignments

- ICGC 201 Global Realities 4**
Prerequisites: ICGC 103 Public Speaking or ICGC 112 Academic Writing and Research II (Advanced)
An exploration and a critical analysis of key texts on poetry, literature, and legislative documents in order to understand the complexity and challenges of the world we live in; themes encouraging students to consider values, human rights and government; class discussions, journal writing, and presentation activities to demonstrate how students can contribute to the betterment of society
- ICGC 202 Literary Analysis 4**
Prerequisites: ICGC 103 Public Speaking or ICGC 112 Academic Writing and Research II (Advanced)
A review of literary works from selected literary genres; an exploration of how literature informs our perceptions of the world by way of analytical and critical thinking; an analysis of short stories, poetry and drama; scaffolding of strategies for students to understand the function of a variety of literary forms
- ICGC 203 Creative Writing 4**
Prerequisites: ICGC 103 Public Speaking or ICGC 112 Academic Writing and Research II (Advanced)
An examination of fictions, poetry, drama, and the media production through readings, speeches and films; comparisons of writing in different genres; a creation of the work of publishable quality by means of the consideration of audience and genre
- ICGC 204 Advanced Oral Communication 4**
Prerequisites: ICGC 103 Public Speaking or ICGC 112 Academic Writing and Research II (Advanced)
Theories of persuasion, non-verbal techniques, and voice control for advanced presenters; strategies to develop high levels of voice control and expressions; activities including debates, presentations, and occasional speeches; the development of students' abilities to express themselves confidently in a variety of academic and professional environments through impromptu and prepared speeches
- ICGC 206 Literature In to Film 4**
Prerequisites: ICGC 103 Public Speaking or ICGC 112 Academic Writing and Research II (Advanced)
An introduction to the technical aspects of translating literature into films; an exploration of the interplay between literature and films through an analysis of short stories, novels, and plays and their film versions; an exploration of the challenges merging both mediums
- ICGC 208 Language and Culture 4**
Prerequisites: ICGC 103 Public Speaking or ICGC 112 Academic Writing and Research II (Advanced)
An examination of the interplay between language and culture; having texts and class discussions to focus on the importance of understanding the link between culture and languages; a completion of a research paper on the topic

ICGC 210 First and Second Language Acquisition 4
Prerequisites: ICGC 103 Public Speaking or ICGC 112 Academic Writing and Research II (Advanced)

An introduction to how children develop their first language; comparing and contrasting of the second language development; theories of language development from behaviorism to more recent cognitive and functional approaches; the implications of theories

ICGC 211 Topics in Comparative Literature A: Poetry 4
Prerequisites: ICGC 103 Public Speaking or ICGC 112 Academic Writing and Research II (Advanced)

An in-depth study of poetry, including metrics, forms, themes, ethnic voices, throughout history; an evaluation of poetry from different genres through a series of discussions, workshops and a term research paper

ICGC 212 Topics in Comparative Literature B: The Short Story and the Novel 4
Prerequisites: ICGC 103 Public Speaking or ICGC 112 Academic Writing and Research II (Advanced)

A study of elements of fictions in short stories and novels through class workshops on characters, dialogue, plot and atmosphere; class discussions to analyze the effect of historical and social developments on selected themes

ICGC 213 Topics in Comparative Literature C: Drama 4
Prerequisites: ICGC 103 Public Speaking or ICGC 112 Academic Writing and Research II (Advanced)

An exploration of ways to understand and appreciate drama by reading, watching, and analyzing theatrical performances; staging and enactment of a theatrical production; readings, essays, and theater workshop activities to prepare students for a final stage performance

ICGC 214 Literary Non-fiction 4
Prerequisites: ICGC 103 Public Speaking or ICGC 112 Academic Writing and Research II (Advanced)

Exploration of creative nonfiction, a flourishing genre of writing a step away from academic work; reading of compelling, informative, and insightful but also entertaining, imaginative, and risky nonfiction work; overview of various techniques utilized within this field of writing and media; analysis and response to a variety of texts

ICGC 215 Writing for Research 4
Prerequisites: ICGC 103 Public Speaking or ICGC 112 Academic Writing and Research II (Advanced)

A student-centric approach to developing research writing skills; an overview of the conventions of the world of research with an emphasis on academic honesty and academic style; use of sample papers to provide students with models to prepare effective abstracts, literature reviews, research paper outlines and short academic articles

Life Appreciation

ICGH 113 Moving Pictures: A History of Film 4

Prerequisites: -

An investigation of European, American and Asian film as art, philosophy, social commentary, propaganda, self-expression, well-being and social harmony; a focus not only on techniques, style and technological advances but on interpretation, comparison and criticism

ICGH 117 Drawing as Creative Expression 4

Prerequisites: -

Develop creativity and cognitive learning; utilize visual communication, design and art principles; experience multiple tools, techniques, medium, experimental mark making; research, analysis, observation, gesture, principles and elements of design and composition; examine, analyze, observe and reinterpret the human figure, plant and still life forms; research, interpret, evaluate, analyses contemporary artists; personal evaluation; personal expression

ICGH 118 Photography Visualizing in the Digital Age 4

Prerequisites: -

Basic skills and aesthetic principles of photography, how the camera works, types of cameras and digital image capture, techniques in taking pictures, in camera editing, specialized forms of photography, simple editing adjustments, the aesthetics of picture taking

ICGH 119 Listen! Soundscapes, Well-Being and Musical Soul Searching 4

Prerequisites: -

An examination of sound and music as sources of pleasure, aesthetic experience, well-being as well as stress; discussion of music's expressivity and the emotions it induces; cases studies linking music experience to aspects of perceptual training, personal development, public health and the appreciation of nature

ICGN 105 Ecology, Ecosystems and Socio-Economics in Southeast Asia 4

Prerequisites: -

Human impacts on Southeast Asian ecology; human impacts on Southeast Asian's biodiversity and natural resources; fundamental ecological and resource management principles; current sustainable development issues; sustainable development practices for Southeast Asia

ICGN 108 Essentials of Culinary Science for Food Business 4

Prerequisites: -

Changes during preparation, heating, and storage of raw materials and of finished products, foodservice and commercial packaged food industries; chemical, sensory, and nutritional natures of food, food safety concepts, changing trends and interests, legal requirements of food establishment

ICGN 109 Food for Health 4

Prerequisites: -

Knowledge of general human nutritional requirements; the health benefits of various foods; quality and safety of the various types of food including processing; health and nutritional value

ICGN 110	Maker Workshop	4
Prerequisites: -		
Mechanical design consideration, 3D drawing, safety in design; motion in 1 and 2 Dimension; sound and oscillation motion, mechanical properties of materials; basic electronics, circuit analysis, soldering; microcontroller, basic programming		
ICGN 112	Stargazer	4
Prerequisites: -		
Basic ideas of astronomy, astrophysics and cosmology; the progress of human understanding of the universe; the impact of scientific method on astronomical observation; the Earth & Moon; the Solar System; the lifecycle of stars; Black Holes; galaxies; and the current understandings about the origins and future of the universe		
ICGN 113	Plants, People and Poisons	4
Prerequisites: -		
The plant world; the way plants grow and reproduce; modern technologies used for improving agricultural methods; the basics of plant biology; the distinctions among major groups of plants; the social implications of plant use and abuse		
ICGN 115	Human Evolution, Diversity and Health	4
Prerequisites: -		
Changing modern society; human ability; human body; human distinctiveness; human diversity; human evolution; human health; human origins; primate diversity; scientific advancements		
ICGN 120	Chemistry of Cosmetics and Dietary Supplements	4
Prerequisites: -		
Chemistry of cosmetic products; basic sciences behind common aesthetic medical procedures; basic biochemistry of human skins; basic functioning of vitamins, minerals, and specialty supplements		
ICGN 124	Climate Change and Human Society	4
Prerequisites: -		
Human activities and the global climate; consequences for human society; consequences for the essential life support systems; perspectives on human health and diseases; adapting to global climate change; mitigating global climate change; an optional field visit included		
ICGN 125	Games and Learning	2
Prerequisites: -		
History of games, combinatorial games, games of chance, game theory		
ICGP 101	American Flag Football	1
Prerequisites: -		
A ball based sport course emphasizing techniques, non-contact game play, including dodging, throwing, and catching and development of teamwork management, communication, and terminology		

ICGP 102	Badminton	1
Prerequisites: -		
A racket based sport course stressing technique, strategies, grip, serving, positioning and movement, game play in both singles and doubles		
ICGP 103	Basketball	1
Prerequisites: -		
A ball based sport course emphasizing attentiveness, dribbling, passing, shooting, rebounding, ball control, game play, and development of game strategies		
ICGP 104	Body Fitness	1
Prerequisites: -		
A comprehensive course in one or more exercise techniques: strength/resistance, cardio, plyometric, stretching, high-intensity interval training, and calisthenics; to maintain health and wellness		
ICGP 105	Cycling	1
Prerequisites: -		
A course designed on cycling instruction for safety, fitness, riding techniques, posture, communication, knowledge of equipment and hazards, for recreational and commuter cycling		
ICGP 106	Discover Dance	1
Prerequisites: -		
A dance based course of current forms and techniques in one or more categories: African/Jazz, Worldwide Dances/Latin Dances, Professional Performance Dance, Modern Dance, Hip-hop/Funk		
ICGP 107	Golf	1
Prerequisites: -		
A club based game course designed on developing correct grip, stance, posture, swing, and knowledge of equipment, rules, regulations, and etiquette		
ICGP 108	Mind and Body	1
Prerequisites: -		
A course stressing meditation postures, techniques, movement, and breathing to achieve positive mental state		
ICGP 109	Selected Topics in Sports	1
Prerequisites: -		
Learning concepts, rules and strategies through planned and structured movements by way of sport or activity to enhance a healthy lifestyle		
ICGP 110	Self Defense (Striking)	1
Prerequisites: -		
External martial arts (striking) course emphasizing hard physical impact and exertion, muscular strength and tension, maximizing speed and power, through body coordination		

ICGP 111	Self Defense (Grappling)	1
Prerequisites: -		
Internal martial arts (grappling) course stressing timing, awareness, precision, and techniques, using body leverage for throws, take downs, pins, and submissions		
ICGP 112	Soccer	1
Prerequisites: -		
A ball based sport course stressing alertness, ball control, including dribbling, passing, trapping, shooting, ball movement, game play, and development of strategies through drills and competitive play		
ICGP 113	Social Dance	1
Prerequisites: -		
A dance based social sport or activity course of choreographed movements, styles and regulations from International Ballroom (Standard) and International Latin dances		
ICGP 114	Swimming	1
Prerequisites: -		
A water based sport course stressing swimming techniques, breathing, and knowledge of buoyancy, propulsion, and water safety		
ICGP 115	Tennis	1
Prerequisites: -		
A racket based sport course of techniques, strategy, grip, serve, game play, ball tracking, timing, shot control, through drills, live ball hitting sessions, and competition		
ICGP 116	Volleyball	1
Prerequisites: -		
A ball sport course emphasizing passing, setting, serving, developing strategies, positions, game play, teamwork management, and communication		
ICGS 102	Business Sustainability and the Global Climate Change	4
Prerequisites: -		
Study on the role of business in the society; the basic concept of sustainability; global governance; sustainable development; social inequalities and social inclusion; environment sustainability; climate change; climate change mitigation; climate change adaptation; green marketing; business sustainability		
ICGS 115	Sociology in the Modern World	4
Prerequisites: -		
Sociology as a principle for understanding the modern world, life appreciation; a field of study explaining social, political, and economic phenomena; social interactions and social organizations; sociological perspectives; methodologies and sociological insights; topics relevant to the modern world including culture, socialization process, family, social inequality, gender relations, racism, ageism, modern media, and social change; global social problems; evaluation of societies; influencing and improving life's quality		

ICGS 125 American History, Popular Media and Modern Life 4

Prerequisites: -

Exploring modern American history through the lenses of popular media and the state's power projection through hard and soft power; introducing the concept of life in the roaring twenties and the Great Depression, investigating available media sources during the war time from World War I, World War II, and the Cold war; understanding historical events impacting the American life including feminist and LGBT movement, the Vietnam War, African-American civil rights movement; discussing the importance modern digital media platforms and social media

ICGS 126 Introduction to Psychology 4

Prerequisites: -

Human behaviour and mental functioning; the nervous system; consciousness; sensation and perception; psychogenetic, life-span development; thinking, memory, language, conditioning and learning, motivation, personality, and stress

ICGS 127 Positive Psychology 4

Prerequisites: -

Concepts of success; societies emphasis on financial wealth and the accumulation of material things versus the importance of having a loving family, developing rewarding relationships with friends and colleagues; career achievement and the respect of others; regularly feeling positive emotions, developing morally and spiritually, engaging in worthwhile activities; staying physically fit; success as a multi-faceted and intensely personal concept; the exploration of well-being from the field of positive psychology; developing understanding of what comprises a successful life with an emphasis on greater self-expression and overall well-being

ICGS 128 Global Gastronomy and Cuisines 4

Prerequisites: -

Understanding the interconnection between gastronomy, culture, society, and local and global food systems; highlighting the global food production and consumption trends; examining diverse cultures through the food and food preparation; emphasis on multicultural context in cooking practices; understanding the current trend in various healthy diets and cuisines

ICGS 129 Tea Studies 2

Prerequisites: -

What is tea, main tea varieties, main tea types, climatic conditions for sustainable growth of tea, important tea growing countries and regions, tea processing, tea and health, tea tasting and evaluation, tea utensils and preparation, tea and food pairing

ICLL 100 Self Development 2

Prerequisites: -

Life skills for 21st century workplace through learning or training activities in various topics including creativity, growth mindset, leadership, and emotional intelligence or other selected personal development activities approved by the academic advisor and Curriculum Administrative Committee

Global Citizenship

ICGH 116 World Cinemas

4

Prerequisites: -

An introduction, practice and an application of languages to critical thinking and analysis of key world cinema texts; principal critical methods and theoretical debates of film theory; theoretical perspectives including structuralism, semiology, Marxism, feminism, psychoanalysis, post-structuralism, and cultural studies; questions of narrative and narration, realism, formalism, modernism, postmodernism, postcolonialism, gender, sexuality, and ideology

ICGH 120 Thai and ASEAN Cinema

4

Prerequisites: -

An introduction, practice and an application of languages to critical thinking and analysis of Thai and ASEAN film texts; examine key film languages and textual examples, including narrative theories; genre, film theories; an analysis of key film texts; the development of skills in research, writing and analytical thinking

ICGH 121 The End of the World? Development and Environment

4

Prerequisites: -

An integrated and system oriented view on applied ethics with an eye on development, the environment and technology; emphasis on the intersection between the central notions of justice, nature and technology, particularly under consideration of sustainability; critical analysis of current states of affairs in terms of diverse political traditions, the history of colonialism and the dialectic between globalization and segregation; examples and cases studies include issues of public health, education, food technology, global institutionalization, energy management, the international monetary system, trade, labor migration, and violations of human rights

ICGH 122 Introduction to Asian Philosophy

4

Prerequisites: -

A differentiation between the main schools of Asian philosophy, including Buddhism, Hinduism, Confucianism, Taoism, Jainism, among others; summaries of foundational concepts and themes; the influences of these philosophies on the beliefs and cultures as well as the politics, economics and legal frameworks around the world

ICGH 123 Faiths, Ecological Justice, and the Tropical Rainforests

2

Prerequisites: -

Biological diversity; ecological justice; environmentally ethical actions; environmental justice; faiths; indigenous peoples; impacts; interconnection; interdependence; religions; religious diversity; social equity; social justice; threats; tropical rainforests

ICGL 101 Elementary German I

4

Prerequisites: Placement test

Greetings, introducing oneself or others, German alphabet and phonemes, personal information, numbers from 1 – 100 and price quotations, expressing wishes, telling the time and making appointments, quality of items, measurements; verb forms, pronouns, sentence structure, gender of nouns, accusative case and plural forms, negation

ICGL 102	Elementary German II	4
Prerequisites: Placement test or ICGL 101 Elementary German I		
Ordering and paying for meals in a restaurant, preferences of food and drinks, giving and asking for directions, reading a map, preferences of work conditions, job advertisements; essay writing, yes/no questions, imperative forms, compound verbs, preposition with dative case, modal verbs I, German sentence bracket		
ICGL 103	Elementary German III	4
Prerequisites: Placement test or ICGL 102 Elementary German II		
Health advice and problems, healthy and unhealthy lifestyles, events and accidents, travel reports, curriculum vitae (CV); possessive articles in nominative, accusative and dative case, perfect tense, connectors, modal verbs II		
ICGL 111	Elementary Japanese I	4
Prerequisites: Placement test		
Hiragana and Katakana characters; fundamentals of basic Japanese grammar (noun-ending sentences, particles, demonstratives, verb-ending sentences, non-past and past tenses); scaffolding of basic vocabulary; basic communication about personal topics (self and others); description of Japan; designing written products in the target language; expressing existence, preferences, and agreement; comparing cultures		
ICGL 112	Elementary Japanese II	4
Prerequisites: Placement test or ICGL 111 Elementary Japanese I		
Kanji characters (approximately 50); fundamentals of basic Japanese grammar concepts (particles, verbs of giving and receiving, na-adjective-ending sentences, i-adjectives-ending sentences, non-past and past tenses, and classifiers); scaffolding of basic vocabulary; basic communication about daily life topics; designing written products in the target language; expressing simply points of view, describing people and daily life activities; comparing cultures		
ICGL 113	Elementary Japanese III	4
Prerequisites: Placement test or ICGL 112 Elementary Japanese II		
Kanji characters (approximately 50); fundamentals of basic Japanese grammar concepts (verb conjugation (masu-form, te-form, nai-form, and dictionary form), and related sentence patterns; polite style of speech, and plain style of speech, particles); scaffolding of basic vocabulary; basic communication about various topics; designing written products in the target language; expressing points of view, describing people and various activities; comparing cultures		
ICGL 121	Elementary French I	4
Prerequisites: Placement test		
Fundamentals of basic French grammar (pronouns, present tense conjugation, gender/number, adjectives, prepositions); scaffolding of basic vocabulary; basic communication about personal topics (self and others); identifying and describing French speaking countries; designing written products in the target language; expressing existence, preferences and agreement; comparing cultures		

ICGL 122 Elementary French II 4

Prerequisites: Placement test or ICGL 121 Elementary French I

Fundamentals of basic French grammar (present and future tense, adjective gender, place & agreement, more complex prepositions, more complex questions); scaffolding of simple vocabulary; simple communication about daily life topics (in France and in their country); designing written products in the target language; expressing simply point of view, describing people and daily life activities; comparing cultures

ICGL 123 Elementary French III 4

Prerequisites: Placement test or ICGL 122 Elementary French II

Fundamentals of more complex French grammar (present and future tense, adjective gender, place & agreement, more complex prepositions, questions and past tense notions); scaffolding of more complex vocabulary; longer communication about daily life topics (in France and in their country); designing written products in the target language; expressing point of view, describing people and daily life activities; comparing cultures

ICGL 131 Elementary Chinese I 4

Prerequisites: Placement test

The Chinese phonetic system (Pinyin); the Chinese basic writing system (Stroke order); Chinese characters (approximately 100); fundamentals of basic Chinese grammar (interrogative pronouns, the 的 particle, yes/no questions with 吗, demonstrative pronouns, classifiers, adverbs 也, 都); scaffolding of basic vocabulary; basic communication about personal topics (self and others); describing China; designing written products in the target language; expressing existence, preferences and agreement; comparing cultures

ICGL 132 Elementary Chinese II 4

Prerequisites: Placement test or ICGL 131 Elementary Chinese I

The Chinese phonetic system (Pinyin); the Chinese writing system; Chinese characters (approximately 100); fundamental Chinese grammar concepts (interrogative pronouns, classifiers, the “的” particle, “的” phrases, adverbials, continuous action sentence structures and reduplication of verbs); scaffolding of basic vocabulary; basic communication about daily life topics; designing written products in the target language; expressing simply points of view, describing people and daily life activities; comparing cultures

ICGL 133 Elementary Chinese III 4

Prerequisites: Placement test or ICGL 132 Elementary Chinese II

The Chinese phonetics (Pinyin); Chinese characters (approximately 150) ; Fundamentals of basic Chinese grammar concepts (interrogative pronouns, modal verbs, complex sentences, the modal particle “了” (了), complements of state, complements of result, complements of duration); scaffolding of basic vocabulary; basic communication about various topics; designing written products in the target language; expressing points of view; telling directions; describing oneself and other people’s abilities; comparing cultures

ICGL 141	Elementary Spanish I	4
Prerequisites: Placement test		
Fundamentals of basic Spanish grammar (pronouns, present tense conjugation, gender/number, adjectives, prepositions); scaffolding of basic vocabulary; basic communication about personal topics (self and others); identifying and describing Spanish speaking countries; designing written products in the target language; expressing existence, preferences and agreement; comparing cultures		
ICGL 142	Elementary Spanish II	4
Prerequisites: Placement test or ICGL 141 Elementary Spanish I		
Fundamentals of basic Spanish grammar (pronouns, present tense conjugation, reflexive verbs, gender/number, adjectives, prepositions); scaffolding of basic vocabulary; basic communication about personal topics (self and others); identifying and describing Spanish speaking countries; designing written products in the target language; expressing existence, preferences and agreement; talking about daily habits		
ICGL 143	Elementary Spanish III	4
Prerequisites: Placement test or ICGL 142 Elementary Spanish II		
Towns, quarters and cities; directions; past experiences; present perfect tense, past tense indefinido; verbs ser, estar and hay; vocabulary of places; time markers for past tense; verbs empezar a+ infinitive; verbs ir / irse		
ICGL 160	Introduction to Thai Language and Culture	4
Prerequisites: -		
Fundamental vocabularies and structures for various communicative situations in everyday use and introduce basic aspects of Thai culture		
ICGL 161	Elementary Thai I	4
Prerequisites: Placement test		
Listening and speaking skills on the following topics: introducing oneself one's friend and family, basic food and drink ordering, places, directions, transportation, buying tickets, clothing items, colours, and sizes, bargaining, counting and using classifiers, reading and writing Thai consonants, vowels placed after, before, above, and below the consonants, Thai numbers, live and dead syllables		
ICGL 162	Elementary Thai II	4
Prerequisites: Placement test or ICGL 161 Elementary Thai I		
Listening and speaking skills on the following topics: one's schedule, making appointments, favorite leisure activities, ordering food, drinks and desserts with special requests, presentation of one's plan for activities during school break, continuation of Elementary Thai I in reading and writing skills, consonant clusters, tone marks, words with special spelling rules, reading short paragraphs		

ICGL 163	Elementary Thai III	4
Prerequisites: Placement test or ICGL 162 Elementary Thai II		
Listening and speaking skills on the following topics: going to see the doctor, looking for a house for rent, seasons, travel and festivals		
ICGL 170	Diversities in Multilingual Societies	2
Prerequisites: -		
Multilingual societies; cultural diversities; cross-cultural communication; Chinese-, German-, French-, Japanese, and Spanish-speaking cultures; Chinese-, German-, French-, Japanese, and Spanish languages; cultural conflicts; cultural gaps; cultural shocks; cultural discoveries; cultural awareness; cultural harmonies; foreign visitors to Thailand; working with Thai people		
ICGL 201	Pre-intermediate German I	4
Prerequisites: ICGL 103 Elementary German III or Placement Test		
Clothing and accessory, appearance, shopping for clothes and accessory family members, present and past families, statistics, festivities and culture, dates, presents; comparative forms of adjectives, modal verbs past tense, dependent clauses (cause and condition), personal pronouns, accusative and dative cases		
ICGL 202	Pre-intermediate German II	4
Prerequisites: ICGL 201 Pre-Intermediate German I or Placement Test		
Media usage and Internet-shopping, advertisement, expressing surprise, meeting someone for the first time, country and city life, cultural capitals in Europe; direct and indirect questions, adjective without article, relative clause and pronoun, modal verb in simple past, sub-clause with als		
ICGL 203	Pre-intermediate German III	4
Prerequisites: ICGL 202 Pre-Intermediate German II or Placement Test		
Professional biographies, job announcements, festivities and customs, emotions, movie synopsis, products and inventions; reasons with weil and denn, nominalization, preposition with dative, sub-clause with wenn and um zu, passive voice		
ICGL 211	Pre-intermediate Japanese I	4
Prerequisites: ICGL 113 Elementary Japanese III or Placement Test		
Kanji characters (approximately 50); fundamentals of basic Japanese grammar concepts (verb conjugation (masu-form, te-form, nai-form, and dictionary form), and related sentence patterns; polite style of speech, and plain style of speech, particles); scaffolding of basic vocabulary; basic communication about various topics; design of written products in the target language; expressing points of view, describing people and various activities; comparing cultures		

ICGL 212	Pre-intermediate Japanese II	4
Prerequisites: ICGL 211 Pre-Intermediate Japanese I or Placement Test		
50 Kanji characters; explaining the state of things; describing necessary things to do in advance as preparations for the future; expressing own intentions, plans, and schedule; expressing own guess and inference; asking someone to take a message or conveying a message; stating standards or norms, when one explains the manner of doing a certain action or work; explaining a condition in which a certain action is performed; stating everyday habitual actions		
ICGL 213	Pre-intermediate Japanese III	4
Prerequisites: ICGL 212 Pre-Intermediate Japanese II or Placement Test		
50 Kanji characters; expressing judgments under certain conditions; stating a purpose or an aim; describing changes in human ability and conditions; describing an action performed by a third person, or an action when one feels annoyed or troubled, using passive verbs; expressing something with the most important information emphasized; describing natural phenomena, happenings, and events, together with their causes; clearly telling what speakers consider as questions, by using a question with an interrogative as a component of a sentence; using appropriate expressions for giving and receiving of things and actions, depending on the relationship between the giver and the receiver, in terms of social status; telling usage, evaluation, necessary time, expense, etc		
ICGL 221	Pre-intermediate French I	4
Prerequisites: ICGL 123 Elementary French III or Placement Test		
Developing further knowledge of French grammar at the pre-intermediate level (present, past and future, more complex interrogative sentence, negative sentence, comparative and pronouns); scaffolding of more complex vocabulary; more complex and longer communication about personal needs, solving simple problems; interacting in predictable context topics in French; designing written products in the target language; expressing points of view, giving simple advices and interacting in daily life activities; comparing cultures		
ICGL 222	Pre-intermediate French II	4
Prerequisites: ICGL 221 Pre-Intermediate French I or Placement Test		
Extending further knowledge of French grammar at the pre-intermediate level (hypotheses and conditions, future, conditional, pronouns, direct and indirect speech, imperative and gerundive); scaffolding of more complex vocabulary; longer communication about solving problems and expressing feelings; commenting on attitudes and justifying actions in predictable context topics in French; comparing cultures		
ICGL 223	Pre-intermediate French III	4
Prerequisites: ICGL 222 Pre-Intermediate French II or Placement Test		
Developing further knowledge of French grammar at the pre-intermediate level (comparative, complex interrogative sentence, gerundive, subjunctive present in regular and irregular forms, passive voice); scaffolding of more complex vocabulary; longer communication about personal feelings, wishes and hopes; complaining and talking about difficulties, suggesting solutions; comparing cultures		

ICGL 231	Pre-intermediate Chinese I	4
Prerequisites: ICGL 133 Elementary Chinese III or Placement Test		
Chinese characters (approximately 300); identifying pre-intermediate level Chinese grammar concepts (complements of duration, expressing approximate numbers, comparative sentences, complements of quantity, exclamatory sentences); developing listening, speaking, reading and writing skills through an integrated approach; communication about various topics; comparing two cities in various aspects; comparing the seasons in China and Thailand; activities and festivals in each season; organizing a trip		
ICGL 232	Pre-intermediate Chinese II	4
Prerequisites: ICGL 231 Pre-intermediate Chinese I or Placement Test		
Chinese characters (approximately 300); identifying pre-intermediate level Chinese grammar concepts (past experiences, complements of frequency, the structure of 是.....的, reduplication of adjectives, S-P phrases, complements of result II, simple passive sentences); developing listening, speaking, reading and writing skills through an integrated approach communication about various topics; sports or entertainment; expressing unlucky stories; describing appearance and clothes; Chinese style weddings (1)		
ICGL 233	Pre-intermediate Chinese III	4
Prerequisites: ICGL 232 Pre-intermediate Chinese II or Placement Test		
Chinese characters (approximately 300); identifying pre-intermediate level Chinese grammar concepts (continuous actions or states, Chinese style weddings, Chinese construction quadrangles, existence emergence sentences, “把” sentence I, “把” sentence II, “被” sentence, adverb “又”); developing listening, speaking, reading and writing skills through an integrated approach; communication about various topics; travelling by airplane; Beijing Opera performances; outdoor activities; reunions with old friends		
ICGL 241	Pre-intermediate Spanish I	4
Prerequisites: ICGL 143 Elementary Spanish III or Placement Test		
Habits; pronominal verbs; porque/para; furniture and parts of the house; appearance; family, irregular verbs in present tense; present progressive		
ICGL 242	Pre-intermediate Spanish II	4
Prerequisites: ICGL 241 Pre-Intermediate Spanish I or Placement Test		
Leisure activities; intentions and projects; pain, discomfort and symptoms; parts of the body; vocabulary of food; ir a+ infinitive; present perfect; differences between ser and estar; personal pronouns for objects; verb gustar		
ICGL 243	Pre-intermediate Spanish III	4
Prerequisites: ICGL 242 Pre-Intermediate Spanish II or Placement Test		
Past habits, customs and circumstances; past and present actions; advice, instructions (imperative); future situations and actions, conditions, hypotheses; past experience; imperfect verb tense; indefinido verb tense; present perfect verb tense; contrast of past tenses		

ICGN 126 Plant Society 2

Prerequisites: -

People interacting with the plant and fungal worlds; differences among cultures and the indigenous uses of medicinal, textile and food plants; the benefits, problems and social implications of their use; hands-on experiences with techniques and methods used by field scientists

ICGS 106 Fashion and Society 4

Prerequisites: -

Design elements of fashion, fashion terminology, fashion reflecting its temporal and spatial context, fashion and the development of art, fashion is a cultural expression, fashion is creativity, fashion needs customers' approval and endorsements, fashion and consumer behaviour, fashion and consumerism, and ethical issues of fashion

ICGS 111 Exploring Religions 4

Prerequisites: -

Major religions in the world: Hinduism, Buddhism, Sikhism, Chinese religions, Shinto, Judaism, Christianity, and Islam; origins of the three religious groups, religions arising in India, religions of China and Japan, and the religions of the family of Abraham; similarities and differences; contemporary new religious developments and related issues; religious diversities present in the world

ICGS 112 Geography of Human Activities 4

Prerequisites: -

Global Learning Initiative class; a systematic study of patterns and processes of geography; understanding human perceptions of surroundings and alterations of the earth's surface; diversity of cultures, beliefs, and ways of life; establishing global unity and harmony; recognition of equality and respect between persons in diverse regional geographical settings; raising awareness of one's own humanity and human responsibilities; the interrelationship between humans and the spaces they create; human activity as interdisciplinary by nature; the physical and socially created environment people live in; human interactions shaping the human understanding of the environment; the utility of resources; phenomena on the earth's surface relating to human actions; concepts and geographical methodologies; examination of social organizations and environmental consequences; a broad dynamic domain reflecting such developments and issues as social bias, discrimination, and stereotyping in the contemporary world; associating a critical geographical perspective on the past, present and future achievement of the social world

ICGS 123 Tourism Concepts and Practices 4

Prerequisites: -

Exploring tourism as a geographical system approach and looking at the characteristics of tourism and the demand side first by examining driving forces shaping the strong growth of global tourism and Thailand tourism; the reasons for travelling and selecting a travel destination; examining the roles of tourism organisations both in the public and private sectors especially national tourism organisations, travel suppliers, and travel intermediaries; introducing the concept of community art event and creative tourism for promoting cultural diversity and social inclusion; and special interest tourism in Thailand

ICGS 130 Political Science 4

Prerequisites: -

The understanding of politics and political systems of the current world; interactions and connections of different ideas; systems of thought and conflict in contemporary society; analysis of political phenomenon; collecting information, organizing information, organizing in groups, analyzing information, presenting clearly and concisely on political phenomenon, state typology, political taxonomy, ideological persuasion, voting systems and outcomes

ICGS 131 Introduction to International Studies 4

Prerequisites: -

The field of international studies; interdisciplinary approaches; economic globalization; the Bretton Woods system and neoliberalism; political globalization; the United Nations system, the International Court of Justice, and Human Rights; cultural globalization; migration diaspora and transnationalism; the internet and global media; development; modernization and dependency; Global North and Global South; traditional and human security; food; health; energy; environment

ICGS 132 Career Preparation in a Globalized World 4

Prerequisites: -

Trends in national, regional and international job markets; self-assessment on career options; career plan creation; principles in business communication; job search process and tools; resume, cover letters; interview preparation and simulation; dimensions of culture

ICGS 133 Foundation of Mediterranean Cultures 4

Prerequisites: -

The Mediterranean as a source of Western culture; Egypt and the Fertile Crescent; Mohammed and the Muslim World; the Promised Land: Moses' Israel; Jesus and the birth of Christianity; Greek history and civilization; Ancient Italy; arts in Florence and Venice; Modern Italy history; Italian food; the World of Fashion in modern Italy; Italian film; Italian music

Critical Thinking

ICGH 101 Biotechnology: from Science to Business 4

Prerequisites: -

Biotechnology, bioethics, and the law, biotechnology and the regulatory framework, genetic testing, patenting life, biobanks and modern genomics research, genetically modified organisms, human and animal testing; bioterrorism, biological weapons laws, bio-prospecting, pharmaceutical pricing, the future of the human beings and post-humanism

ICGH 102 Famous Arguments and Thought Experiments in Philosophy 4

Prerequisites: -

An examination of the most striking argumentative moves in Philosophy from Plato's Allegory of the Cave to Searle's Chinese Room and beyond; a transfer and an application of paradigmatic philosophical thinking to current open questions in politics and science

ICGH 103 Logic, Analysis and Critical Thinking: Good and Bad Arguments 4

Prerequisites: -

Basic formal tools from sentential and predicate logic; logical structures of arguments used in the everyday contexts of life; an analysis of their strengths and weaknesses; common fallacies in reasoning, including reasoning involving determining probabilities; a construction of good arguments using the principles of informal reasoning

ICGH 105 Technology, Philosophy and Human Kind: Where Are We Now?! 4

Prerequisites: -

An examination of major technological and scientific innovations across the globe and their effects on human life and thought; a focus on agriculture, steel, the printing press, the mechanical clock, magnifying lenses, antibiotics, electricity, steam and combustion engines, and transistor

ICGH 106 The Greeks: Crucible of Civilization 4

Prerequisites: -

An introduction to an overview of the philosophy and thought of Ancient Greece and its influence on contemporary civilization; theories about knowledge, propaganda, truth, art, psychology, happiness, justice and democracy

ICGH 107 Contemporary Art and Visual Culture 4

Prerequisites: -

Focusing on current issues in society as reflected in the new media utilized in art today; an analysis of images and group discussions regarding social and historical contexts of contemporary art; creative thinking skills; effects of globalization on the visual world; connections between global and local issues; an investigation of broader social and cultural matters such as ideology, gender, race, and ethnicity

ICGH 109 Creative Thinking Through Art and Design 4

Prerequisites: -

Combining hands-on studio experiences with demonstrations, lectures and discussions; developing creativity and gaining confidence in communicating one's own unique vision; exploring a variety of art and design mediums; understanding the elements of the visual language; implementing the creative process and creative thinking to develop individual solutions to open-ended problems

ICGH 110 Drawing as Visual Analysis 4

Prerequisites: -

Developing creativity and cognitive learning skills; utilizing visual communication, design and art principles; mark making; observation, analysis, record, representational plant and still life forms; practice, application, techniques for conventional pencil drawing tools: shape, form, perspective, lines, shading, value, negative space, texture, composition; observation; scientific illustration, realistic representational observation

ICGH 115	Cinematic Languages and Its Application	4
Prerequisites: -		
An introduction, practice and an application of languages to critical thinking and analysis; examining key film languages and textual examples, including narrative theories; genre, film theories; an analysis of key film texts; the development of skills in research, writing and analytical thinking; applied knowledge to creative works; the presentation of original ideas and reflection on the craft approach		
ICGH 124	Life Drawing and Anatomy	4
Prerequisites: -		
An introduction, practice and application of observation drawing to record the human form; including key principles of composition, gesture and observation drawing techniques and design skills for static, gesture and motion poses; understanding record and identifying the anatomical make-up of the human form in muscles and skeletons; technical proficiency with suitable media for observation drawing; studio practice; hand-drawing from observations		
ICGH 125	How Can We Know What Is Good? Moral Reasoning and Behavior	4
Prerequisites: -		
A survey of philosophical, psychological and scientific contributions to the understanding of moral values and agency; hands-on construction, scrutiny and analysis of ethical argument regarding burning issues in applied ethics		
ICGH 126	Behavioral Ethics: Why Good People Do Bad Things	2
Prerequisites: -		
Foundations of behavioral ethics, assumptions of ethical decision making, process of ethical decision making, cognitive errors in ethical decision making: incrementalism, self-serving bias, tangible and abstract, loss aversion, framing, and overconfidence, social and organizational pressures in ethical decision making, situational factors in ethical decision making		
ICGN 107	The Chemistry of Everyday Life	4
Prerequisites: -		
Portable electronics; the air we breathe; radiation from the sun; climate change; energy from combustion; energy from alternative sources; water; polymers and plastics; nutrition; health and medicine; genes and life		
ICGN 111	Physics for CEO	4
Prerequisites: -		
Basic concepts of physics impacting individuals and society on a daily basis: physical quantities, Newtonian mechanics and dynamics, energy and heat, electricity and magnetism, light and sound, and the electromagnetic spectrum		
ICGN 123	The Earth's Dynamic Structure	4
Prerequisites: -		
Introducing fundamental concepts and applying general geology at the beginning level; basic concepts of physical geology, emphasizing on surficial and deep earth processes, including minerals; rocks and their formations, crustal deformation, plate tectonics; weathering and erosion, formation of landscapes, geological resources and environmental geology		

ICGN 127	Practical Mathematics	2
Prerequisites: -		
Fibonacci numbers and the golden ratio, voting and election, data interpretation, probability, cryptography, financial mathematics		
ICGS 103	Economics in Modern Business	4
Prerequisites: -		
Forces of demand and supply, elasticity, opportunity cost; market structures, pricing strategy, business enterprise, consumers behavior; Thai economy, world economy, globalization and technology, profit maximizing, firm and organization, government policies; business analysis and managerial decision-making, competitive advantage, dynamic business environment		
ICGS 113	Perspectives on the Thai Past	4
Prerequisites: -		
The origins of the Thai people in pre-historic times to the late twentieth century; an alternative view incorporating the different regions and various ethnic groups making up present-day Thailand; key issues in Thai history; an analysis of the classics of Thai historiography; an evaluation and interpretation of a range of primary sources dealing with the Thai past; an understanding of how history is written		
ICGS 134	Is Democracy Good?	4
Prerequisites: -		
Democracy as a political system and a 'normal' form of governance throughout the world, especially since the transitional Third Wave of democratization ending in the 1990's; democracy as a highly contested term; forms of governance; contestations in Thailand; arguments of Thai Style Democracy; defining democracy; different forms of democracy; local perception of democracy; critical debate on the merits of democracy; functionality; theoretical and in pragmatic situations; qualitative and quantitative analysis; democratic performance		
ICGS 135	Entrepreneurial Accounting	4
Prerequisites: -		
Fundamental accounting concepts; financial statements for small enterprises; financial statement analysis; cost-volume-profit analysis; management decision making; business taxation		

Leadership

ICGN 114	The Scientific Approach and Society	4
Prerequisites: -		
Scientific literacy; the process of science discovery; verification, its limitation, and the influence in various disciplines; human and animal research ethics; the critical analysis of current scientific articles; the life cycle of scientific knowledge; modeling in science		

ICGN 128 Climate Emergency, Biodiversity Crisis, and Humanity at Risk 2

Prerequisites: -

Anthropogenic activities; biodiversity crisis; biodiversity loss; biological diversity; climate change; climate crisis; climate emergency; ecosystem functions; harmful and unsustainable practices; humanity at risk; mitigation and adaptation; threats, impacts and consequences

ICGS 104 Essentials of Entrepreneurship 4

Prerequisites: -

Creating new businesses, capturing new markets, enhancing organizational effectiveness; entrepreneurship theories and frameworks, practices of promoting and managing start-ups; the life-cycle of an entrepreneurial venture, concept implementation; entrepreneurial pathway, customer analysis, integrated marketing, funding, securing and managing capital, human capital management under the disruptive environment

ICGS 118 Skills in Dealing with People Across Cultures 4

Prerequisites: -

The development of skills in dealing with people across cultures, covering topics such as: identity formation and conflict; ethics and moral behavior; values and communication across cultures; culture and tourism; culture and work motivation; culture in educational institutions

ICGS 121 Abnormal Colleagues: How Do I Make This Work? 4

Prerequisites: -

The stigma of psychological issues; the fear of the workplace gossips and job security; an avoidance of getting treatment and counseling; a recognition of various disorders and devising strategies to effectively communicate and work with people; improving the workplace productivity and relationships

ICGS 136 Social and Health Issues in Thailand 4

Prerequisites: -

Social and health issues in Thailand; experiential learning approach; site visits to various government and non-governmental organizations; small groups work; identification of issues and characterize the factors affecting the issues; prioritization of the urgency of the issues and determination of the possible solutions; proposing action plans addressing the issues

ICGS 137 Witchcraft and Gender Representation 4

Prerequisites: -

The term "witch" used to suppress women: accusations of witchcraft to eliminate strong, assertive women; accusations of demonic or magic sources demeaning to women; European, American and African use of witch accusations to stifle women; other forms of oppression of women: the Chinese foot binding, the Indian Suttee, the African genital mutilation; the meaning of gender; gender vs sex; marginalization of women in patriarchal societies; women's rights in the contemporary world; differing concepts of women's rights; global and national enforcement of women's rights; organizations concerned with gender and women's issues: UN, ILO, etc; an application of gender rights to other genders like LGBTQ

ICGS 138 Business Event Essentials 4

Prerequisites: -

An introduction to business event industry, meetings, incentive travels, conventions, exhibitions; decision making criteria, special events, business event organization management, venue management, logistics for business event industry, stakeholders in business event industry and local community engagement, standards in business event industry, ethics for business event professionals

ICGS 139 Leadership and Change for a Global Society 4

Prerequisites: -

Concepts and practices for leadership development; developing leadership skills and challenges of change in a global society; the need, vision, initiation for change, teamwork and collaboration for the efficient management

ICLL 101 Professional Development 2

Prerequisites: -

Professional skills for 21st century workplace through learning or training activities in various topics including innovation management, start-up business, agile workplace or other selected professional development activities approved by the academic advisor and Curriculum Administrative Committee

Digital Literacy

ICGH 111 Media Literacy: Skills for 21st Century Learning 4

Prerequisites: -

An integration of the media literacy, the media production, and the media ethics; accessing, analyzing, evaluating, questioning, and producing media texts; social, cultural, and political implications of the media; representations in the media; the media as political economy; the media aesthetics; the media and influence; audiences negotiating meaning

ICGN 116 Understanding and Visualizing Data 4

Prerequisites: -

An introduction to data analytics; roles and examples of the data-driven decision making; technology landscape; data kinds and types; data sources and collection techniques; data storage and standard formats; data processing workflow; summary from data; different types of visualization; data visualization tools

ICGN 118 Everyday Connectivity 4

Prerequisites: -

The Internet, computer networks, and the World Wide Web (W3) in the daily life and organizations; troubleshooting small network problems; identifying threats and avoiding dangers online; finding credible information on the Web; online communication tools, such as the social media and email, for professional branding; the basic e-business concepts and tools

ICGN 119	Computer Essentials	4
Prerequisites: -		
Developing the digital literacy relating to the computer literacy and the information literacy; the computer hardware and its general functions; the operating systems; software packages and their daily use; computer security; the ethical use of the intellectual property		
ICGN 129	Programming for Problem Solving	4
Prerequisites: -		
Influence and impact of computer science on everyday life and society; the problem solving process in programming: abstraction, problem decomposition, algorithms; programming basic; privacy, ethical, and legal issues related to the software development		
ICGN 130	Cryptography: The Science of Making and Breaking Codes	2
Prerequisites: -		
Classical cryptography; cryptosystems; the shift cipher, the substitution cipher, the Hill cipher, the permutation cipher, the stream ciphers; the RSA encryption; cryptanalysis		
ICGN 131	Digital Search Literacy	2
Prerequisites: -		
The Information literacy relating to search term, the evaluation of the internet site and the quality of data; use of information; the ethical use of the intellectual property; the use of computer platforms; software, online services		
ICGN 132	Digital Security and Privacy	2
Prerequisites: -		
Privacy rights of data and safeguarding personal information by the protection organizations, anonymizing of data, computer security relating to computer platforms, network, internet and smart devices; password managements and shortcomings, authentication factors and technology		
ICGN 133	E-Business: Technology and Digital Strategies	4
Prerequisites: -		
The Landscape of technologies in the digital enterprise and e-business; internet-based staples such as web hosting, domain-name acquisition, the social media, the payment systems; electronic business models and digital strategies; emerging trends in technology; legal and ethical issues		
ICGN 134	Introduction to Artificial Intelligence	2
Prerequisites: -		
The artificial intelligence terminology; machine learning types and techniques; guidelines for building the machine learning model; neural networks; an evaluation in the AI system; the real-world artificial intelligence; the future trends of the artificial intelligence; dangers and threats of the artificial intelligence		

ICGS 140 Fake News, Censorship and the Politics of Truth 4

Prerequisites: -

Internet and hyper news flows; patterns of information consumption; knowledge of information authenticity; socio-political effects of 'fake news'; impacts and methods of data collection; censorship and contested 'digital space', fact-checking, source evaluation and trust-building online; social power of algorithms, quantification and profiling; citizens journalism and the traditional media

ICLL 102 Skills for a Digital World 2

Prerequisites: -

Twenty-first century skills for digital economy through learning or training activities in various topics including e-Commerce, Blockchain technology, and data science, or other selected activities approved by the academic advisor and Curriculum Administrative Committee

Major Courses

Core Courses

ICMC 101 Introduction to Media and Communication 4

Prerequisite: -

An introduction to communication, its meaning, theories, content and processes; studies on the face-to-face human interaction, the mass media, and the contemporary digitized format; including the media literacy e.g. fake news, media ethics and, its justification; analysing evolving concepts in the entertainment, private recreation, leisure activity, and the entertainment industry from around the world

ICMC 102 Man and Arts for Media and Communication 4

Prerequisite: -

Studying the dynamic relationship of man, arts and society with focusing on the function of communication; theories on aesthetics being used to analyze various kinds of the media, such as visual arts, performing arts and music, to interpret the content, subject matter and value of the works of arts

ICMC 104 Audio Communication 4

Prerequisite: -

Learning to use sound to complement images in the process of communication; exploring meanings and feelings experienced by audiences in reaction to sound in various media; and employing the audio equipment to specific purposes and conditions

ICMC 108 Visual Culture and Sociology 4

Prerequisites: -

An investigation of historical and contemporary forms of visual communication: from painting, architecture, graffiti, photography, graphic design or video to contemporary consumer life, popular culture, subculture, mass media, commercial communication and advertising; examining the critical philosophies shaping visual communication, and various frameworks for the interpretation and evaluation of visual images they constantly consume

- ICMC 109 Photo Representation in the 21st Century 4**
Prerequisite: -
Examining the visual representation drawn from the diverse genres of the cellphone photography, portrait photography, art photography, and myriad images saturating our society published on social media platforms including Instagram, Facebook, Twitter or Tinder; empowering students to critically read and analyze images they or others have created; and exploring how these images shape visual representation in the 21st century
- ICMC 110 Mediating Your Life 4**
Prerequisite: -
Writing and self-presentation in writing for communication in the digital media and platforms; communicative strategies, tools, techniques, voice, and visual style of the digital writing and platforms; establishing and communicating credibility in digital spaces; ethically serving your audience; blending text, graphics, multimedia, hypertextual, and interactive elements when curating mediated information; applying various levels of digital citizenship to the use of the digital media and platforms
- ICMC 111 Convergence Media Culture 4**
Prerequisite: -
Examining the relationship between the media convergence, the participatory culture, and the collective intelligence; technological, industrial, cultural, and social changes in the ways of creating and circulating the media; the fluid flow of content across multiple media platforms; the cooperation between media industries and the intersections among different media systems; migratory behavior of media audiences in viewing, collaborating, and seeking media experiences; social logics and cultural practices of the spreadable media
- ICMC 201 Media and Communication Regulations and Ethics 4**
Prerequisite: -
Studying of free speech as a fundamental platform; covering both local and international ethics, professionalism, laws, and governmental regulations; data privacy; legal issues; case studies of morals and responsibilities associated with mass communication and media practitioners
- ICMC 202 Media and Cultural Theory 4**
Prerequisite: -
An analysis of the nature of human communication: physical, psychological, linguistic and sociological in the interpersonal communication, small group communication or mass communication; core theoretical framework of subject: interaction between communication and society, culture, social groupings, and mental processing
- ICMC 204 Research Methods and Basic Statistics in Communication and Cultural Studies 4**
Prerequisite: -
An introduction to the media and communication research; using the interdisciplinary approach such as social science and humanity to solve research problems empirically; topics including asking the 'right' questions, procedures in conducting research, basic principles of research, random sampling, the questionnaire design, the experimental research design, and the content and research data analysis

ICMC 208 Transmedia Storytelling**4****Prerequisite: -**

Participating in a storytelling experience to design, create and share stories across multiple media platforms for entertainment, informational or social development purposes; writing and creating stories in various forms of media products accessible through multiple media entry points; creating the brand of media product creators through the storytelling

ICMC 209 Creativity and Digital Communication**4****Prerequisite: -**

Exploring the links and boundaries of creativity and digital communication and their usages; understanding how the digital world has changed the way we communicate and how creativity can maximize the effectiveness of digital communications; examining the digital communication in the near and mid future

ICMC 210 Basic Acting**4****Prerequisite: -**

Practice-based learning on becoming a complete human being, accepting the truth of self and truthfulness to the soul; understanding acting as a presentation of 'truth' through the development of the body relaxation and control, vocal training, trust and sensory awareness, improvisation and imagination; practicing the script interpretation, character development and acting approaches for performers; realistic acting scripts used for final acting presentation

ICMC 217 Media Psychology**4****Prerequisite: -**

The multidisciplinary course drawing from sensory narrative and cognitive psychology, motivation and learning theories, neuroscience, and advertising and marketing; analyzing the psychological impact of the media content and presentation (traditional sources of sight and sound, new interactive, digital media); including understanding human behavior through working with the media application, the impact of the media on individuals and society, and its use for social and political purposes

Major Required Courses
Module I: Digital Journalism

ICMC 218 Journalism in the Transmedia Age 4

Prerequisite: ICMC 110 Mediating Your Life

Foundation of journalism and platform to the study of communication, news, integrated digital journalism and the media; exploring their definitions, revolution, boundaries and principles with an emphasis on procedures, structures and formats in both traditional and new media, their convergence and transformation

ICMC 219 Writing for Convergence Journalism and Media 4

Prerequisite: ICMC 110 Mediating Your Life

Understanding the principles and practice of converged journalism/media; an introduction to various narrative forms across converged multimedia platforms; analysing of audience interaction and consumption of convergence journalism and media; obtaining skills in the data search and factual verification for news/feature delivery; presenting collected information with clarity; creation of integrated, insightful, cohesive media-proficient media/journalistic writing

ICMC 220 Mass Media and Public Policy: Thailand, ASEAN and the World 4

Prerequisite: -

An examination of the crucial role of the mass media in the formation of the public policy especially on the information distribution and media's incentives affecting different types of groups in society; data privacy issues; and the transformation of the modern platform of the mass media through various socio-political policies; an analysis of various case studies on the interrelationship between the mass media and public policies in the local, ASEAN and global spheres

ICMC 227 New Media Content Creation 4

Prerequisite: ICMC 208 Transmedia Storytelling

A series of teacher / student-led workshops involving both practice-and research-oriented initiatives exploring the broadcast media convergence / remediation between traditional and new media methods; exploring how the internet platforms brought revolutionary changes in styles, formats, themes and ethics; preparing skill sets ready for the future career in journalism

Module II: Creative Content

ICMC 223 Southeast Asian Creative Content Analysis: from Ethno-Historiography Perspectives **4**

Prerequisite: ICMC 208 Trainsmedia Storytelling

An introduction to the creative content analysis of Southeast Asian regional communities from ethno-historiography, anthropology and humanity perspectives; understanding the 'originality' and 'authenticity' of ASEAN contents; studying various forms of the region's creative contents (prose and poems, performance and music, paintings and artifacts, and media forms)

ICMC 228 Essentials in Pre-Production **4**

Prerequisite: -

The study of the preparation process before shooting, preparing a script for shooting, storyboarding, planning with regard to logistics, shooting locations, film equipment lists, budget, crew, props, cast members, costumes, makeup, special effects and visual effects; focusing on the creation and development of a detailed shooting schedule, a production plan, storyboard and shot list using key techniques in the script visualization, combining cinematic storytelling skills with drawing, through the application of the film language and narratives, and the study of the script interpretation for films, televisions, and broadcast media

ICMC 229 Digital Media Production **4**

Prerequisite: ICMC 108 Visual Culture and Sociology

Equipping the students with the key skills needed to produce a short digital media video production with their own creative voices and visual style; introducing the process of 'short form' production, covering key elements in pre-production, production and post-production processes, focusing on treatments, visualizing a story, storyboarding, camera, lighting, audio / sound, directing, digital editing, color grading etc; enabling students to explore both artistic expression, and visual thinking, with the technical skills needed (digital equipment and software tools) through hands-on practice; discussing concepts, theories and substantive developments associated with the media, related to the audience, commission and 'brief'

ICMC 230 Literature for Content Creation **4**

Prerequisite: -

An introduction to works of various literary genres; of hybrid multimedia electronic / digital literature; surveying the rise of technologies and the rapid increase of the content creation; investigating how literary texts have been transformed into media products; recognizing the different perspectives, approaches and methods in the media adaptation of literature; comparing such products with the original literary works; exploring possibilities of certain literary pieces for the content creation

Module III: Integrated Media Communication

ICMC 231 Integrated Media Campaigns 4

Prerequisite: ICMC 209 Creativity and Digital Communication

Planning, executing, and evaluating digital campaigns; researching, designing, and producing campaign messages and content; medium, message, audience, and platform analysis; applying persuasion and influence in campaigns; campaign management functions of the motivation, the impact control, setting priorities of target groups, the media mix, and fundraising; campaign ethics

ICMC 232 Branded Storytelling 4

Prerequisite: ICMC 209 Creativity and Digital Communication

Using a narrative of storytelling to connect brands to the targeted customers/audiences, focusing on the establishment of the driving force and value the brand stands for; communicating through storytelling elements i.e. characters, setting, conflict, rising action, climax and resolutions in order to captivate audiences

ICMC 233 Social Media Strategy, Execution and Trends 4

Prerequisite: ICMC 209 Creativity and Digital Communication

Providing students with the understanding and opportunity to create a full social media strategy in the theoretical portion of the course; affording students to begin combining together the other skills they have learned in other courses into a consolidated strategy; examining current and new trends in the social media; the students running a campaign that they have devised in the theoretical portion

ICMC 234 Integrated Marketing Communication 4

Prerequisite: ICMC 209 Creativity and Digital Communication

Understanding the principle of diverse aspects in the integration of business and marketing in the IMC for the entertainment industry; including the organizational culture, 4 Ps i.e. product, price, place and promotion, advertising, direct marketing, online marketing and PR etc; case studies on various media products; preparing students for skill sets needed for their future careers

Major Elective Tracks
(Study 1 track or choose 3 subjects from any track)
Track I: Writing

ICMC 313 Film Screenwriting 4

Prerequisite: ICMC 110 Mediating Your Life

Focusing on standard elements of a film: theme, plot, character, and dialogue; covering writing a short film script and Act I of an original feature film script (professional format) and outlining of Act II and Act III

ICMC 314 Style and Presentation in Writing 4

Prerequisite: ICMC 110 Mediating Your Life

Examining the principle of targeting readers and communicating ideas in selecting suitable writing styles; an analysis of various styles and formats for written presentations: editorial news columns, film scripts, TV documentaries, public policy announcements, etc

ICMC 315 Series and Dramatic Writing 4

Prerequisite: ICMC 110 Mediating Your Life

Basic principles of dramatic construction writing (story and plot development, building and developing characters, creating themes and conflicts, weaving story lines etc.); an examination of case studies on writing in play scripts and TV drama series, from conception to final scripts

Track II: Acting

ICMC 325 Acting I: the Fundamentals 4

Prerequisite: ICMC 210 Basic Acting

The instruction and practice relating to realistic and naturalistic acting; hands-on practice covers the realistic acting approach, character interpretation, objective, conflict, actor's emotional memory, improvisation, emphasizing on Stanislavsky's acting system and Strasberg's method

ICMC 326 Acting II: Advanced Acting 4

Prerequisite: ICMC 325 Acting I: the Fundamentals

A study of various non-realistic styles of acting (absurd, comedy, Greek and Shakespeare, and musical); including the advanced acting training and master class in acting techniques (mask performance training, commedia dell' arte and clowning)

ICMC 327 Acting for TV and Film 4

Prerequisite: ICMC 210 Basic Acting

The practice-based class on acting for the camera; training on acting with subtlety and composure among the film crew, at real shooting locations and under time constraints; training on working with different camera angles and re-shooting the same lines; principle scripts to use for acting including various masterpiece film scripts

Track III: Directing

ICMC 313 Film Screenwriting 4

Prerequisite: ICMC 110 Mediating Your Life

Focusing on standard elements of a film: theme, plot, character, and dialogue; covering writing a short film script and Act I of an original feature film script (professional format) and outlining of Act II and Act III

ICMC 315 Series and Dramatic Writing 4

Prerequisite: ICMC 110 Mediating Your Life

Basic principles of dramatic construction writing (story and plot development, building and developing characters, creating themes and conflicts, weaving story lines etc.); an examination of case studies on writing in play scripts and TV drama series, from conception to final scripts

ICMC 333 Directing I: Directing the Actors 4

Prerequisites: ICMC 210 Basic Acting

Studying on director work methodology with actors to activate and create 'truthful' characters for theatres, films and TV dramas; emphasising on the collaboration process in the director-actor working relationship (communication, coaching, script interpretation, an analysis of actor's weaknesses and strengths in acting, and solving acting problems with actors)

ICMC 334 Directing II: Directing for Recorded Media 4

Prerequisites: ICMC 210 Basic Acting

Understanding the underlying principles behind shooting and working with cameras and applying them in different circumstances; content including knowledge in operating sound and lighting kit, and its creative possibilities; emphasising on a powerful system of the single camera blocking and the language of camera work and its narration of the story

Track IV: Critical Studies

ICMC 345 Genre Movies and Media 4

Prerequisite: -

Lectures, project tutorials and project workshops: learning about many aspects of genre films, various types of films from commercial to world cinemas focusing on a key film text; mixed genre/story styles both in theory and practice; old and new directors; genres form by conventions that change over time as new genres are invented and the use of old ones is discontinued; often, works fit into multiple genres by way of borrowing and recombining these conventions; history and social history, ideology, style, form, propaganda, and film fashions

ICMC 346 New Waves" Cinema 4

Prerequisite: -

Acquainting the students with the principal critical methods and theoretical debates in film studies; theoretical perspectives including structuralism, semiology, Marxism, feminism, psychoanalysis, post-structuralism, and cultural studies; some of the theoretical issues covered including questions of narrative and narration, realism, formalism, modernism, postmodernism, post-colonialism, gender, sexuality, and ideology all in relation to the "New Wave cinemas"

ICMC 347 Cinema: Beyond the New Waves 4

Prerequisite: -

Acquainting the students with the principal critical methods and theoretical debates in film studies; examining theoretical perspectives including structuralism, semiology, Marxism, feminism, psychoanalysis, Post-structuralism, Queer Theory, intercultural film, and cultural studies; narrative and narration, realism, formalism, modernism, postmodernism, post-colonialism, gender, sexuality, and ideology

Track V: Dance and Choreography

ICMC 354 Movement and Human Body 4

Prerequisite: -

A practice-based class on the exploration of the relationship between the movement, self, culture and environment; designing to enhance students' personal presence, self-discovery, expressiveness, power and flexibility; learning how to free and relax the body, improvise and design movements characterizing other beings (characters, animated figures and animals)

ICMC 355 Choreography I 4

Prerequisite: ICMC 354 Movement and Human Body

Art and techniques of designing sequences of the movement narrating stories and carrying meanings of ideas and emotions through the dance language

ICMC 356 Choreography II 4

Prerequisite: ICMC 355 Choreography I

The advanced level of art and techniques of designing sequences of movement narrating the stories and carrying meanings of ideas and emotions through the dance language

Track VI: Digital Media Production

ICMC 364 Essentials in Production 4

Prerequisites: ICMC 229 Digital Media Production or ICMC 227 New Media Content Creation
A series of lectures and teacher / student-led workshops and briefs involving both practice and research-led initiatives; exploring all aspects of the film production from the point of view of the director, producer, and the director of photography; discussing about key cinematographers, directors, and film movements as well as an extensive grounding in the core techniques for a smooth production process

ICMC 365 Essentials in Post-Production 4

Prerequisite: -

A series of lectures and teacher/student-led workshops and briefs involving both practice and research-led initiatives; exploring key concepts, movements and styles within film studies and the montage theory directly related to the film post-production, editing, creative color grading, and the use of sound

ICMC 366 Essentials in Post-Production II 4

Prerequisite: ICMC 365 Essentials in Post-Production I

The advanced level of lectures and workshops involving both practice and research-led initiatives; exploring key concepts, movements and styles within film studies and the montage theory directly related to the film post-production, editing, creative color grading, and the uses of sound

Track VII: Communication Management

ICMC 375 Art of Persuasion 4

Prerequisite: -

Understanding the workings of the modern communication process and learning how to effectively persuade; design and evaluate persuasive messages and content; examining persuasion theories and research to influence and change beliefs, attitudes, and behaviors; investigating and analysing how to apply motivation in various contexts (micro, meso, macro); persuasion ethics

ICMC 376 Targeted Audience Analysis 4

Prerequisite: ICMC 234 Integrated Marketing Communication

Providing a framework to analyze, segment, target and validate a specific or general audience using the communication media; covering both the objective and subjective ends of the spectrum for considering different ways to reach and elicit a desired response from an audience; examining the entire communication chain from the audience's perspective

ICMC 377 Film and Media Planning, Funding and Administrrating 4

Prerequisite: -

An instruction on media marketing and sales, budgeting consideration and planning; investigating the sponsorship management, identifying target markets, sales and presentation tools, and techniques; researching and developing a film or media project, applying storytelling techniques; examining the script selection, director / crew recruitment, actor negotiations, pitching investors, director / producer collaboration, publicity, and distribution; understanding local and international market; analyzing international media festivals and marketing opportunities

Additional Major Electives

ICMC 203 Popular Entertainment 4

Prerequisite: -

An investigation of the overall concept of the popular entertainment (live shows e.g. theatres, circuses, carnivals; and recorded media e.g. TV and films as art forms containing symbolic contextual references to culture, history, society and ideology); using a rotating series of topics to explore concepts by applying the interdisciplinary approach comprising the fields of history, anthropology, sociology, humanity and political science

ICMC 342	Film Criticism	4
Prerequisite: -		
Theory and practice of film criticism; covering the study of the development of criticism theories, their significance and impact on the film industry and audiences' development; practicing writing criticism for film through the study of international masterpieces of written film criticism		
ICMC 381	Field Study in Media and Communication	4
Prerequisite: -		
Local or international field study focusing on expanding knowledge in the field of entertainment media and communication		
ICMC 382	Independent Study in the Media and Communication	4
Prerequisite: -		
Independent study tailored to fit individual interests in a specific area of the entertainment media and communication		
ICMC 383	Seminar in Media and Communication	4
Prerequisite: -		
Understanding issues relating to media and communication through discussions, debates and intellectual interrogation; lectures and presentations by guest speakers on some specific issues related to the theme set for each class		
ICMC 386	Event Management for Media and Communication	4
Prerequisite: -		
Instruction and practice on key elements in setting up and managing an event: fundraising and sponsorship, finance and budget management, public relations and advertisement, ticketing, documentation, producing contents and manpower management etc		
ICMC 390	Documentary Photography / Still Images in a Moving World	4
Prerequisite: -		
An introduction to the documentary photography genre; examining the work of diverse celebrated documentary photographers as well as the philosophies and politics underpinning the documentary tradition; promoting the storytelling power of the still image and collaboration with participants and audiences are within an ethical context; to achieve layered and insightful storytelling that communicating an important contemporary social issues		
ICMC 392	Experimental Film	4
Prerequisite: -		
Through lectures, project tutorials and project workshops, experiencing and learning about many aspects of Experimental Film, Avant-Garde Film, Video Art, and Abstract Film such as History and Early Forms: Dadaists, Futurists, Surrealists; 1930s and 1940s: British Avant Garde and American Mythologies; Arts, Technologies and experiments: 1950s-60s; Expanded Cinema; Structuralist Film; Video Art into the 80s and 90s; and Chinese Experimental Media and Video Art in China		

ICMC 393 Theatre Production and Management 4

Prerequisite: -

Instruction and practice on key elements in a theatre production (stage management, lighting design and control, setting design and construction etc.)

ICMC 394 Art Photography 4

Prerequisite: -

Acting as a catalyst for the student to search inwardly and discover the inherent artist, present in each of us; encouraging students to draw on profound personal thoughts and employing them for the expression and "creation"; emphasizing on the importance of students' perseverance, passion and creative growth throughout the course; offering a platform from which the photographer can grow and evolve as a photographic artist

Compulsory Elective

ICMC 399 Professional Internship in the Media and Communication 4

Prerequisite: -

Internship in professional companies and agencies, concluding with a report submission and internship host evaluation to summarize the internship experience in the professional context of the media and communication; preparing students for future career options i.e. start up, corporate

ICMC 411 Media and Communication Thesis I: Research and Preparation 4

Prerequisite: -

An integration of knowledge, skills, and techniques acquired throughout the course of study in developing and researching an entertainment media and communication project proposal and planning for approval e.g. film, theatre or digital media productions, drama series, variety programs or documentaries, journalistic projects, media campaigns, and academic research projects

ICMC 412 Media and Communication Thesis II: Producing, Execution and Operation 4

Prerequisite: ICMC 411 Media and Communication Thesis I: Research and Preparation

The execution, operation, producing and creating thesis projects

ICMC 413 Media and Communication Thesis Exhibition 4

Prerequisite: ICMC 412 Media and Communication Thesis II: Producing, Execution and Operation

Screening, staging, presenting project to public audiences and completion of the Thesis Project Book