

**Course Specification**

FAD 3301 English for Fashion Business

Bachelor of Fine and Applied Arts, Program in Fashion Design, Suansunandha Rajabhat University

Semester 1 Academic Year 2022

**Section 1 - General Information**

**1. Code and Program Title**

Code FAD 3301

In Thai ภาษาอังกฤษเพื่องานธุรกิจแฟชัน

In English English for Fashion Business

**2. Credit** 3 (3-0-6)

**3. Curriculum and Program Type**

3.1 Curriculum Program in Fashion Design, Bachelor of Fine and Applied

Arts

3.2 Program Type English for Fashion Industry

**4. Instructors Responsible for the Program**

4.1 Instructor for Program Asst Prof. Supawadee Juysukha

4.2 Instructor Asst Prof. Supawadee Juysukha

**5. Contact**  M floor, 58th Bd, Faculty of Fine and Applied Arts

E-mail: [isissue@gmail.com](mailto:isissue@gmail.com)

**6. Academic Year and Year of Study**

6.1 Semester 1 / third-year student

6.2 Limitation of Enrolled Students Around 28 persons

**7. Per-requisite**  ​….......................-........................................

**8. Co-requisite**  ….......................-........................................

**9. Study Site Location**  Online

**10. Last Date for Preparing** Revised Edition 2020

**and Revising this Course**

**Section 2 - Objectives and Purposes**

**1. Program Objectives**

English for Fashion Business is designed for students interested in fashion to obtain knowledge ​of using English correctly both in their own professional lines and in daily life. Students are able to further develop the knowledge to be applied in costume design. Students will learn all four skills: listening, speaking, reading and writing.

​The teaching material in this program mainly focuses on fashion-related content in technical terminology as a basis to enhance the experience of working in the fashion field by practicing reading fashion magazines, translating articles, writing letter process, filling out various forms and job applications. To use English for effective conversation in various situations, students have an English proficiency to communicate with foreigners in order to prepare for the ASEAN community.

**2. Improvement Plans/ Purposes**

Students can understand the meaning and how to apply fashion business technical terms, basic structures and correct grammars to be applied obtained knowledge for everyday communication. To promote confidence in using English in all skills, students can apply them in fashion design or activities related to fashion business with quality. Students, furthermore, are able to work well with foreigners which will lead to further professional advancement.

**Section 3 - Program Implementation and Structure**

**1. Course Outline**

In Thai: คำศัพท์เทคนิคทางด้านธุรกิจแฟชั่น การสื่อสารงานทางด้านธุรกิจแฟชั่นโดยมุ่งเน้นพัฒนาและฝึกฝน​ทักษะด้านการอ่าน การเขียน การฟังและการพูดในกิจกรรมที่เกี่ยวข้องกับงานธุรกิจแฟชั่น รวมทั้งการอ่าน​บทความทางด้านธุรกิจแฟชั่น

In English: Words and expressions used in fashion business and communication with an emphasis on ​developing and practice in skill of reading, writing, listening and speaking concerning activities related ​to fashion business including reading fashion business articles.

**2. Time Length per Semester**

|  |  |  |  |
| --- | --- | --- | --- |
| Lecture  (Hours) | Remedial Class  (Hours) | Practice/ Field Work/ Internship  (Hours) | Self-Study  (Hours) |
| 3 hours/ week  51 hours/ semester | University-based announcement  (In case of study suspension) | 0 hour/ week  0 hour/ semester | 6 hours/ week  102 hours/ semester |

**3. Time Length per Week for Individual Academic Consulting and Guidance**

2 hours per week

3.1 Self consulting at the instructor’s office: M floor, 58th Bd. Faculty of Fine and Applied Arts

3.2 Consulting via office phone number: 02-160-1382 ext. 204

3.3 Consulting via E-mail: [supawadee.ju@ssru.ac.th](mailto:supawadee.ju@ssru.ac.th), [isissue@gmail.com](mailto:isissue@gmail.com)

3.4 Consulting via Social Media (Facebook/ Line/ Twitter: IS JUYSUKHA

3.5 Consulting via Computer Network (Internet/ Web board)

**Section 4 – Students’ Learning Outcome Development**

**1. Morals and Ethics**

**1.1 Morals and Ethics to be developed**

(1.2) To be punctual, discipline and responsible for personal and society

(1.6) To be ethical in profession

**1.2 Teaching Strategies**

(1) Explain and give related case studies

(2) Group discussion

(3) Self study and research

**1.3 Assessment Strategies**

(1) Measurement of punctuality and attendance

(2) Measurement of referencing other reports

(3) Measurement of group discussion and case studies commentary

**2. Knowledge**

**2.1 Knowledge to be developed**

(2.5) Having knowledge and interest in knowledge development to continuously apply English for fashion and design

(2.6) Having a board range of English for fashion and design, and having a spot on changes of media and apparel designs from international designers.

**2.2 Teaching Strategies**

(1) Lecture

(2) Reading and speaking practice

(3) group/ individual task

**2.3 Assessment Strategies**

(1) Measurement of mid-term and final examination

(2) Measurement of given tasks

(3) Measurement of presentation

**3. Cognitive Skills**

**3.1 Cognitive Skills to be developed**

(3.2) The ability to search, interpret and assess information to creatively solve problems

**3.2 Teaching Strategies**

(1) Give an assignment

(2) Analyze and respond inquiries from presentation

**3.3 Assessment Strategies**

(1) Measurement of assignment

(2) Measurement of idea expression in group work

(3) Measurement of inquiries respond

**4. Interpersonal Skills and Responsibilities**

**4.1 Interpersonal Skills and Responsibilities to be developed**

(4.2) The ability to assist and facilitate solving situations in leadership roles and team working

(4.4) Responsibility for own actions and group works

(4.5) The ability to initiate solving issues both personally and collectively as well as showing a proper position for both own and group

**4.2 Teaching Strategies**

(1) Individual and group assignment

(2) Research presentation

(3) Technical terms study related to the program

**4.3 Assessment Strategies**

(1) Measurement of individual collaboration in group work

(2) Measurement of punctuality and work quality

**5. Numerical Analysis, Communication and Information Technology Skills**

**5.1 Numerical Analysis, Communication and Information Technology Skills to be developed**

(5.3) The ability to efficiently communicate in both verbal and written, and to appropriately use media for presentation

(5.4) The ability to appropriately apply communication and information technologies

**5.2 Teaching Strategies**

(1) Self study on website and reliable sources

(2) Presentation by professionally applying communication and information technologies

**5.3 Assessment Strategies**

(1) Measurement of presentation by applying communication and information technologies

(2) Measurement of analysis skill and problem solving skill arising during work

**6. Other Domain**

……………………………………………………………………..……………………………

**Remark**:

Symbol means ‘major responsibility’

Symbol means ‘minor responsibility’

No symbol means ‘no responsibility’

The above symbols were shown in ‘Curriculum Mapping’

**Section 5 – Lesson Plan and Assessment**

1. Lesson Plan

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Week | Topic/ Outline | Period  (Hours) | Learning Activities/ Media | Instructor |
| 1 | - Introductions  - Pre-test | 3 | The instructor informs and advices course syllables and lets the students have a pre-test.  Media  1. Sheets  2. Lecture on Zoom meeting / Google meet  3. Power point  4. online platform | Asst Prof. Supawadee Juysukha |
| 2 | Basic Conversation 1 | 3 | The instructor explains basic English terms for everyday use and lets the students practice conversation.  Media  1. Sheets  2. Lecture on Zoom meeting / Google meet  3. Power point  4. online platform | Asst Prof. Supawadee Juysukha |
| 3 | Basic Conversation 2 | 3 | The instructor explains basic English terms for everyday use and lets the students practice conversation.  Media  1. Sheets  2. Lecture on Zoom meeting / Google meet  3. Power point  4. online platform | Asst Prof. Supawadee Juysukha |
| 4 | Listening Exercises 1 | 3 | The instructor lets the students practice listening skills on videotapes, news, songs and etc. and do the exercises.  Media  1. Sheets  2. Lecture on Zoom meeting / Google meet  3. Power point  4. online platform | Asst Prof. Supawadee Juysukha |
| 5 | Listening Exercises 2 | 3 | The instructor lets the students practice listening from English conversations, practice translation and do the exercises.  Media  1. Sheets  2. Lecture on Zoom meeting / Google meet  3. Power point  4. online platform | Asst Prof. Supawadee Juysukha |
| 6 | Reading Exercises 1 | 3 | The instructor lets the students practice reading English articles, practice translation and do the exercises.  Media  1. Sheets  2. Lecture on Zoom meeting | Asst Prof. Supawadee Juysukha |
| 7 | Reading Exercises 2 | 3 | The instructor lets the students practice reading English articles, practice translation and do the exercises.  Media  1. Sheets  2. Lecture on Zoom meeting | Asst Prof. Supawadee Juysukha |
| 8 | **Mid-term Examination** | 3 | Students take an exam to measure English knowledge and understanding.  Media  online platform | Asst Prof. Supawadee Juysukha |
| 9 | Fashion Vocabulary 1 | 3 | The instructor explains basic terms related to fashion and design business.  Media  1. Sheets  2. Lecture on Zoom meeting | Asst Prof. Supawadee Juysukha |
| 10 | Fashion Vocabulary 2 | 3 | The instructor explains basic terms related to fashion and design business.  Media  1. Sheets  2. Lecture on Zoom meeting | Asst Prof. Supawadee Juysukha |
| 11 | Fashion Vocabulary 3 | 3 | The instructor explains basic terms related to fashion and design business.  Media  1. Sheets  2. Lecture on Zoom meeting  3. Power point/ VDO | Asst Prof. Supawadee Juysukha |
| 12 | Posing Instructions | 3 | The instructor explains terms related to modeling and issuing orders for models to pose.  Media  1. Sheets  2. Lecture on Zoom meeting / Google meet  3. Power point  4. online platform | Asst Prof. Supawadee Juysukha |
| 13 | Job Application | 3 | The instructor explains terms related to job application and lets the students practice filling English application forms.  Media  1. Sheets  2. Lecture on Zoom meeting / Google meet  3. Power point  4. online platform | Asst Prof. Supawadee Juysukha |
| 14 | Job Interview | 3 | The instructor explains terms related to job application and lets the students practice responding interview questions in English.  Media  1. Sheets  2. Lecture on Zoom meeting / Google meet  3. Power point  4. online platform | Asst Prof. Supawadee Juysukha |
| 15 | Presentation | 3 | The instructor lets the students present their project in English in group. Everyone must have a collaboration in this task.  Media  1. Sheets  2. Lecture on Zoom meeting / Google meet  3. Power point  4. online platform | Asst Prof. Supawadee Juysukha |
| 16 | [Group Discussion](https://www.google.co.th/search?q=Group+Discussion&sa=X&espv=2&biw=1366&bih=623&tbm=isch&tbo=u&source=univ&ved=0ahUKEwia973ltPrNAhVCNo8KHTfIC5UQ7AkIKA) | 3 | The instructor lets the students make a group to discuss on given topics.  Media  1. Sheets  2. Lecture on Zoom meeting / Google meet  3. Power point  4. online platform | Asst Prof. Supawadee Juysukha |
| 17 | **Final Examination** | 3 | The instructor tests the students English knowledge.  Media  - Online platform | Asst Prof. Supawadee Juysukha |

**2. Learning Evaluation Plan**

*( Specify the method for evaluating learning for each sub-topic as shown in the map showing the distribution of course responsibility. )*

*( Curriculum Mapping ) as specified in the course details assessed week and the proportion of the assessment)*

|  |  |  |  |
| --- | --- | --- | --- |
| Learning Outcomes | Evaluation Learning Methods | Evaluation Week | Proportion of Assessment |
| 1 | Total scores | 2-7, 9-16 | 50% |
| 2 | Mid-term examination | 8 | 20% |
| 3 | Final examination | 17 | 20% |
| 4 | Attendance and collaboration | 1-17 | 10% |

**Section 6 – Learning and Teaching Resources**

**1. Textbooks and Main Documents**

1) Assoc Prof Pornsanong Vongsingthong. **The Visual Dictionary of Fashion**. First published. Bangkok: Viscom Center Co.,Ltd, 2006.

2) Thailand Institute of Fashion Research, Rajamangala University of Technology Krungthep. **English-Thai Fashion Dictionary**. First published. Bangkok: Rajamangala University of Technology Krungthep. 2012.

3) Sandra Burke. **Fashion Designer Concept to Collection**. First published. China: Burkepublishing, 2011.

**2. Important Documents**

1) Craigie & Cator. **English for Communication Arts**. First published. Bangkok: Suansunandha Rajabhat University, 2013.

2) Richards, Hull & Proctor. **Interchange Third Edition**. 6th printing. Singapore: NPE Print Communications Pte Ltd., 2012.

3) Edward William Guertin. **Complete TOEIC**. First published. Bangkok: Interact Images Co.Ltd., 2011.

**3. Suggestion Information**

1) http://www.cambridgeenglish.org

2) http://www.englishteststore.net/

3) <http://www.talkenglish.com/Grammar/Grammar.aspx>

**Section 7 - Course Evaluation and Improvement**

**1. Strategies for Course Evaluation by Students**

The evaluation of effectiveness in this course prepared by having students organize activities to present ideas and opinions as follows:

- Group conversations between the instructor and learners

- Observing the behavior of learners

- Instructor assessment form and course assessment form

- Suggestions through communication channels provided by the instructor

**2. Strategies for Course Evaluation**

In data collection for evaluating teaching, there are strategies as follows:

- Exam results

- Teaching satisfaction assessment

- Verification of learning assessment results

**3. Teaching Implementation**

From the teaching evaluation results in item 2, teaching has been improved by looking for additional information to improve teaching as follows:

- A meeting to develop teaching and learning

- Experts interview for feedback

**4. Feedback for Achievement Standards**

From the evaluation feedback results and course achievement test, the results were verified as follows:

- The students practice the use of language in various forms according to the topics they have studied before.

- Bring proposals received from students to review and improve the teaching and learning process to be more suitable for learners

**5. Methodology and Planning for Course Review and Improvement**

From the feedback results and course achievement test, there are plans to improve teaching and course details in order to increase the quality as follows:

- Update content and teaching techniques in the course every 1 year or according to recommendations and assessment results.

- Invite expert English speakers from outside to make a co-teaching

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FAD 3301 Basic Drawing for Fashion Design, Program in Fashion Design, Bachelor of Fine and Applied Arts

Suansunandha Rajabhat University

**Map showing the distribution of responsibility standards for learning outcomes from curriculum to course (Curriculum Mapping)**

**As shown in the details of the course (Program Specification) TQF 2**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course** | **Morals and Ethics** | | | | | | **Knowledge**  **Skills** | | | | | | | | **Cognitive Skills** | | | | **Interpersonal Skills and Responsibility** | | | | | | **Numerical Analysis, Communication and Information Technology Skills** | | | | **Other Skills** |
|  |   main responsibility                                                         sub responsibility | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **General Course** | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 | 4 |  |
| **Code**  FAD 3301  **Program**  English for Fashion Business. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | - |

Responsibilities in each area can be increased and decreased depending on the number of responsibilities.

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