

Major Courses (at least 72 credits)

1. Required major courses (45 credits)

ELC 111	Careers and Language for Careers	3(2-2-5)
ELC 121	Eastern Culture and Languages	3(3-0-6)
ELC 122	Western Culture and Languages	3(3-0-6)
ELC 123	Personality and Business Manner	3(3-0-6)
ELC 212	Language and Careers in Multinational Companies	3(3-0-6)
ELC 231	Introduction to Language and Linguistics	3(3-0-6)
ELC 232	English Phonetics	3(3-0-6)
ELC 233	Language and Cross Culture Communication	3(2-2-5)
ELC 234	English for Organization Communication	3(2-2-5)
ELC 241	Social Psychology in Organization	3(2-2-5)
ELC 335	Principles of Translation	3(3-0-6)
ELC 336	Creative Writing	3(2-2-5)
ELC 342	Leadership and an Effective Group	3(2-2-5)
ELC 375	Public Speaking	3(2-2-5)
ELC 493	Seminar in Language for Careers	3(2-2-5)

2. Internship (3 credits)

ELC 291	Practicum	3(0-9-6)
ELC 392	Practicum Abroad	3(0-9-6)

(*Students who select ELC 392 will be responsible for their own expenses.)

3. Elective major courses (at least 24 credits are required from the following courses in each track.)

2.3.1 Language for Business

ELC 272	Business Report Writing	3(2-2-5)
ELC 273	Business Reading	3(2-2-5)
ELC 371	English for Commerce	3(3-0-6)
ELC 372	English for Marketing	3(3-0-6)
ELC 373	English for Business Conference	3(3-0-6)
ELC 374	Business Interpretation	3(2-2-5)
ELC 473	English for Retail Management	3(2-2-5)
ELC 494	Research Methodology for Language for Careers	3(2-2-5)
ELC 495	Independent Study	3(1-0-8)

2.3.2 Language for Hospitality Management

ELC 252	English for Secretaries	3(3-0-6)
ELC 253	English for Tourism and Hotel Business	3(2-2-5)
ELC 351	English for Hospitality Management	3(3-0-6)
ELC 353	English for Airline Business	3(2-2-5)
ELC 354	English for Outbound – Tour Conducting	3(2-2-5)
ELC 361	English for Public Relations	3(2-2-5)
ELC 443	English for Human Resources Management	3(2-2-5)
ELC 494	Research Methodology for Language for Careers	3(2-2-5)
ELC 495	Independent Study	3(1-0-8)

2.3.3 Language for Mass Communication

ELC 282	English Speaking in Modern Electronics Media	3(2-2-5)
ELC 284	English Writing via Modern Electronics Media	3(2-2-5)
ELC 362	Movies and Television Script Translation	3(2-2-5)
ELC 363	English for Moderators and Master of Ceremonies	3(2-2-5)
ELC 364	English for News Reporting	3(2-2-5)
ELC 365	English for Advertisement	3(2-2-5)
ELC 486	English for Information Technology Management	3(2-2-5)
ELC 494	Research Methodology for Language for Careers	3(2-2-5)
ELC 495	Independent Study	3(1-0-8)

Course Descriptions

1. Required major courses (45 credits)

- ELC 111 Careers and Language for Careers 3(2-2-5)**
Practice in the four English language skills of listening, speaking, reading and writing with an emphasis on the terminology, idioms, and language use which are appropriate to each career.
- ELC 121 Eastern Culture and Languages 3(3-0-6)**
Study of the Eastern culture concepts with an emphasis on the analysis of languages and culture, social and economic condition, politics and government, and international relations affecting the way of life of Easterners and their identity.
- ELC 122 Western Culture and Languages 3(3-0-6)**
Study of the Western culture concepts focusing on the analysis of languages and culture, social and economic condition, politics and government, and international relations affecting the way of life of Westerners and their identity. Penetration of Western civilization becoming the mainstream in globalization is also studied.
- ELC 123 Personality and Business Manner 3(3-0-6)**
Study of personality development focusing on business communication, business meeting, business decision, motivation, negotiation, and business manner. Practice in self-assessment and self-development in order to work with other people effectively.
- ELC 212 Language and Careers in Multinational Companies 3(3-0-6)**
Equips students with skills in business. English communication through theoretical approaches and practices in multinational companies, cross-border trades, international organizations, world market, international finance, commercial minister counseling, tourism business as well as business relation management and negotiation skills.
- ELC 231 Introduction to Language and Linguistics 3(3-0-6)**
Study of language as a universal and uniquely human cognitive system. An investigation of English phonology, morphology and syntax, language variation, language change, language acquisition, and psycholinguistics.
- ELC 232 English Phonetics 3(3-0-6)**
Study of English phonetics including speech organs and processes (articulatory phonetics), the physics of sound wave and their transmission through the air (acoustic phonetics) and the perception of sound waves (auditory phonetics) along with a practice of IPA transcription of British and American English.
- ELC 233 Language and Cross Culture Communication 3(2-2-5)**
Study of the role of English as the medium for cross culture communication, relationship between language and culture, and knowledge and understanding of cultural differences, in order to develop communication skills and have a good attitude in English communication.
- ELC 234 English for Organization Communication 3(2-2-5)**
Study of terminology, idioms, and language use concerned with organization communication along with understanding of cross culture communication. Practice in listening, speaking, reading and writing skills in various situations, such as greetings, making appointment, telephoning, introducing organization, reading charts, graphs, tables and business statistics, reading for main ideas, and writing memos.

- ELC 241 Social Psychology in Organization 3(2-2-5)**
Study of principles and theory of social psychology and the application of such theory to improve the behavior in organization. Case study and experiences from staff are discussed.
- ELC 335 Principles of Translation 3(3-0-6)**
Study of theory and various ways of translation concepts. It provides them with translation techniques and methods. Practice various kinds of basic translation, problems and way to solve problem in translation.
- ELC 366 Creative Writing 3(2-2-5)**
Analysis of writing structures and styles. Study of creative and imaginative writing of fiction and non-fiction, using figurative language, allegories, analogies and parables for diverse genres and purposes, including novellas, short stories, captions, poems, screenplays and play-writing.
- ELC 342 Leadership and an Effective Group 3(2-2-5)**
Study of different styles of leadership, matching leadership styles to circumstances, leadership traits and ethics, leaders' roles in goal setting and working process development, team building, working problems solving and dealing with difficult behavior in the workplace.
- ELC 375 Public Speaking 3(2-2-5)**
Study of oratory and practice of different types of formal and ceremonious public speaking, process of speech preparation, script writing and speech delivery, proper use of rhetorical and eloquent language, techniques in capturing audience attention, and appropriate posture, which suitable for occasion and situation.
- ELC 493 Seminar in Language for Careers 3(2-2-5)**
Seminar on using language for careers. Guest lecturers from different types of business will be invited to share their experiences.

2. Internship

ELC 291 Practicum **3(0-9-6)**

Authentic work experience in a business organization. Progressive report and presentation of work experience are required.

ELC 392 Practicum Abroad **3(0-9-6)**

Overseas training in summer with certification from the workplace. Progressive report and presentation of work experience are required.

3. Elective major courses

3.1 Language for Business

ELC 272 Business Report Writing 3(2-2-5)

Study of principles, procedures and characteristics of business report writing and components of data reports and analytical reports. Stylistics in writing proposals and business reports will be discussed.

ELC 273 Business Reading 3(2-2-5)

This course examines the principles of business document reading, note-taking, composition and presentation of ideas and information by giving definitions, illustrations, argumentation and comparison. Principles of reading and analyzing data from statistics, tables, figures and charts will be discussed. Students will also learn how to write a professional writing.

ELC 371 English for Commerce 3(3-0-6)

This course explores business correspondence in different contexts, exchange of information, business communication, telephone communication, making appointments, e-commerce, business negotiation and reading and writing for commerce and advertising.

ELC 372 English for Marketing 3(3-0-6)

This course examines principles of communication for marketing. Language use in product advertisement, public relations and promotion in print, television and electronic media is analyzed.

ELC 373 English for Business Conference 3(3-0-6)

This course covers language use and patterns in business conferences and meetings. Expressions, accepting and rejecting opinions and taking meeting notes and minutes are covered.

ELC 374 Business Interpretation 3(2-2-5)

Students will learn and practice English to Thai and Thai to English translation in business contexts. The course focuses on cultural and linguistic differences to facilitate and ensure accurate interpretation.

ELC 473 English for Retail Management 3(2-2-5)

Students will learn and practice English for retail management such as product management, including ordering, receiving, price changes, handling damaged products, and returns and presentation of store and advertising displays. Design of retail stores in both physically and online is discussed.

ELC 494 Research Methodology for Language for Careers 3(2-2-5)

Students will learn processes in conducting qualitative and quantitative research including writing research questions, hypotheses, data collection, data analysis, discussion, abstracts and references. Students conduct an independent study whose preliminary results that can be applied in business sectors.

ELC 495 Independent Study 3(1-0-8)

Students select a topic of interest relevant to their future career and conduct a self-study under supervision of an advisor. The results of the study are presented in the Seminar in Language for Careers.

3.2 Language for Hospitality Management

- ELC 252 English for Secretaries 3(3-0-6)**
This course covers language use for administrative assistant, secretary administrative, telephone communication, making appointments, business correspondence, visitor reception, preparation for business trips, preparation for meetings and taking meeting minutes.
- ELC 253 English for Tourism and Hotel business 3(2-2-5)**
This course covers language use in hotel and tourism business including giving information on tour packages, tourist attractions, traveling, accommodation, food and beverage, and facilities.
- ELC 351 English for Hospitality Management 3(3-0-6)**
This course covers language use in hospitality, airlines, hotels and tourism. International cultures related to hospitality will be discussed.
- ELC 353 English for Airline Business 3(2-2-5)**
This course covers language use in airline services including announcements, ticketing, checking-in, giving information at the airport, departure and arrival, schedules and basic immigration procedures.
- ELC 354 English for Outbound - Tour Conducting 3(2-2-5)**
Students practice listening, speaking, reading and writing skills necessary for conducting outbound tours. Planning a tour program, planning recreational activities, contacting hotels and restaurants overseas, contacting embassies, budget planning and traveling planning are all covered in this course.
- ELC 361 English for Public Relations 3(2-2-5)**
Students learn principles of public relations, English used in corporate communication and principles of journalism including writing press releases, announcements, bulletins, newsletters, brochures and speeches.
- ELC 443 English for Human Resources Management 3(2-2-5)**
Students will learn principles of human resources management and language use in recruitment including interviews, job announcements, correspondence, training projects, training reports and evaluations.
- ELC 494 Research Methodology for Language for Careers 3(2-2-5)**
Students will learn processes in conducting qualitative and quantitative research including writing research questions, hypotheses, data collection, data analysis, discussion, abstracts and references. Students conduct an independent study whose preliminary results that can be applied in business sectors.
- ELC 495 Independent Study 3(1-0-8)**
Students select a topic of interest relevant to their future career and conduct a self-study under supervision of an advisor. The results of the study are presented in the Seminar in Language for Careers.

3.3 Language for Mass Communication

ELC 282 English Speaking in Modern Electronics Media 3(2-2-5)

Students will learn the art of eloquent speech, the aesthetics of language and principles of persuasion. Students will practice speech mannerisms and voice as well as techniques for effective speaking in modern electronic media.

ELC 284 English Writing via Modern Electronics Media 3(2-2-5)

Students will learn the art of eloquent writing, the aesthetics of language and principles of persuasion. Students will practice writing stylistics appropriate to situations as well as techniques for effective writing in modern electronic media.

ELC 326 Movies and Television Script Translation 3(2-2-5)

Students will learn principles and procedures of translating film and television scripts with a focus on English to Thai translation. They will practice translating samples of film and television scripts.

ELC 363 English for Moderators and Master of Ceremonies 3(2-2-5)

Students will learn principles of becoming a moderator, DJ and VJ including personality, appearance, language and presentation styles suitable for different programs.

ELC 364 English for News Reporting 3(2-2-5)

The course covers English skills for journalism, reading and reporting news in newspapers, listening and speaking skills for anchors and procedures for reporting news for newspapers and television.

ELC 365 English for Advertisement 3(2-2-5)

This course covers English for advertising, vocabulary and expressions used in advertising and advertisement production processes and management. Students will practice English for careers in advertising.

ELC 486 English for Information Technology Management 3(2-2-5)

Students will learn and practice listening and reading content related to information technology as well as vocabulary, expressions and structures used in computer science. They will practice reading abbreviations, symbols, following steps, and finding problems and solutions for computer programs and e-mail correspondence. Researching and note-taking of online information will be discussed.

ELC 494 Research Methodology for Language for Careers 3(2-2-5)

Students will learn processes in conducting qualitative and quantitative research including writing research questions, hypotheses, data collection, data analysis, discussion, abstracts and references. Students conduct an independent study whose preliminary results that can be applied in business sectors.

ELC 495 Independent Study 3(1-0-8)

Students select a topic of interest relevant to their future career and conduct a self-study under supervision of an advisor. The results of the study are presented in the Seminar in Language for Careers.