

Major Courses (at least 78 credits)

1. Compulsory Major Courses (45 credits)

ELC111	Careers and Language for Careers	3(2-2-5)
ELC112	Language and Careers in Multinational Organizations	3(2-2-5)
ELC121	Eastern and Western Culture and Languages	3(3-0-6)
ELC141	Organizational Psychology and Communication	3(3-0-6)
ELC151	Language for Digital Data Storage	3(2-2-5)
ELC231	English Phonetics for Communication	3(2-2-5)
ELC251	English for Business Presentation	3(2-2-5)
ELC252	Business Writing	3(2-2-5)
ELC261	Digital Media Content Writing	3(2-2-5)
ELC342	Language and Organizational Leadership	3(3-0-6)
ELC353	Business Communication in Meetings	3(2-2-5)
ELC354	Language for Human Resource Management and Ethics	3(2-2-5)
ELC355	Business Translation	3(2-2-5)
ELC456	Language for Entrepreneurship and Startup Business	3(2-2-5)
ELC462	Language for Business Innovation	3(2-2-5)

2. Humanities Compulsory Courses (6 credits)

ECP303	English for Career Preparation III	3(2-2-5)
ECP304	English for Career Preparation IV	3(2-2-5)

3. Internship at least 3 credits are required from the following courses.

ELC481	Practicum	3(0-40-0)
ELC482	Practicum Abroad*	3(0-40-0)
ELC483	Co-operative Education	6(0-40-0)

**Students who select ELC482 will be responsible for their own expenses.*

4. Elective Major Courses at least 24 credits are required from the following courses.

ELC257	Language for International Organization Management	3(2-2-5)
ELC262	Language for Digital Business Information Management	3(2-2-5)
ELC271	Language for Service Industry I	3(2-2-5)
ELC272	Language for Service Industry II	3(2-2-5)
ELC358	Language for Finance	3(2-2-5)
ELC359	Language for International Business Management	3(2-2-5)
ELC363	Digital Media Content Writing for Business	3(2-2-5)

ELC364	Language for Digital Business Law	3(2-2-5)
ELC373	Language for Service Industry III	3(2-2-5)
ELC374	Digital Media Content Writing for Service Industry	3(2-2-5)
ELC375	Language for Public Relations in Service Industry	3(2-2-5)
ELC376	Language for Airline Business	3(2-2-5)
ELC465	Language for Internet Marketing and Branding	3(2-2-5)
ELC466	Language for Web Design	3(2-2-5)
ELC477	Language for MICE Management	3(2-2-5)
ELC478	Language for Logistics Management in Service Industry	3(2-2-5)

Course Description

1. Compulsory Major Courses

ELC111 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 in different careers including digital business, e-commerce payment system, meetings, entrepreneurship and startup business, marketing, hotel and tourism management, and healthcare business.

ELC112 Language and Careers in Multinational Organizations 3(2-2-5)

Students are equipped with skills in business English. Language use in international business, international organizations, international finance, commercial advisor, international tourism business management, business relations and effective business negotiations.

ELC121 Eastern and Western Culture and Languages 3(3-0-6)

Study of the Eastern and 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 Easterners and Westerners and their identity. Penetration of Western civilization becoming the mainstream in globalization is also studied.

ELC141 Organizational Psychology and Communication 3(3-0-6)

How to apply principles and theory of psychology in organizations in order to understand and enhance staff's behaviors benefiting organizations. Case studies and experiences of employees in business organizations are discussed.

ELC151 Language for Digital Data Storage 3(2-2-5)

Study of terminologies, idioms, and language use in enterprise data storage and management technologies, different types of storage systems, storage networking technologies as well as concepts related to business continuity, storage security, and storage management.

ELC231 English Phonetics for Communication 3(2-2-5)

Study of English phonetics and phonology, production of English speech sounds, variations in pronunciation, stress and intonation, problem sounds for Thai students, and different English accents along with a practice of pronunciation, IPA transcription, and using online converter of English text to IPA phonetic transcription.

ELC251 English for Business Presentation 3(2-2-5)

Communication skills in effective business presentation including persuasive speech, data synthesis for presentation and professional presentation techniques. Utilizing multimedia equipment and the strategies of voice projection, pause, markers, fillers and non-verbal communication is also studied.

ELC252 Business Writing 3(2-2-5)

Study of techniques and types of business writing and practice in using idioms, expressions and syntactical structures such as sentence structures, topic sentence, main idea, conjunction. Information retrieval, writing plan, and reference citations are also studied.

ELC261 Digital Media Content Writing 3(2-2-5)

The art and business of blogging, language used in different types of blogs and social media, storytelling, promoting organization using content and trends in digital media content

ELC342 Language and Organizational Leadership 3(3-0-6)

Leadership language styles, personality and ethics of leaders, leadership role in goal setting, and work process development, interaction within the group, strengthening the work force, solving problems, focusing on learning, working with other people in the group

ELC353 Business Communication in Meetings 3(2-2-5)

Study of terminologies, idioms, and language use in business meetings and practice in listening and speaking skills in each step of meetings, including opening meeting, asking and giving opinion, agreeing and disagreeing, interrupting, summarizing, and closing meeting. Practicing in reading and writing agendas and meeting minutes along with making appointments for a meeting are also included.

ELC354 Language for Human Resource Management and Ethics 3(2-2-5)

Study of terminologies and language use in Human Resource management, principles of HR management, administrative ethics, and good governance. Practicing in reading articles on organizational policy focusing on staff development, writing job description and requirements, and training and development plan, and evaluating employee performance are also included.

ELC355 Business Translation 3(2-2-5)

Study of principles and strategies of translation from English to Thai and from Thai to English for various business documents and print media: business letters, memorandums, business reports, minutes, business news, business articles, documentaries, and advertisements

ELC456 Language for Entrepreneurship and Startup Business 3(2-2-5)

Study of and practice in terminologies and idioms related to entrepreneurship and startup business. Surveying market for business startup, analyzing consumer goods and services market, formulating strategy, managing finances, working with business law and taxation, developing a business plan, and starting and operating a business are also studied.

ELC462 Language for Business Innovation 3(2-2-5)

Study of and practice in terminologies and idioms related to the development of creativity and business innovation, and techniques for creating and developing business innovation and strategic plan for innovative products.

2. Humanities Compulsory Courses

ECP303 English for Career Preparation III 3(2-2-5)

Study of and practice in listening and reading skills, language structure, and vocabulary used in international communication conforming with a 650 score of TOEIC (Test of English for International Communication).

ECP304 English for Career Preparation IV 3(2-2-5)

Development and practice in intensive listening and reading skills, complicated language structure, and vocabulary used in international professional communication conforming with a 700 score of TOEIC (Test of English for International Communication).

3. Internship

ELC481 Practicum 3(0-40-0)

At least 3 months internship in a business organization. Progressive report and presentation of work experience are required.

ELC482 Practicum Abroad 3(0-40-0)

At least 3 months overseas internship with certification from the workplace. Progressive report and presentation of work experience are required.

ELC483 Co-operative Education 6(0-40-0)

16-week internship placement in collaborating organizations. Working in Cooperative Education must be similar to an employee and have definite duties and responsibilities. Research project at workplace, progressive report, and presentation of work experience are required.

4. Elective Major Courses

ELC257 Language for International Organization Management 3(2-2-5)

This course provides an introduction to International Organizations and the United Nations, and explores how business and management tools can be applied in these settings to achieve better, more effective results. With a focus on cross-sector partnerships in a changing world, the course offers you insights into the inner workings of international organizations and the challenges they face today.

ELC262 Language for Digital Business Information Management 3(2-2-5)

Students implement personal and interpersonal skills to strengthen individual performance in the workplace and in society and make a successful transition to the workforce and postsecondary education. Students apply technical skills to address business applications of emerging technologies, create word-processing documents, develop a spreadsheet, formulate a database, and make an electronic presentation using appropriate software.

ELC271 Language for Service Industry I 3(2-2-5)

Development of language skills related to tour operators: listening, speaking, reading, and writing skills for communication in tourism including planning and conducting domestic tours, welcoming tourists, introducing tourist attractions, assisting tourists, reserving accommodation and transportation.

ELC272 Language for Service Industry II 3(2-2-5)

Knowledge of hotel management and necessary language skills to work within the hotel industry, technical vocabulary and common English expressions within the front office, food and beverage, restaurant, housekeeping, souvenir shop, recreational facilities or public services. Planning outbound tours is included.

ELC358 Language for Finance 3(2-2-5)

This course enable students to read and create efficient e-mails, reports, and impactful presentations with words and phrases commonly used in finance and economics. Communicate clearly under pressure utilizing recently learned strategies, and obtain immediate feedback about the efficiency of your business communication skills in English from other finance professionals around the world. Gain the English communication skills that you desire and that global managers expect.

ELC359 Language for International Business Management 3(2-2-5)

This course provides an overview of the environment, concepts, and basic differences involved in international business. Topics include forms of foreign involvement, international trade theory, governmental influences on trade and strategies, international organizations, multinational corporations, personnel management, and international marketing. Upon completion, students should be able to describe the foundation on international business.

ELC363 Digital Media Content Writing for Business 3(2-2-5)

Vocabulary, expressions, language register, voices, storytelling, script writing used for promoting products and services in the digital media.

ELC364 Language for Digital Business Law 3(2-2-5)

The course provides students with terminologies, idioms and foundational information about the international legal system and dispute resolution, and their impact on digital business. The major content areas will include general principles of law, the relationship of digital business and state and federal legal systems, the relationship between law and ethics, contracts, sales, torts, agency law, intellectual property, and digital business law in the global context.

ELC373 Language for Service Industry III 3(2-2-5)

Principles and language use in tourism and travel management, substantive insights into the management challenges facing destinations and operators, understanding the complexity of challenges faced by the tourism industry, creating resolutions and strategies to address tourism issues and challenges, ethics of travel and tourism business and problems which may arise in travel agency managing, business correspondence, documentation in travel. Planning and conducting outbound tours are included.

ELC374 Digital Media Content Writing for Service Industry 3(2-2-5)

Vocabulary, expressions, language register, voices, storytelling, script writing used for promoting hospitality services in the digital media.

ELC375 Language for Public Relations in Service Industry 3(2-2-5)

The basic principles of creating and promoting a persuasive message, the application of public relations tools and techniques, the techniques needed to communicate effectively and to participate as a digital citizen using social media, and the management of public relations campaigns including methods of public relations research, strategic planning, preparation of public relations materials, and the use of controlled and uncontrolled media.

ELC376 Language for Airline Business 3(2-2-5)

A basic knowledge of airline business, technical vocabularies, conversational skills focusing on in-flight service, check-in operations, ground service, lost luggage claim, immigration process and passport control, scheduling, reservation and ticketing, airline timetables, and airline and airport codes and dealing with difficult passengers.

ELC465 Language for Internet Marketing and Branding 3(2-2-5)

Study of self-management information system, systematically collect and analyze self-marketing and personal branding related data, select appropriate tools and apply them for a thorough, accurate, and evidence-based and data driven self-assessment of self-marketing and personal branding skills.

ELC466 Language for Web Design 3(2-2-5)

By the end of this course, students will be comfortable creating, coding and posting basic HTML and CSS files to the Internet. Equipped with a historical understanding of the web's evolution and key industry-standard design guidelines to ensure strong online presentation, students will have a foundational knowledge of website creation and apply it to the planning, design and development of their own web page over the course of the semester. Critical thinking will be encouraged through their class interactions, projects, and online postings.

ELC477 Language for MICE Management 3(2-2-5)

A concept of MICEs (Meeting, Incentive travel, Convention, Exhibition and Special event), a basic knowledge of the management of the MICE industry and development of English skills in MICE business focusing on communication skills, vocabularies, sentences and idioms, information about organization, communication with both internal and external organizations and business communications.

ELC478 Language for Logistics Management in Service Industry 3(2-2-5)

A comprehensive grounding and language use in the major disciplines of logistics management including analysis of the major forces shaping modern supply chain planning and operations, as well as key functions as logistics outsourcing and supply chain management in relation to a specific product, company activities and the flow and storage of goods, products and services and related information to meet customers' needs.