

Bachelor of Arts Program in Business English

General Information

The Bachelor's Degree in Business English provides students with the necessary professional training in both the basic and applied aspects related to business. The program provides a competitive degree which will allow you to develop the professional skills needed in national and international organizations. Graduates of this degree acquire the knowledge and skills related to business such as advertising, marketing, sales, logistics, human resources, etc.). This degree also allows its holders to work as guides, secretaries, receptionists, etc. Our graduates will be trained to have strong knowledge skills, progressive development of English language skills, and professional skills in order to be very successful in the job market.

About the course

The first and second years of the course will enable you to develop your valuable practical skills in listening, speaking, reading, and writing in general English and business communication. The third and fourth years focus on developing your professional skills and knowledge of business, including business communication, management, problem solving and team work through several courses related to English for Business and work. The course provides you with opportunities for apprenticeship to further develop your entrepreneurial skills and familiarize you with the workplace.

Career opportunities

With the vocational and language emphasis of the courses, our graduates can work in various areas within organizations, especially in those where the international dimension is of key importance. After graduating, all of our graduates are employed in a wide range of organizations with high satisfaction.

Credit requirement

130 credits

Curriculum Structure

A. General Education Courses

30 credits

1. Language group

12 credits

2. Humanities and Social Sciences group

9 credits

3. Science and Mathematics group

9 credits

B. Major Specific Courses

94 credits

1. Core courses	18 credits
2. Specific courses	69 credits
- Major core courses	21 credits
- Major elective courses	48 credits
3. Professional Experience courses	7 credits

C. Free Elective Courses **6 credits**

A. General Education Courses **30 Credits**

(1) Language and Communication Skills	12 Credits
(2) Social Sciences and Humanities	9 Credits
(3) Mathematics Science and Technology	9 Credits

(1) Language and Communication Skills **12 Credits**

Course Code	Subject	Lecture-Practice-Self-Study
(1.1) Requirement Course		9 Credits
GEL1101	Thai Usage	3(3-0-6)
GEL1102	English for Communication and Information Retrieval	3(3-0-6)
GEL1103	English for Communication and Study Skills	3(3-0-6)
(1.2) Major Elective Courses		3 Credits
GEL2201	Thai for Academic Purposes	3(3-0-6)
GEL2202	English for Academic Purposes	3(3-0-6)
GEL2203	ASEAN Languages	3(3-0-6)
GEL2204	Thai for Careers	3(3-0-6)

(2) Social Science and Humanity **9 Credits**

Course Code	Subject	Lecture-Practice-Self-Study
(1.1) Requirement Course		6 Credits
GEH1101	Aesthetic Appreciation	3(3-0-6)
GEH1102	Thai Society in Global Context	3(3-0-6)
(1.2) Major Elective Courses		3 Credits
GEH2201	Self Development	3(3-0-6)
GEH2202	Truth of Life	3(3-0-6)
GEH2203	Life in Multicultural Society	3(3-0-6)
GEH2204	Civil Education	3(3-0-6)
GEH2205	Life skills for The Absolute Human	3(3-0-6)

(3) Mathematics Science and Technology**9 Credits**

GEH1101 Information Technology for communication and Learning 3(3-0-6)

GES1102 Science and Technology for Quality of Life 3(3-0-6)

(Select one course from this categories)**3 Credits**

GES2001 Science and Technology for Environment 3(3-0-6)

GES2202 Thinking and Decision Making 3(3-0-6)

GES2203 Information Literacy 3(3-0-6)

GES2205 Recreation for Quality of Life 3(3-0-6)

GES2206 Life and Health 3(3-0-6)

B. Major Specific Courses**94 credits****1. Core courses****18 credits**

Course Code	Subject	Lecture-Practice-Self-Study
BEC1105	General Economics	3(3-0-6)
ENL1001	Listening and Speaking 1	3(2-2-5)
ENL1003	Reading Strategies	3(3-0-6)
ENL1011	Business Conversation	3(3-0-6)
ENT1301	Introduction to Business Operation	3(3-0-6)
HRM1102	Organization Management	3(3-0-6)

2. Specific courses**69 credits****Major core courses****21 credits**

Course Code	Subject	Lecture-Practice-Self-Study
ENL1005	Grammar in Contexts 1	3(3-0-6)
ENL1006	Grammar in Contexts 2	3(3-0-6)
ENL1009	Business English 1	3(3-0-6)
ENL1012	English for Business Communication	3(3-0-6)
ENL2009	Communicative Business Writing	3(3-0-6)
ENL2661	Professional and Business Speaking	3(3-0-6)
ENL2662	Business English Reading	3(3-0-6)

Major elective courses**48 credits**

Course Code	Subject	Lecture-Practice-Self-Study
ENL1010	Business English 2	3(3-0-6)
ENL2115	Public Speaking in English	3(3-0-6)
ENL2311	Paragraph Writing	3(3-0-6)

ENL2666	English for Secretary1	3(3-0-6)
ENL2667	English for Secretary2	3(3-0-6)
ENL2673	English for Tourism 1	3(3-0-6)
ENL2674	English for Tourism 2	3(3-0-6)
ENL2681	English for Hotel 1	3(3-0-6)
ENL2682	English for Hotel 2	3(3-0-6)
ENL2683	English for Food Service Establishments	3(3-0-6)
ENL2684	English for Meetings, Incentive Travel, Conventions and Exhibitions (MICE)	3(3-0-6)
ENL3113	Varieties in Contemporary English	3(3-0-6)
ENL3144	Art of Speech	3(3-0-6)
ENL3314	English for Mass Media 1	3(3-0-6)
ENL3315	English for Mass Media 2	3(3-0-6)
ENL3316	English for Sales and Purchasing	3(3-0-6)
ENL3466	Business Translation	3(3-0-6)
ENL3663	Business Correspondence	3(3-0-6)
ENL3673	English for Tourism 3	3(3-0-6)
ENL3681	English for Marketing and Advertising 1	3(3-0-6)
ENL3682	English for Marketing and Advertising 2	3(3-0-6)
ENL3683	English for Hotel 3	3(3-0-6)
ENL3686	English for International Business	3(3-0-6)
ENL3687	English for Customer Care	3(3-0-6)
ENL3811	English for Public Relations	3(3-0-6)
ENL3812	English for Human Resources	3(3-0-6)
ENL3815	English for Logistics	3(3-0-6)
ENL3816	English for Airline Business	3(3-0-6)
ENL3901	Skills Development through English Camp	3(90)
ENL4811	English for Telecommunication and Information Technology	3(3-0-6)
ENL4812	English Preparation for TOEIC	3(3-0-6)
ENL4813	English Preparation for TOEFL/IELTS	3(3-0-6)
ENL4910	Seminar on Business English Research	(250)
ENL4912	Study Visit in English Speaking Countries	3(250)
ENL4916	Overseas Training	3(250)

3. Professional Experience courses

7 credits

Course Code	Subject	Lecture-Practice-Self-Study
ENL4913	Preparation for Professional Experience in Business English	2(90)
ENL4914	Professional Experience in Business English	5(450)

C. Free Elective Courses

6 credits