

**DEPARTMENT OF ENGLISH
FACULTY OF LIBERAL ARTS
THAMMASAT UNIVERSITY
BANGKOK, THAILAND**

1. Program Title

Graduate Diploma Program in English for Business and Management

2. Name of Diploma

Graduate Diploma in English for Business and Management

Grad. Dip. (English for Business and Management)

3. Vision and Objectives

3.1 Vision

To produce advanced level graduates in English for Business and Management who are able to communicate effectively and interculturally in English and who are valuable and significant resource for their employers.

3.2 Objectives

1. To produce advanced level graduates in English for Business and Management who are able to communicate effectively within the increasingly international and globalised business context.
2. To equip graduates with the central technical skills necessary for them to acquire knowledge outside classrooms in order to enhance their current work performance and make valuable contributions to the business community in Thailand.

4. Curriculum Structure (24 credits)

Core courses	18 credits
Electives	6 credits

5. Courses

5.1 Core courses

EB. 510	Business Speech Communication	3 credits
EB. 511	Reading in Business	3 credits
EB. 512	Professional Writing	3 credits
EB. 513	Professional Business Reports	3 credits
EB. 530	Intercultural Communication	3 credits
EB. 540	Business Research Project	3 credits

5.2 Electives

EB. 515	Business Translation	3 credits
EB. 516	Business Negotiation	3 credits
EB. 517	Listening and Speaking Fluency Development for Business	3 credits
EB. 518	English for Electronic Communications	3 credits
EB. 525	English for Marketing	3 credits
EB. 526	English for International Banking and Finance	3 credits
EB. 527	English for Import -Export	3 credits

6. Course Descriptions

EB. 510 Business Speech Communication **3 credits**

Development of international business language communication skills through simulated business situations. Focus on areas such as formal and informal presentations. An introduction to the basics of meetings and discussions.

EB. 511 Reading in Business **3 credits**

Reading strategies and necessary reading skills helpful to understand and analyze different kinds of business texts such as articles, documents, journals and news in business areas. Special attention given to develop students' proficiency in reading business texts in different areas. Study of technical vocabulary and expressions in business areas.

EB. 512 Professional Writing **3 credits**

Development of writing as a process and product. Analysis of reasoning methods and argumentation, and socio-cultural issues resulting in business writing genres. Practice in written business communication. Focus on areas such as correspondence, promotional literature, briefing documents, instructional materials, manuals, and a variety of technical communication.

EB. 513 Professional Business Reports **3 credits**

Development of skills necessary for the production of business reports, plans, proposals and feasibility studies. Study of key elements, organization of contents, sources and use of information in business reports.

EB. 515 Business Translation **3 credits**

Practice in translating texts from a variety of business areas and the application of translation principles and skills in analyzing and solving business translation problems.

EB. 516 Business Negotiation **3 credits**

Key negotiation skills and techniques in English. Essential steps in negotiation preparation, different types of negotiation, negotiation tactics, overcoming barriers to negotiation, cultural awareness, and avoiding common negotiation errors. Practical applications of these concepts to improve students' negotiation skills and appropriate English language in negotiation simulations.

EB 517 Listening and Speaking Fluency Development for Business **3 credits**

Listening strategies for understanding English in business contexts spoken by native and non-native English speakers. Accurate English pronunciation to facilitate effective business communication. Analysis of spoken English in different business situations. Special attention given to develop students' English oral skills to be able to communicate in business effectively.

EB. 518 English for Electronic Communications **3 credits**

Techniques, styles and language usage for writing online and electronic communications. E-culture and E-etiquette. Tools for writing online and electronic communications.

EB. 525 English for Marketing **3 credits**

Integrated skills work on key Marketing themes and concepts, including Market Research, Public Relations; Buyer Behaviour; Market Segmentation; Branding; Product Development; Placing and Promotion. Provision of relevant background knowledge and technical vocabulary.

EB. 526 English for International Banking and Finance **3 credits**

Development of language communication skills necessary for work in the international banking and finance field. Integrated skills work on key international banking and finance themes and concepts relating to services and products; foreign exchange and international money transfers. Study of technical vocabulary, expressions, and international banking and finance communication norms.

EB. 527 English for Import -Export **3 credits**

Development of international business language communication skills. Integrated skills work on key import-export themes and concepts relating to economic issues, trade negotiations, and entry mode. Study of technical vocabulary, expressions, and international business communication norms.

EB. 530 Intercultural Communication **3 credits**

Theories and concepts of intercultural communication in the English-speaking business world. The relationship between business communication and culture. Development of practical skills necessary for intercultural understanding within the business context.

EB. 540 Business Research Project **3 credits**

Introduction to research methodology and the process of writing a business research paper, followed by individual investigation into a business English communication or business issue of the student's interest. Completion of a short research project under close supervision.

7. Study plan

Semester 1 (June-October)

3 core courses **9 credits**

EB.510 Business Speech Communication	3 credits
EB.511 Reading in Business	3 credits
EB.512 Professional Writing	3 credits

Semester 2 (November-February)

2 core courses and 2 electives **12 credits**

EB.513 Professional Business Reports	3 credits
EB.540 Business Research Project	3 credits
2 electives	6 credits

Summer (late March-May)

1 core course **3 credits**

EB.530 Intercultural Communication	3 credits
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