A Project on Business English for Global Entrepreneurs

1. Rationale

The International Bachelor of Business Administration (BBA) program offers the fundamental education in business and management principles. The University offers Bachelor's degree programs in Entrepreneurship, International Business Management, and Industrial Business Management.

The International Bachelor of Business Administration in Global Entrepreneurship Program (IBBA_GE) is designed to create innovative and successful business leaders and entrepreneurs of future to operate in a complex business environment optimizing business gains from the potential opportunities. At FAM-KMITL, we know business and understand pedagogy and getting a degree in Global Entrepreneurship will enable the students to take business and management to the next level covering contemporary business models and practices, particularly the specialization courses offer an interdisciplinary perspective on entrepreneurship which the student can only find here.

This degree is best suited for students who want to start their own business or bring entrepreneurial thinking to an established business organization. The Global Entrepreneurship program encompasses the comprehensive education with special focus on entrepreneurship and its wider role on the society and digital economy.

The students will learn essential professional business skills with major emphasis on the use of creative and critical thinking along with the use of pedagogical teaching methodologies to ensure the students have necessary skills to become innovative and successful future business leaders of tomorrow.

However, the IBBA_GE strongly requires prospect students to have a good command of English in order to pursue our international program successfully. Thus, the Department of International Business, FAM, KMITL, has organized the project for Business English for Global Entrepreneurs. This project will help improve and equip participants with English skill for business studies as well as cognitive and practical abilities for the successful business studies.

2. Objectives

2.1 To develop participants' English skills for Business Studies

2.2 To help participants understand the importance of Business English in order to study Business Administration effectively

2.3 To teach participants with the methods and techniques for studying Business Administration in English

2.4 To make the subjects in the project transferable to programs under Faculty of Administration's management, KMITL

3. Subjects in the Project

3.1 Content and teaching methods in this project comprised of both theories and practice. Presentation and workshop will also be included.

3.2 The project comprises 10 subjects. Each subject lasts 45 hours. In total, there are 450 hours of teaching in this project.

Subject 1 Development of Reading and Writing Skills in English

Scope: To critically read academic texts and synthesize information into a coherent position, using a recommended citation index, if necessary.

Objectives:

1. To critically read academic texts and synthesize information into a coherent position, using a recommended citation index, if necessary.

2. To be able to apply the skills and strategies of a successful reader and read critically.

Teaching Plan:

1	Introduction to class rules and syllabus. Meet, and greet students assess their English speaking and reading level individually.	Explain the course syllabus, Course Coordination Lecture (PowerPoint) and Interactive Discussion one-on-one basis.
2	Unit one: Places	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening

		exercise, group/class discussion. ONE grammar presentation per group
3	Unit two: Festivals and celebrations	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
4	Unit three: The Internet and Technology	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
5	Unit four: Weather and Climate	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
6	Unit five: Sport and competition	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening

		exercise, group/class discussion. ONE grammar presentation per group
7	Mid-term Examination	
8	Unit six: Business	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
9	Unit seven: People	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
10	Unit eight: The universe	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
11	Unit nine: Animals	Presentation/New business vocabularies to be used in building

		sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
12	Unit ten: The environment	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
13	Unit 11: Transportation	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
14	Unit 12: Customs and traditions	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
15	Final	

Subject 2 English for Business

<u>Scope:</u> A study and practice in the use of English for business communication with an emphasis on reading texts from various kinds of business, on vocabulary and expression usage in a business context, on writing business letters, memos and on listening and speaking in various situations of business.

<u>Objectives</u>

1. To acquire the necessary abilities to understand English as used in business and other university programs.

2. To improve students' vocabulary, grammar, and reading skills through in-class learning activities and self-study.

3. To analyze business news article out of current social media.

Teaching Plan:

1	Introduction to class rules and syllabus. Meet, and greet students assess their English speaking and reading level individually.	Explain the course syllabus, Course Coordination Lecture (PowerPoint) and Interactive Discussion one-on-one basis.
2	Unit 1: Introduction to business English.	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
3	Unit 2: Recruitment	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
4	Unit 3: Writing CV and letter of Application	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
5	Unit 4: Job Interviews	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
6	Unit 5: Business etiquette	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group

7	Mid-term Examination	
8	Unit 6: Types of Business organizations	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
9	Unit 7: Company structure	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
10	Unit 8: Money matters	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
11	Unit 9: Telephoning	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
12	Unit 10: Giving a successful presentation	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
13	Unit 11: Business morality	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion.

		ONE grammar presentation per group
14	Unit 12: Stress and Dealing with problems	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
15	Final Exam	

Subject 3 English for Academic Purpose

<u>Scope:</u> Build on students' academic English language skills by engaging them in listening, speaking, reading, writing, and grammar learning activities that are relevant to real-world encounters in university and professional workplace environments.

<u>Objectives:</u>

1. To use English appropriately and effectively to facilitate communication.
2. To present information with fluency, accuracy and with appropriate pronunciation, intonation, and stress.
3. To analyze the conventions of different forms of academic writing and effectively use written English across a variety of academic genres.
4. To critically read academic texts and synthesize information into a coherent position, using a recommended citation index, if necessary.

<u>Teaching Plan:</u>

1	Introduction to class rules and syllabus. Meet, and greet students assess their English speaking and reading level individually.	Explain the course syllabus, Course Coordination Lecture (PowerPoint) and Interactive Discussion one-on-one basis.
2	Unit 1: Places	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion.

			ONE grammar presentation per group
3	Unit two: Festivals and celebrations		Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
4	Unit three: The Internet and Technology		Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
5	Unit four: Weather and Climate		Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
6	Unit five: Sport and competition		Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
7	Mid-term Examination		
8	Unit 6: Business		Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
9	Unit 7: People		Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise,

		listening exercise, group/class discussion. ONE grammar presentation per group
10	Unit eight: The universe	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
11	Unit 9: Animals	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
12	Unit 10: The environment	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
13	Unit 11:Transportation	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
14	Unit 12: Customs and traditions	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
15	Final	

Subject 4 Computers in Daily Life

Scope: Prepare students for work in the industry, as well as train them with the required specialized knowledge associated for the use of computers in today's era of digitalization.

Objectives:

1. To provide students with the basic knowledge of computer hardware and software.
2. To introduce business organization and information systems.
3. To introduce cutting-edge technologies and trends such as those in the areas of blockchain, big-data, artificial intelligence, & internet of things.

Teaching Plan:

1	Introduction to class rules and syllabus. Unit 1: Introduction to Computers	Explain the course syllabus, Course Coordination, Lecture (PowerPoint) and Interactive Discussion on Introduction to Computers. Types of Computers: Personal Computers (Desktop, Laptops, Pocket PCs/Hand-Held Computers) and Mainframe Computers, and Brief history of Computers with Timeline.
2	Unit 2: The internet and worldwide web	Introduction to Internet and the World Wide Web (www); Internet browsing applications (IE, Firefox, Safari, etc.); web addresses and links; interfacing with internet browser; using search engines; using specialized websites; Searing for Information (search tips, special keywords, etc.)

3	Unit 3: Application Software	Operating/System software introduction; Application software: usage & types (word processing, spreadsheets, multimedia, etc.)
4	Unit 4: The component of system units	Knowledge about and their functionalities: Motherboard; Processor; RAM; Hard drive; Video Card; Power Supply.
5	Unit 5: Input Devices	Knowledge about and interfacing with: Input devices (mouse, keyboard, scanner, joystick, webcam, digital camera, barcode reader, digital voice recorder, etc.)
6	Unit 6: Output Devices	Knowledge about and interfacing with: Output devices (printer, speaker, projector, etc.)
7	Mid-term Examination	Project Report and Group Presentation. (Individual Marking)
8	Unit 7: Storage	Knowledge about and interfacing with: Types of Storage devices (hard disk, USB Flash disk, CDs/DVDs, memory card, etc.); Data transfer between different

		storage devices (To/From USB-Flash Disk to Hard Disk, etc.)
9	Unit 8: Operating Systems and Utility Programs	System Software: Operating Systems and Utility Programs; software introduction; usage & types (windows/Macintosh, graphics/sound drivers, disk recovery, storage backup, etc.)
10	Unit 9: Communication and Network	Brief introduction to: Local Area Network (LAN); Sharing on a LAN; Wide Area Network (WAN); Wireless Networks; Sharing on Networks; network-related security issues, Firewalls
11	Unit 10: Database Management System (DBMS)	Introduction to the DBMS and Types; Implications of DBMS in 21st Century and Business Industry
12	Unit 11: Computer Security and Safety, Ethics and Privacy	Security Issues (Identity/Privacy and Virus Protection): Protection against identity theft, privacy, virus and spam emails; What is hacking and protecting against it.
13	Unit 12: Information System Development	Major Information System Types (Transaction Processing System (TPS), Decision Support System (DSS), Management Information System (MIS), Executive Support

		System (ESS); Basic Model of Information System (PADM); Stages of developing an Information System (SDLC).
14	Unit 13: Program Languages and Program Development	Common Programming Languages (Python, Java, C++, MS-DOS, etc.); Simple Program Development in Python.
14	Unit 14: Enterprise Computing and Computer Careers	Types and Implications in Business Industry (Accounting, Marketing, ERP, CRM, etc.)
15	Final Exam	Project Group Report and Presentation. (Individual Marking)

Subject 5: Global Citizenship in 21st Century

Scope: Promote, through education and dialogue, global citizenship, multi-culturalism, and mutual understanding and harmony among the people of all races, cultures, religions, and alternative belief systems.

Objectives:

1. To acquire the necessary abilities to understand various important aspects of our societies from spirituality to religious belief to ethics and law we have achieved as a global society as well as topics in world's globalization, localization politics and economy and how we have been shaping our culture, society structure and governments.

Teaching Plan:

1	Introduction to class rules and syllabus. Exploring Cultural Diversity	Lecture / Handout / Case(s)
2	Exploring Spiritual Diversity	Lecture / Handout / Case(s)
3	Religions and Indigenous spirituality	Lecture / Handout / Case(s)
4	Humanitarian values and ethics	Lecture / Handout / Case(s)
5	Citizenship	Lecture / Handout / Case(s)
6	Global Citizenship	Lecture / Handout / Case(s)
7	Socio Economic Development	Lecture / Handout / Case(s)
8	Global Governance and United Nations	Lecture / Handout / Case(s)
9	Decolonization	Lecture / Handout / Case(s)
10	Social and Moral Responsibility in our society	Lecture / Handout / Case(s)
11	Exploring Ties that Unit us and our shared belief	Lecture / Handout / Case(s)
12	Society and Politics	Lecture / Handout / Case(s)
13	Culture and Economy	Lecture / Handout / Case(s)
14	Globalization and Localization	Lecture / Handout / Case(s)
15	Group presentations	Group Work

Subject 6 Cross Cultural Management

Scope: Study the concept of cross-cultural management, comparative management in any country around the world particularly key player's countries, culture, and communication in an international business management context, international negotiation, managing diversity at the workplace, and different human capital management.

Objectives:

1. To be able to compare and observe highlighted cultural differences between home and other culture.
2. To develop in-depth understanding of the cross-cultural knowledge and skills required to work across borders and cultures, capabilities that is essential in global business environment.

Teaching Plan:

1	Introduction to class rules and syllabus. Cross Cultural management overview	Lecture / Handout / Case(s)
2	What is culture	Lecture / Handout / Case(s)
3	Why is culture important	Lecture / Handout / Case(s)
4	Toward cross cultural effectiveness	Lecture / Handout / Case(s)
5	Developing Cross Cultural Effectiveness	Lecture / Handout / Case(s)
6	Developing Cultural Sensitivity	Lecture / Handout / Case(s)
7	The Individual in Context	Lecture / Handout / Case(s)
8	Cultures in Comparison	Lecture / Handout / Case(s)
9	Cultural Differences in non-verbal communication	Lecture / Handout / Case(s)
10	Understanding the Culture shock	Lecture / Handout / Case(s)

11	Challenges of cross-cultural communications	Lecture / Handout / Case(s)
12	National Culture and Corporate culture	Lecture / Handout / Case(s)
13	Gender, Ethnicity and functional diversity	Lecture / Handout / Case(s)
14	Toward International and Transitional Management	Lecture / Handout / Case(s)
15	Group presentations	Group Work

Subject 7 Thai Society and Culture

Scope: The basics and more knowledge of Thai society and culture that is situational awareness of society and culture in different settings. The adaptability to where they live and study and understand Thai society and culture.

Objectives:

1. To understand basic history of Thai society and culture.
2. To understand current Thai society and culture.
3. To understand Thai identity, value and habits, and trend of Thai society and cultural change.

Teaching Plan:

1	Introduction to class rules and syllabus. Meet, and greet students assess their basic knowledge of Thai society and culture.	Explain the course syllabus, Course Coordination and Interactive Discussion.
2	Unit 1: Introduction to Thailand	Lecture and Discussion
3	Unit 2: Thai history in brief	Lecture and Discussion
4	Unit 3: History of Thai economy	Lecture and Discussion
5	Unit 4: The current situation of Thai economy	Lecture and Discussion
6	Unit 5: Types of Thai society	Lecture and Discussion

7	Mid-term Examination	Group presentation
8	Unit 6: Patronage system and society class structure in Thailand	Lecture and Discussion
9	Unit 7: Marriage and kinship in Thailand	Lecture and Discussion
10	Unit 8: Group presentation on cultural shocks	Group presentation
11	Unit 9: Local Thai wisdom and Thai identity	Lecture and Discussion
12	Unit 10: Thai value and habits	Lecture and Discussion
13	Unit 11: Trend of Thai society and cultural change	Lecture and Discussion
14	Unit 12: Group presentation on cultural comparative analysis	Group presentation
15	Final Exam	Written examination

Subject 8 Management Information System

Scope: Work in the industry, as well as the required specialized knowledge associated in the context of information system and management; types of information system and management; decision making of administrators and information system management; nature, trend and importance of information system for growth and advantage of organizations in today's era of digitalization.

Objectives:

1. To understand concept and theory of Information System, Terminology, information system application.
2. To understand roles of MIS in organization, interacting among management, organization and technology.

Teaching Plan:

1	Introduction to class rules and syllabus. Unit 1: An Introduction to Information	Explain the course syllabus, Course Coordination

	Systems in Organizations	Lecture (PowerPoint) and Interactive Discussion on Introduction to Management Information System.
2	Unit 2: Types of Management Information Systems	Management Information Systems Implications in the Organizations and Types
3	Unit 3: Information System for Collaboration and Competitive Advantage	Benefits and its significance in the era of digitalization
4-5	Unit 4: Fundamentals of Information System	Knowledge about and there functionalities: Hardware & Software, Networks, and Storage Requirements
6	Unit 5: Information System within Organizations and E-Commerce	Review of Market Leaders and implementation strategies of IS in Business Industry and E-Commerce
7	Mid-term Examination	Project Report and Group Presentation. (Individual Marking)
8-9	Unit 6: Supply Chain Systems and Business Intelligence Systems	Knowledge about and its significance in the Business Industry; managerial and organizational challenges in era of digitalization and globalization
10	Unit 7: Business Intelligence and Knowledge Management	Knowledge about and its significance in the Business Industry; managerial and

		organizational challenges in era of digitalization and globalization
11	Unit 8: Decision Support System	Introduction to DSS; Modeling, Analysis and Applications; Data mining in the Business
12	Unit 9: Artificial Intelligence Expert System	Overview ; Implications; Benefits and Challenges in the Business Industry
13	Unit 10: System Planning and Development	Objectives of MIS Planning, Techniques, Development Cycle; Tools for Development
14	Unit 11: Trend of Information System for Growth and Advantages of Organization	In-Class Discussions for Challenges on the Project Report and Quick Recap of the Course.
15	Final Exam	Group Project Report and Presentation. (Individual Marking)

Subject 9 Knowledge Management

Scope: Work in the industry, as well as train them with the required specialized knowledge associated in the context of Knowledge management; definition and importance; knowledge management processes tools for knowledge management; knowledge management models and application of knowledge management in various contexts of business environment of today's era of digitalization.

Objectives:

1. To understand knowledge management which effect by business environment.

2. To understand possess fundamental knowledge management in terms of definitions and importance to business organization.

3. To learn knowledge management processes tools and knowledge management models.

<u>Teaching Plan:</u>

1-2	Introduction to class rules and syllabus. Unit 1: The knowledge context	Introduction to course. External Influences on Organizations; Types of Organizations, Strategic Management in organizations, Knowledge; Strategic knowledge management model
3	Unit 2: An introduction to Strategic knowledge Management	Knowledge workers, phase of knowledge development, knowledge management infrastructure; Harnessing organizational knowledge; 5 Ps of strategic knowledge management; Building knowledge management into the strategic framework
4	Unit 3: The knowledge leader	The contribution of discipline to knowledge leadership; Generic attributes of the knowledge leader, specific knowledge leadership and leading knowledge team; Leading a knowledge network, recruiting and

		selecting knowledge team
5	Unit 4: Developing and sustaining knowledge culture	Organizational culture, effective knowledge culture and knowledge culture enablers;

Maintaining the knowledge culture during change, reviewing the existing knowledge culture;

Planning for knowledge culture enhancement;

Implementing knowledge culture enhancement programs, maintaining the knowledge culture |
6	Unit 5: Supporting knowledge management through human resource management practice	Structure support for knowledge management; The impact of organizational structure on KM and staffing concept
7	Mid-term Examination	Project Report and Group Presentation. (Individual Marking)
8-9	Unit 6: Supporting knowledge management through technology	Knowledge management system, knowledge system technology, and knowledge management sub-system; Knowledge management system development and maintaining the knowledge management system

10	Unit 7: Developing a core knowledge framework	Clarifying the core knowledge scope, and define core knowledge parameters; Developing the core knowledge structure
11	Unit 8: Developing and managing knowledge repositories	Effective knowledge repository, mapping the content structure and repository quality control
12	Unit 9: Developing an effective knowledge service	Knowledge services, knowledge service contributors, models of service provision, and knowledge service staff; Funding and promoting the knowledge, supporting the organization, evaluating the effectiveness of knowledge service
13	Unit 10: Learning and development in a knowledge setting	Leaning in knowledge environment, creating a holistic developmental approach, developing a social capital; Developing knowledge leadership capabilities, project based learning, working with technology; Building comprehensive knowledge development strategy, and planning for individual development
14	Quick Recap of the Course	In-Class Discussions with the Students and Challenges on the

			Project Report
15	Final Exam		Group Project Report and Presentation. (Individual Marking)

Subject 10 English for Communication

<u>Scope:</u> Development of students' ability to communicate in English with an emphasis on listening and speaking skills for different purpose and practice in group discussion and presentation as well as the development of a reading skill by using various reading techniques such as reading for headings, reading for main ideas and detail, reading for summarizing and writing reports.

<u>Objectives:</u>

1.   To enable students to understand and use English to succeed in real-world social situations.

2.   To expand our students' comprehension, vocabulary, and accuracy across a range of everyday topics in Business and English.

3.   To develop oral language skills in a business context: reading, listening, and speech.

<u>Teaching Plan:</u>

Introduction to class rules and syllabus. Meet and greet students asses their English speaking and reading level individually.	Explain the course syllabus, Course Coordination Lecture (PowerPoint) and Interactive Discussion one-on-one basis.
Unit 1: Introduction to Business English	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
Unit 2:Recruitment	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group

Unit 3: Writing CV and letter of Application	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
Unit 4: Job Interviews	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
Unit 5: Business etiquette	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
Mid-Term Examination	Presentation/New business vocabularies to be used in building sentences. ONE grammar presentation per group.
Unit 6: Types of Business Organization	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
Unit 7: Company Structure	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
Unit 8: Money Matters	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
Unit 9: Telephoning	Presentation/New business vocabularies to

	be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
Unit 10: Giving a Successful Presentation	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
Unit 11: Business Morality	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
Unit 12: Stress and Dealing with Problems	Presentation/New business vocabularies to be used in building sentences, reading and comprehension exercise, listening exercise, group/class discussion. ONE grammar presentation per group
Final Exam	Presentation/New business vocabularies to be used in building sentences. ONE grammar presentation per group.

5. Teaching Methods

     5.1 Lecture and Reading

     5.2 Group discussion and project

     5.3 Practice

     5.4 Report and presentation

7. Duration from September 2019 – May 2020

     8.1 Preparation August 2019

     8.2 First phase: September – December 2019 for 5 subjects (the first five subjects in the list). Second phase: January – May 2020 for 5 subjects (the latter five subjects in

the list). Each subject will be taught 3 hours a week from 09.00 am. – 05.00 pm. The total number of teaching hours in the project is 450 hours.

8.3 Project summary: January 2020 for the first phase and June 2020 for the second phase.

8. Location

- Room 406, Faculty of Administration and Management, KMITL

11. Expected Learning Outcomes

Participants' English skill is developed to qualify for pursuing Business Administration degree effectively. They will be equipped with cognitive and practical abilities for pursuing Business Administration successfully. Finally, they can transfer the subjects in the project to the International Business Administration program at Faculty of Administration and Management, KMITL.

12. Students Evaluation

12.1 Participants will be evaluated by written examinations, individual and group assignments, and the attendance record.

13. Project Certification

In order to receive the certificate, participants must have the attendance record of not lower than 80 % of the total attendance for each subject.

14. Materials

14.1 Project booklet including the subjects and lecturers' profiles will be given to all participants.

14.2 After 15 days of the end of the project, the summary including pictures during the study will be created after.

14.3 Project coordinator will have to keep attendance records of every subject in the project summary within 7 days after the project ends.

15. Project manager and assistant manager

18.1 Project manager: Asst.Prof.Dr.Sudaporn Sawmong, Faculty of Administration and Management, KMITL, Tel. 081-178-7305, Email: sudaporn_40@yahoo.co.uk

18.2 Assistant project manager: Asst.Prof.Dr.Chatchai Chatpunyakul, Faculty of Administration and Management, KMITL, Tel. 086-750-5259, Email: chatchai.ch@kmitl.ac.th

16. Other benefits for the participants

KMITL will issue a student ID card (for general people) for each participant. The ID card will allow them to use central library, computer center, and other university facilities.

17. Lecturers Profiles

The lecturers in the project consist of those who are qualified and have experience in teaching Business English, both academically and practically, from Faculty of Administration and Management, KMITL

Asst.Prof.Dr.Chatchai Chatpunyakul

Chatchai Chatpunyakul

Asst.Prof.Dr. Chatchai Chatpunyakul currently works at the Department of International Business Administration, Faculty of Administration and Management, King Mongkut's Institute of Technology Ladkrabang, Bangkok, Thailand.

He received his Ph.D. in Management. He also received his M.Sc. in Sport Business Management and MBA in Finance.

His research interests are focused in the effects of digital workplace on creative teamwork & collaboration, and in decision-making among Entrepreneurs and SMEs (Real estate and hotel business, sport & exercise business). Furthermore, he is also a passionate experimentalist in business management and marketing.

He loves Bonsai and really likes to do physical activities such as running and going to the gym. Reading is also his favorite activity.

Hamid (David) Agahi

Professor Hamid Agahi is from Dallas, Texas. He prefers to be called David due to his newfound Christianity beliefs. He moved to the United States from Iran at the age of 15, has two daughters, ages 38 and 21 with three granddaughters. Most of his professional work experience and educations come from Technical background in Electronic Engineering, Telecommunication, Medical Imaging, and Healthcare Administrator. His work history expands nearly four decades working for such fortune 100 companies such as Ericsson and General Electric as a Technical Support Engineer and field Service Engineer working with Computed Tomography (CT) and Explosive Detection Technologies. He has been at KMITL for nearly two years working as one of the most dedicated professors teaching five to seven classes during last few semesters more than any other lecturer at the university as he truly loves all his students as he refers to them as his kids. His kids also enjoy his teaching method and style as his students' evaluation reflect with high 4s to 5s on the scales of 1 to 5.

He is obtaining his Doctoral degree in Business Administration with the minor in Human Resource Management planning to complete by November of 2019. His hobbies are exercising and visiting different country sites and enjoying nature when not reading on new technologies.

Bilal Khalid

Bilal Khalid has a Master's degree in Business Management with concentrations in strategic management and business contracts and is currently working on his Ph.D. in Industrial Business Management

His research interests are in the areas of Gamification, E-learning, Block-Chain, Big Data, and Management of Information Technology.

He is passionate about reading news on business tech, global trade and world markets.

Navidreza Ahadi

Navid is presently working as a Lecturer, researcher at King Mongkut Institute of Technology Ladkrabang in Bangkok. He left his home and family in Iran when he was only 17 to pursue his passion for academic enlightenment. After arriving in Thailand, his first achievement was a diploma in Gemology from the Asian Institute of Gemological Science. He then began working in the Gemstone industry for a few years, while studying his Marketing Bachelor's in Bangkok University. Shortly after graduating he starts his new career in the area of digital marketing and Customer Relationship Management; he also earned an MBA in Finance and Banking from Ramkhamhaneg University. He is currently doing his PhD in industrial business administration at KMITL. His corporate background mainly focuses on management consulting through software and technologies as well as gems and jewelry. His academic research interest is in the area of sustainable management, technology management and big data as well as production development for gems and jewelry industry.

Sarist Gulthawatvichai

Dr. Gulthawatvichai was awarded a degree in Industrial Engineering from Kasetsart University. He then joined the Stock Exchange of Thailand (SET), working as an officer seeking for potential firms to become one of the listed companies. He completed his MSc International Financial Markets and PhD in Management from the University of Southampton; where he was granted MPhil/PhD Research Scholarship for his PhD study.

Dr. Gulthawatvichai's research focuses on sustainability management, social impact measurement, and performance measurement.

He enjoys walking, cycling, and practising meditation, in addition to keeping him updated with management trends.