

ASSUMPTION UNIVERSITY
FACULTY OF ARTS
DEPARTMENT OF ENGLISH FOR INTERNATIONAL BUSINESS
COURSE OUTLINE 1/2025

Course : EN3290 English for Entrepreneurs
Credits : 3
Status : Major Elective
Prerequisite : ELE 2000 Academic English
Lecturers : Dr. Hathaichanok K.
Section(s) : 401

Course Description: Study and practice English for work and negotiation to become skilled entrepreneurs in business start-ups.

Objectives:

1. Identify and describe the main parts of the Lean Business Canvas model.
2. Create a clear and convincing elevator pitch using effective communication skills.
3. Write a basic business proposal with a clear business idea and financial plan.
4. Develop a professional company profile with key details about the business.
5. Evaluate different startup ideas and propose ideas in a group discussion.

Teaching-Learning Activities:

1. Lecture
2. Group discussion
3. Presentation
4. Report-assignment

Course Requirement : 80% attendance (Maximum absence = 6 times)

Mark Allocation

| | |
|------------------------|--------------------|
| Examination | 600 |
| - Midterm Examination | 200 |
| - Final Examination | 300 |
| Assignment | 400 |
| - Term Project | 300 |
| - Presentation | 100 |
| - Attendance | 50 |
| - Active Participation | 50 |
| Total | <u>1000</u> |

Grade Ranges:

| | |
|----|-----------|
| A | : 85–100% |
| A- | : 82–84% |
| B+ | : 79–81% |
| B | : 75–78% |
| B- | : 72–74% |
| C+ | : 69–71% |
| C | : 65–68% |
| C- | : 62–64% |
| D | : 50–61% |
| F | : 0–49% |

Textbooks/References:

1. YouTube
2. Online business article, company websites
3. Supplementary handouts

Study Plan & Schedule:***COURSE OUTLINE*****Week**

1. Introduction to Entrepreneurship and Course Overview
Basic Business Vocabulary and Common Business Terms
 2. Overview of the Lean Business Canvas Model
Customer Segments and Problem Identification
 3. Exploring Value Proposition and Defining Solutions
Understanding Channels and Customer Relationships
 4. Key Activities in a Business Model
Identifying Key Resources and Key Partners
 5. Revenue Streams: Generating Income
Cost Structure: Managing Expenses
 6. Introduction to Pitching and Elevator Pitches
Structure of a Good Pitch
 7. Pitching Techniques and Persuasive Language
Building Confidence and Clarity in Presentations
 8. Practice and Peer Feedback on Elevator Pitches
Overview of Basic Business Proposal Writing
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MID-TERM EXAMINATION**Date: July 7, 2025 Time : 15:00-17:00 (2 Hours)**

Check and confirm the examination date and time with the registrar's notice again before examination period

9. Writing the Executive Summary and Business Idea
Financial Plan and Budgeting Basics
 10. Drafting and Revising the Business Proposal
Key Elements of a Professional Company Profile
 11. Writing Mission Statements and Value Propositions
Generating and Refining Business Ideas
 12. Assessing Feasibility and Market Potential
Conducting Basic Market Research
 13. Evaluating and Improving Your Business Idea
Finalizing business ideas
 14. Term Project Presentation
Term Project Presentation
 15. Term Project Presentation
Term Project Presentation
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FINALEXAMINATION**Date: October 1, 2025 Time : 13:00-16:00 (3 Hours)**

Check and confirm the examination date and time with the registrar's notice again before examination period

September 19, 2025: Last day to withdraw with “W” (students withdrawing after this date will be given “WF”).

Au VISION 2000

Assumption University of Thailand envisions itself as:

- an international community of scholars,
- enlivened by Christian inspiration,
- engaged in the pursuit of Truth and Knowledge,
- serving human society, especially through the creative use of interdisciplinary approaches and cyber technology.

ENVISIONING Au GRADUATES

Assumption University of Thailand envisions its graduates as:

- healthy and open-minded persons, characterized by personal integrity, an independent mind, and positive thinking,
- professionally competent, willing to exercise responsible leadership for economic progress in a just society,
- able to communicate effectively with people from other nations and to participate in globalization.

AU MISSION

Assumption University, an International Catholic University, is committed to be the light that leads learners and its stakeholders from all parts of the world towards wisdom, Truth, and Christian values and to discover “Treasure Within” themselves. Via effective teaching and research pedagogies of international standards as well as community engagement, the University aims to form individuals to be intellectually competent, morally sound, and spiritually enriching, accountable, righteous, and service-minded citizens; excelling in serving communities comprising of diverse cultures.

AU UNIQUENESS

“An International Catholic University”

AU IDENTITY

- Ethics
- English Proficiency
- Entrepreneurial Spirit

THEODORE MARIA SCHOOL OF ARTS

(www.arts.au.edu)

VISION AND MISSION

Vision

An international community of business communicators in Thailand

Mission

Theodore Maria School of Arts will ensure that: the School will...

1. Enhance business language skills
2. Promote cultural awareness
3. Foster academic networking
4. Encourage ethical standards and practices

TAGLINE

เติมเต็มศิลปภาษาพัฒนาศาสตร์ธุรกิจ

Language Education, Business Inspiration

ARTS ORGANIZATIONAL CULTURE: More than faculty, we are family

- Open communication
- Mentoring system
- Dedication
- Caring
- Teamwork
- Commitment
- Resource sharing

Core Values

A = Adaptability
 R = Responsibility
 T = Togetherness
 S = Sustainability

Core Competencies

Employability
 Multiculturalism
 Internationalization

Quality Assurance Process

Students should understand and apply the Quality Assurance Process in their study. The Plan-Do-Check-Act Cycle (PDCA) provides an easy but effective approach for problem solving and managing change, ensuring that ideas are appropriately tested before the full implementation. It can be used in all sorts of situations and can be clarified as follows:

Plan: Define the current problem, process, and issue and establish objectives and processes required to deliver the desired results.

Do: Implement the plans and new processes developed.

Check: Monitor and evaluate the implemented process by testing the results against the predetermined objectives.

Act: Apply actions necessary for improvement if the results require changes.

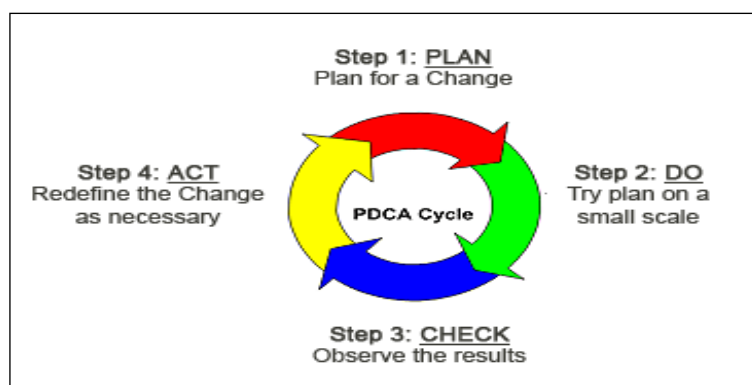


Figure 1: PDCA Cycle (<http://www.swopehealth.org>)

Plagiarism

Plagiarism is a serious academic offence, a serious breach of ethical conduct and is unacceptable student behavior. Students who plagiarize copying words or ideas without acknowledging the original writer of the words or ideas, will face disciplinary action. This will range from receiving an “F” in the subject to university suspension.