

**ASSUMPTION UNIVERSITY**  
**FACULTY OF ARTS**  
**DEPARTMENT OF ENGLISH FOR INTERNATIONAL BUSINESS**  
**COURSE OUTLINE 1/2026**

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Course : EIB2203 English for Startups  
 Credits : 3  
 Status : Major Elective  
 Prerequisite : ELE 1002 Communicative English II  
 Lecturers : Dr. Hathaichanok K.  
 Section(s) : 401

**Course Description:** Enhancement of English language proficiency in various business contexts, focusing on key areas such as pitching ideas, networking, negotiating, and presenting to potential investors or clients with emphasis on developing effective communication skills to convey ideas, and drive business growth.

**Objectives:** 1. Identify and describe the main parts of the Lean Business Canvas model.  
 2. Use basic business words and phrases in startups  
 3. Propose startup business ideas.

**Teaching-Learning Activities:**

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

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

**Mark Allocation**

<b>Examination</b>	<b>400</b>	
- Midterm Examination		150
- Final Examination		250
<b>Assignment</b>	<b>600</b>	
- Startup Project and Presentation		400
- Assignment		150
- Attendance		50
<b>Total</b>		<b><u>1000</u></b>

**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. Online business article, company websites
2. Supplementary handouts

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

1. Course Overview
  2. Overview of the Lean Business Canvas Model  
Customer Segments and Problem Identification
  3. 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 Elevator Pitches
  7. Pitching Techniques and Persuasive Language
  8. Practice and Peer Feedback on Elevator Pitches
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**MID-TERM EXAMINATION****Date: August 10, 2026, Time : 15:00-17:00 (2 Hours)***\*\*Check and confirm the examination date and time with the registrar's notice again before examination period\*\**

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9. Drafting and Revising the Business Proposal
  10. Key Elements of a pitching
  11. Generating and Refining Business Ideas
  12. Conducting Basic Market Research
  13. Finalizing business ideas
  14. Term Project Presentation  
Term Project Presentation
  15. Term Project Presentation  
Term Project Presentation
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**FINALEXAMINATION****Date: October 12, 2026 Time : 09:00-12:00 (3 Hours)***\*\*Check and confirm the examination date and time with the registrar's notice again before examination period\*\**


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**September 18, 2026:** 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](http://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

เติมเต็มศิลป์ภาษา พัฒนาศาสตร์ธุรกิจ

**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.

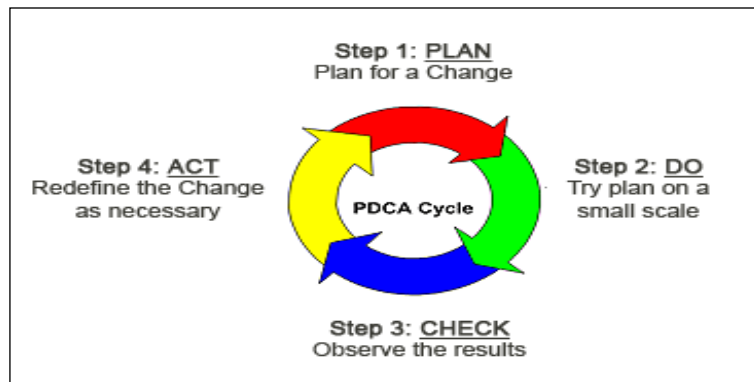


Figure 1: PDCA Cycle (<http://www.swopehealth.org>)

### **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.