ASSUMPTION UNIVERSITY
FACULTY OF ARTS
DEPARTMENT OF ENGLISH FOR INTERNATIONAL BUSINESS
COURSE OUTLINE 2/2026

Course	:	EIB2104 Entrepreneurial English
Credits	:	3
Status	:	Major Requirement
Prerequisite	:	ELE 1002 Communicative English II
Lecturers	:	Dr. Hathaichanok K. and Dr. Natrada T.
Section(s)	:	401-404

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

Course Objectives:
This course is aimed to:
1. develop practical English communication skills for entrepreneurial and workplace situations;
2. use business and negotiation language to express and support start-up ideas; and
3. apply the Business Model Canvas (BMC) to create and pitch a business idea in English.

Course Learning Outcomes
The students will be able to:
1. use entrepreneurial English effectively in business interactions such as networking, pitching, meetings, and email communication;
2. demonstrate confidence and accuracy in using key business terms and negotiation strategies to discuss start-up concepts and solve problems; and
3. collaboratively develop a start-up idea using the BMC and deliver a persuasive business pitch using clear and professional English.

Teaching-Learning Activities:
1. Lecture
2. Group Discussion
3. Assignments, Projects, and Presentations

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

Teaching Materials:
Textbook: Blackler, J. (2016). *Workplace success 3*. Oxford University Press.
Supplemental handouts for the Business Model Canvas

Mark Allocation:	Midterm Examination	200 marks
	Final Examination	250 marks
	Startup Project and Presentation	250 marks
	Assignments	100 marks
	Excursion	150 marks
	Attendance and Participation	50 marks
	Total	1,000 marks

Standard Grading System

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%

Study Plan and Schedule

Week	Lesson/ Topic
1.	Course Introduction Unit 1: Communication on the Phone
2.	Unit 2: Introducing Companies and Products Unit 3: Socializing with Confidence
3.	Unit 4: Job Interviews Unit 5: Business Writing
4.	Writing Assignment 1: Email Writing Business Model Canvas
5.	What is a Pitch Deck How to Pitch a Startup
6.	Group Idea Development 1: Customer Segments, Value Proposition, and Channels
7.	Group Idea Development 2: Customer Relationships, Revenue Streams, and Key Resources
8.	Midterm Review
	Midterm Examination
9.	Group Idea Development 3: Key Activities, Key Partnerships, and Cost Structures
10.	Excursion How to Write a Company Profile
11.	Unit 7: Powerful Presentations Unit 9: Negotiating for Success
12.	Unit 10: Traveling on Business Unit 11: Technology
13.	Unit 12: Solving Problems Writing Assignment 2: Proposal Writing
14.	Project Presentations
15.	Final Review
	Final Examination

**** Last day to withdraw with "W" is February 19, 2027.**

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

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.

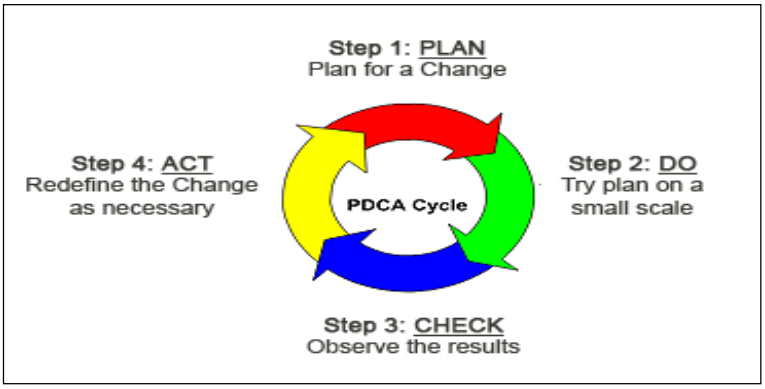


Figure 1: PDCA Cycle (http://www.swopehealth.org)

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.