Siam University, Thailand
International College
LCIC

Course: Business English **Credits :** NON-CREDIT **Hours:** 45 hours

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Course Description:

The course is designed to equip students with the language skills and business communication strategies necessary for success in the global business world. The course covers a wide range of business contexts, including presentations, negotiations, meetings, and written business correspondence. Students will learn how to effectively communicate in various business situations, both orally and in writing, with a focus on clarity, professionalism, and cultural sensitivity. This course prepares students to excel in their future careers and thrive in the global business environment.

1. Course Objectives:

Throughout the course, students will engage in interactive activities such as role-plays, case studies, and real-world simulations to apply their language skills in practical business contexts while focusing on business-related topics, vocabulary, and communication techniques. By the end of the course, students will have developed their language proficiency and gained the necessary skills to communicate effectively and confidently in various business settings by the end of the course.

2. Learning Outcome:

It is expected that, on completion of this course, the students will be able to:

1. use appropriate terminology in a variety of business contexts.
2. write effective business correspondence such as emails, reports, memos, and business letters.
3. practice their presentation skills including effective delivery techniques, using visual aids, and demonstrating persuasive communication.
4. demonstrate negotiation skills in English including techniques for building rapport, bargaining, and reaching mutually beneficial agreements.

5. identify the impact of cultural differences on business communication and practice the useful phrases and expressions for successful cross-cultural interactions.
6. identify the role and importance of language in ethical issues and dilemmas in the business world.

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Language Center,
International College, Siam University