



Certificated Program in English for Communication

Faculty of Social Sciences and Liberal Arts
North-Chiang Mai University

Certificated Program in English for Communication

University North-Chiang Mai University
Faculty Social Sciences and Liberal Arts

Section 1 General Information

1. Program Certificated Program in English for Communication

2. Course Credits 600 hours

3. Course Structure

5.1 Degree Certificated Program (for 1 academic year)

5.2 Language English

5.3 Applicants Foreign Students

4. Course Schedule

Start on August 2018

5. Relevant Profession on this program

5.1 Officer

5.2 Business Entrepreneur

5.3 Hotel and Tourism Staff or Entrepreneur

5.4 Journalist

5.5 Translator

5.6 Interpreter

5.7 Inbound or Outbound Business Owner

6. Study Place North-Chiang Mai University, Hang Dong, Chiang Mai

Section 2 Specific information of the course

1. Philosophy, importance, and objectives of course

1.1 Philosophy of course

To be an expert in the application of English skills in the occupation in the government agencies, state enterprise, and private agencies with discipline, ethics, morals, and good human relations in order to be live with others happily.

1.2 Importance of course

The importances of certificate course of English for Communication are as follows:

- (1) Develop learners with the characteristics and competencies required by the labor market.
- (2) Develop learners with the knowledge, ability, skills and virtues that they can perform or work in the international labor market.
- (3) Strengthen the community and society by conserving the Thai way of life and being able to integrate with international life style in order to living in the world community proudly.

1.3 Course objectives

To train in writing, reading, listening and speaking English. Study the conversation in everyday life in various contexts including learning Thai arts and culture.

Certificate course of English for Communication aims the graduates possess these characteristics:

- (1) have knowledge and proficient in English and be able to apply in working with the government agencies, private agencies, and freelance occupation effectively.
- (2) be able to apply knowledge in English for future study.
- (3) be a broader perspective person and creative .
- (4) have ethics and be able to develop oneself to live in the society happily, also work well with others.
- (5) be able to apply English knowledge in research in a systematic way.
- (6) be able to use the technology to communicate effectively.

1.4 Professors

No.	Academic Position	Name – Last Name	Degree	Graduated Year
1	Professor	Nitaya Moonsarn	Master Degree in TEFL Chiang Mai University	2006
			B.A in Liberal Arts (French) Chiang Mai University	1987

2	Professor	Panida Kasemvorapongkul	Master Degree in English for international Communication Srinakharinwirot University (Prasarnmitre)	2007
			B.A in English Education Chiang Mai University	2002
3	Professor	Thanangkun Khamsri	Master Degree in TEFL Chiang Mai University	2003
			B.A in English Education (2 nd HONORS) Chiang Mai University	2000

หมวดที่ 3 การดำเนินการ และโครงสร้างของหลักสูตร

Section 3 Course Management and Structure

Course Management

Duration : 9 months

Study Target : For studying English for communication and business

There are 3 certifications;

Elementary English Certification course duration 3 months, 200 hours

Intermediate English Certification course duration 3 months, 200 hours

Advanced English Certification course duration 3 months, 200 hours

Required documents

1. 1 course application
2. 2 recent photos (taken within 3 months and do not wear hat)
3. 2 copies of passport (along with the original passport)

Course Fee

Course	Duration (months/hours)	Course Fee	Total Fee
Elementary	3 months/200 hours	25,000 Baht	25,000 Baht
Intermediate	3 months/200 hours	25,000 Baht	25,000 Baht
Advanced	3 months/200 hours	25,000 Baht	25,000 Baht

Plan of amount of students

	Number of students in each academic year				
	2018	2019	2020	2021	2022
Foreign Students	15	20	25	30	35
Total	15	20	25	30	35

English for Communication Curricular Structure

There are 3 levels.

Elementary	course duration 3 months, 200 hours
Intermediate	course duration 3 months, 200 hours
Advanced	course duration 3 months, 200 hours

Elementary English

Language Skills

1. Student knows basic English vocabularies at least 500 – 1,000 words
2. Student gets 4 English language skills; listening, speaking, reading and writing
3. Contents for Elementary Course
 - Greeting
 - Asking and Answering about Personal Information
 - Giving Direction
 - Daily Routines
 - Introduction to Thai History, Society and Culture
 - Reading for Comprehension
 - Writing Simple Sentences

Intermediate English

Language Skills

1. Student knows basic English vocabularies at least 1,000 – 1,500 words
2. Student gets 4 English language skills; listening, speaking, reading and writing
3. Student can write simple sentences, describing and introducing themselves and speak English with native speakers correctly.
4. Contents for Intermediate Course
 - Family
 - Hobby
 - Interesting Career
 - College Study
 - English in Workplace 1
 - English for Career Presentation 1

- Reading News, Articles for Comprehension
- Introduction to Writing Essay

Advanced English

Language Skills

1. Student knows basic English vocabularies at least 1,500 – 2,000 words
2. Student gets 4 English language skills; listening, speaking, reading and writing
3. Student can write simple and complex sentences, write an essay and speak English with native speakers correctly.
4. Contents for advanced course
 - Interesting Career
 - English in Workplace 2
 - Vacations
 - Talking about experience
 - English for Career Presentation 2
 - Reading Academic Text for Comprehension
 - Writing for Expressing Feeling and Idea
 - Ideal Graduation

Subjects

Elementary English

- Listening and Speaking Skills for Daily-life Communication
- Reading and Writing Skills for Daily-life Communication
- Thai Society and Culture

Intermediate English

Listening and Speaking Skills Development

- Reading and Writing Skills Development
- English in the Workplace 1
- English for Career Presentation 1
- College Study

Advanced English

- Listening and Speaking Skills Development
- Reading and Writing Skills Development

- English in the Workplace
- English for Career Presentation
- Ideal Graduates

Learning Schedule

Elementary English		
1 st Month	(70 hours)	Listening and Speaking Skills for Daily-life Communication
2 nd Month	(70 hours)	Reading and Writing Skills for Daily-life Communication
3 rd Month	(60 hours)	Thai Society and Culture
Intermediate English		
1 st Month	(35 hours)	Listening and Speaking Skills Development
1 st Month	(35 hours)	Reading and Writing Skills Development
2 nd Month	(35 hours)	English in the Workplace 1
2 nd Month	(35 hours)	English for Career Presentation 1
3 rd Month	(60 hours)	College Study
Advanced English		
1 st Month	(35 hours)	Listening and Speaking Skills Development
1 st Month	(35 hours)	Reading and Writing Skills Development
2 nd Month	(35 hours)	English in the Workplace 2
2 nd Month	(35 hours)	English for Career Presentation 2
3 rd Month	(60 hours)	Ideal Graduates

Evaluation Criteria

- | | |
|---|--------------|
| 1. Student attends classes at least | 80 % |
| 2. Evaluation Criteria: The courses are graded by S (satisfied) and U (unsatisfied). Learner should do at least 50% of total scores (100%). | |
| 2.1 Lessons Quizzes | 70 % |
| 2.2 Final Examination | 30 % |
| Total | 100 % |

Course Description

Listening and Speaking for Daily-life Communication

Basic skills of listening and speaking English language for daily-life communications in a variety of situations..

Reading and Writing for Daily-life Communication

Reading for comprehension focusing on main ideas and supporting details, and writing accurate simple sentences.

English in the Workplace

Writing job application letters and resumes. The practice of listening, speaking, reading, and writing English sentences used in the workplace; giving and asking information of the job.

English for Career Presentation

English for communication focusing on writing a short academic article relating to their areas of interest, with references from reliable sources. Presenting their academic articles to the class using Power Point.

Thai Society and Culture

Thai society, culture, traditions and beliefs, and social integration for various kinds of mutual assistance. Community and local wisdom, analyze and synthesize factors affecting changes in Thai society as well as approaches to develop Thai society.

College Study

Management plan and preparation to study in a university, adaptation and preparation for learning achievement, information enquiry, report writing, library use, and planning for future career or further study.

Ideal Graduates

Developing the necessary skills for daily-life work. Preparation for job application, job interview, actual work, entrepreneurship, communication for a Thai and/or foreign job application, basic laws, and document filing. Psychological principles for work, quality presentation, personality development and leadership, learning to live with social conflicts on the basis of a democratic system judgmentally and appropriately, and being dignified with Thai ideal graduates desirable for the society and country.