



**Bachelor of Arts Program in**  
**FOREIGN LANGUAGES**  
**FOR INTERNATIONAL COMMUNICATION**  
**(INTERNATIONAL PROGRAM)**



International College

# AGENDA OVERVIEW

**01** HIGHLIGHTS OF THE COURSE

**02** DEGREE NAME

**03** PROGRAM STRUCTURE

**04** CONCENTRATION TRACKS

**05** 5-YEAR STUDENT ADMISSIONS PLAN

**06** COOPERATION

**07** CURRICULUM ADMINISTRATORS

**08** INDICATORS AND CURRICULUM DEVELOPMENT SCHEDULE



International College

## Highlights

1. Course structure: 120 credits (graduation in 3 years)
2. Teaching and learning with Content and Language Integrated Learning (CLIL), Problem-based Learning, and Project-based Learning.
3. Flexibility: There are Concentration Tracks or sub-branches such as:
  - o Language, Communication, and Literature
  - o Communication in Hotel, Service and Tourism Business
  - o English/Chinese for Business Communication and Career Development
  - o English/Chinese for Media and Content Creator
4. Real experience: Focus on internships in international organizations and **exchange programs abroad**.
5. 21st Century Skills: Emphasis on Critical Thinking, Creativity, Communication, Collaboration
6. Technology: Integrate digital technology and media innovation.
7. Cooperation: Establish cooperation with foreign universities.
8. Tuition fee 35,000 baht



# PROGRAM OVERVIEW

# DEGREE

## Course name

Bachelor of Arts Program in Foreign  
Languages for International Communication  
(International Program)

## Degree name

Bachelor of Arts (Foreign Languages for  
International Communication) B.A. (Foreign  
Languages for International Communication)





# PROGRAM STRUCTURE

01

**General Education: 24 credits**

02

**Professional Education: 90 credits**

***Core courses: 15 credits***

***Major Requirements: 60 credits, and***

***Major Electives: 15 credits***

03

**Free elective: 6 credits**

**Total 120 credits (can be completed in 3 years + 2 summers)**

# CONCENTRATION TRACKS (MAJOR ELECTIVES 15 CREDITS)



01

**Language, Communication,  
and Literature**

02

**Communication in Hotel,  
Service and Tourism  
Business**

03

**English/Chinese for  
Business Communication  
and Career Development**

04

**English/Chinese for Media  
and Content Creator**



# Foreign Languages for International Communication

## Course Format

**Format:** 4-year Bachelor's Degree (Special Program)

**Program Type:** Academic Bachelor's Degree Program

**Language:** English is used for instruction

**Admission:** International students and Thai students who are proficient in English are accepted

## 5-year Admission Plan

Year	2027	2028	2029	2030	2031
1st year	25	25	25	25	25
2nd year		25	25	25	25
3rd year			25	25	25
4th year				25	25
Total	25	50	75	100	100

# INTERNATIONAL COLLABORATION

Cooperation with international universities

## AUSTRALIA

Curtin University

## UK

School of Education,  
University of Leeds,  
Leeds, UK

## USA

1. Arkansas Tech University
2. University of Arkansas

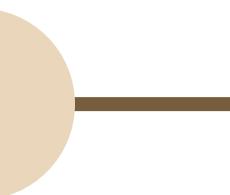
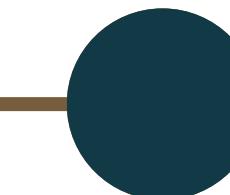
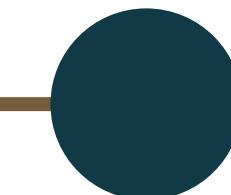
## INDONESIA

Bali State Polytechnic (PNB) or  
Bali State Polytechnic, Bali

## CHINA

Jilin International Studies University (JISU)

2. Anshan Normal University
3. Nanning Vocational University



# MEET OUR EXPERT TEAM

## THE CURRICULUM ADMINISTRATORS



**Asst. Prof. Dr  
Watcharaphong**

EFL, ESP



**Dr. Suwanna**

EFL, International  
Affairs



**Mr. Gary**

Language Specialist



**Ms. Tip-arpa**

Chinese Teaching, Chinese  
Culture, Entrepreneurship



**Mr. Vyun**

# ACTIVITIES AND INDICATORS

## Indicator 1

The university has international quality and standards (QS Stars Ranking).

## Indicators 2 and 3

Number of awards received by staff/students at the national and international level

Send teachers and students to compete in skills, abilities and innovations.

## Indicator 4

The number of modern courses supports the needs of the labor market and a high-skilled workforce.

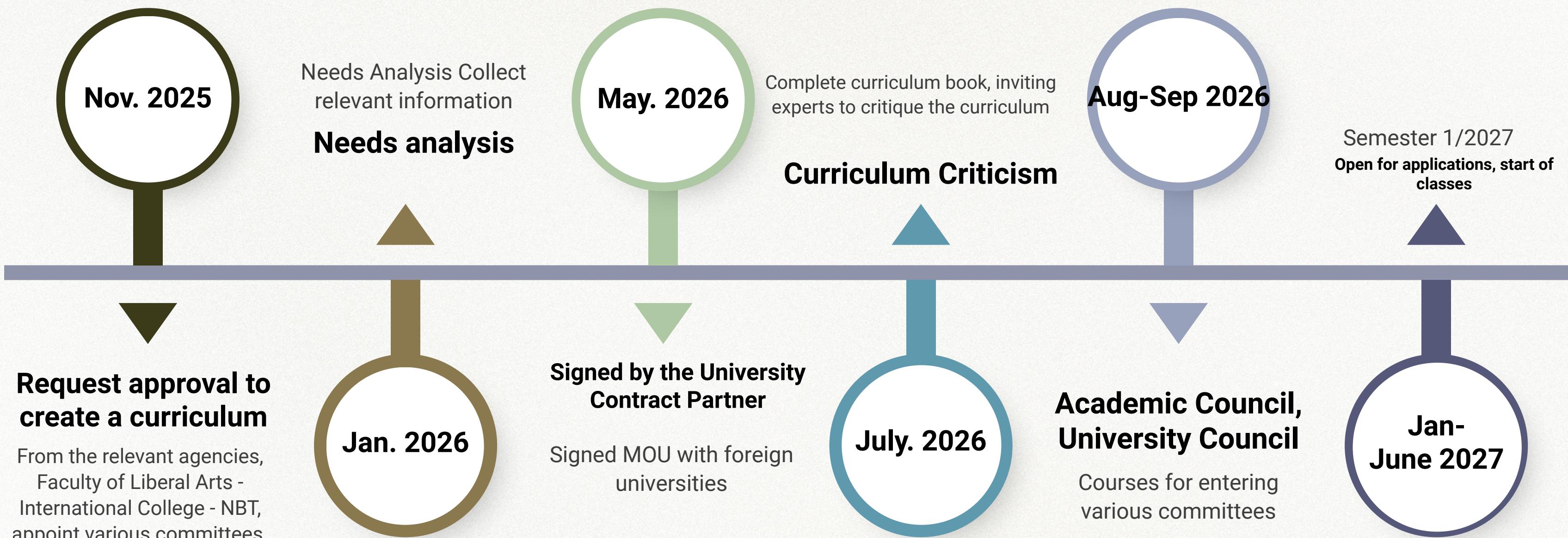
## Academic services and the preservation of arts and culture

Organize academic service activities through online media such as POD CAST or English Live Streaming programs on Tiktok.

Organize an International Day for cultural exchange

# CURRICULUM DEVELOPMENT PLAN (OPENING 1/2027)

## Tenatative Timeline





# THANK YOU

