

Course Outline: English for Sport Business (209 417)

Instructor: Ajarn Narong Chusakul

Credits: 3(3-0-6) | Duration: 16 Weeks

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Course Description

This course develops English proficiency for sport business contexts, covering specialized vocabulary, professional communication, sponsorship, proposal writing, negotiation, and event management English.

Course Learning Outcomes (CLOs)

CLO1	Use English sport business terminology accurately.
CLO2	Write business emails and formal documents in English.
CLO3	Communicate and present confidently in sport business contexts.
CLO4	Apply English in negotiation, sponsorship, and event management.

Weekly Topics

Week 1	Course orientation; sport business vocabulary basics
Week 2	Email etiquette & formats for sport business
Week 3	Sponsorship proposals & pitch language
Week 4	Contract terms & negotiations
Week 5	Event operations English: staffing, venue, logistics
Week 6	Customer service, ticketing & complaints handling
Week 7	Media & PR: press release, interview practice
Week 8	Midterm presentations
Week 9	Digital marketing English for sport brands
Week 10	Financial & reporting terms
Week 11	International liaison & cross-cultural communication
Week 12	Risk & compliance language in events
Week 13	Partnership meetings & MoU language
Week 14	Deck writing: slides & storytelling
Week 15	Final project rehearsal
Week 16	Final assessment: project demo & viva