



Payap-Yunus
Social Business Center



Certificate in
Thai Language and Culture: TLC (Basic Level)

ประกาศนียบัตร ภาษาและวัฒนธรรมไทย
(ระดับพื้นฐาน)

2026

Payap-Yunus Social Business Center (P-YSBC)

And

Center for Social Impact (CSI)

Payap University

Name of Program : Certificate in Thai Language and Culture: TLC (Basic Level)

- 1. Name of Certificate :** Certificate in Thai Language and Culture: TLC (Basic Level)
- 2. Responsible Unit :** Payap-Yunus Social Business Center / Center for Social Impact
- 3. Teaching and Learning Model :** Project-Based Learning
- 4. Background**

4.1 Overview

Thailand has long been recognized as a country rich in cultural diversity, hospitality, and deeply rooted traditions. As the nation becomes an increasingly important hub for international education, tourism, and regional cooperation, the ability to communicate effectively and understand Thai culture has become essential for international students, researchers, and professionals who come to study, work, and collaborate in Thailand.

The Center for Social Impact (CSI) and the Payap–Yunus Social Business Center (P-YSBC) at Payap University have continuously developed academic programs that respond to global and local social needs. Building upon the success of the Social Business program, the centers have initiated the Short Program in Thai Language and Culture to promote intercultural understanding, language learning, and sustainable engagement between Thai society and the international community.

The Payap–Yunus Social Business Center (P-YSBC), founded on the principles of Nobel Peace Prize laureate Professor Muhammad Yunus, serves as a hub for disseminating the concepts and practices of social business and sustainable development. Through research, education, curriculum development, and knowledge-sharing activities such as workshops, seminars, and study visits, the Center fosters understanding among students, researchers, and communities. It also emphasizes the *three zeros* principles — Zero Poverty, Zero Unemployment, and Zero Net Carbon Emission — which are aligned with the United Nations Sustainable Development Goals (SDGs).

In alignment with these missions, the Thai Language and Culture Program was developed to create opportunities for cross-cultural learning and mutual understanding. The program is designed not only to teach the Thai language but also to provide participants with meaningful exposure to Thai traditions, values, and ways of life. By combining classroom learning with experiential cultural activities, students will gain both linguistic competence and cultural sensitivity, enabling them to communicate more effectively and respectfully within Thai society.

This short program targets international students and exchange participants who wish to deepen their understanding of Thailand beyond textbooks. It encourages learners to explore Thai identity through daily communication, social etiquette, festivals, arts, and community engagement. The integration of language and cultural immersion supports the development of empathy, respect for diversity, and the ability to adapt in multicultural environments — essential skills for today’s interconnected world.

Moreover, this program serves as a bridge that connects international and local communities, promoting cultural diplomacy and people-to-people relationships. Participants will engage in activities that highlight Thai values of harmony, generosity, and mindfulness, while also comparing and reflecting on their own cultural experiences. Through such exchanges, the program contributes to global citizenship and sustainable peace, reflecting the vision of Payap University as a learning community that nurtures ethical leaders and global changemakers.

The Basic Level Program introduces learners to the fundamentals of the Thai language and essential cultural knowledge for daily life in Thailand. Through interactive lessons and hands-on practice, participants will develop foundational Thai communication skills—both spoken and written—while gaining insight into the social norms and everyday contexts of Thai people. This level emphasizes practical communication and basic literacy to help learners live, study, or work in Thailand with greater confidence and respect.

4.2 Objectives

1. To develop essential Thai listening, speaking, reading, and writing skills for basic everyday communication.
2. To enable learners to use Thai in common social and practical situations such as greetings, shopping, transportation, and daily interactions.
3. To introduce learners to basic Thai cultural values, politeness norms, and social behaviors that shape Thai communication.
4. To foster a positive attitude toward Thai society and culture through experiential and interactive learning.

5. Qualifications required of Students for Acceptance into the Program

- 5.1 The program is open exclusively to international students (non-Thai nationals)
- 5.2 Applicants are required to possess good English communication skills and a basic ability to understand and use Thai, as the courses will be delivered in both English and Thai.

6. Program Structure

6.1 System of Study : 3 Modules

- 6.2 Duration of Study :** 108 hours / 6 Months (6 March - 6 September 2026)
- 6.3 Instructional Models/Teaching Methods :** Project-Based Learning (PBL)
- 6.4 Method of Instruction :** Onsite 80%, Online 20%
- 6.5 Application Period:** 20 January - 5 March 2026
- 6.6 Maximum No. of Students:** 25/section
- 6.7 Language of Instruction:** English / Thai
- 6.8 Days and Time of Instruction:** Classes are held 2days/week, on Tuesdays and Fridays, from 9:00 a.m. to 12:00 p.m.
- 6.9 Teaching Venue:** Training Room, Center for Social Impact Building, Payap University
- 6.10 Number of intakes per year:** 1

7. Requirements for Graduation

1. The student must fulfil all requirements as set forth in the curriculum.
2. The student must fulfil any further requirements for graduation and the conferral of a certificate established by the University.

7.1 Verification of Students' Achievements in the Course

1. Students are required to attend at least 80% of the class sessions in person for each course to graduate.
2. This course employs a Pass or Fail grading system

7.2 Guidelines for Monitoring International Student Attendance

1. Instructors and program advisors at the Payap-Yunus Social Business Center are responsible for monitoring international students' academic performance and participation in various activities, as well as coordinating visa-related matters.
2. Attendance for each course must be recorded weekly by the respective instructor using a physical attendance sheet. Additionally, student participation in program activities must be documented through signed attendance records and photographic evidence.
3. Instructors are required to submit a Post-Teaching Note to the Payap-Yunus Social Business Center upon completion of the required teaching hours for each course.
4. Students must maintain a minimum attendance rate of 80% for both class sessions and academic activities. If a student's attendance falls below this requirement, the instructor must notify the program advisor to investigate the reasons. Should unjustified absences be confirmed, the Payap-Yunus Social Business Center will proceed with visa revocation for the student in question.

8. Evaluation of Teaching and Learning Management

The evaluation of teaching and learning management for the **Certificate in Thai Language and Culture: TLC (Basic Level)** is designed to ensure the quality, effectiveness, and continuous improvement of the program in alignment with its objectives and learning outcomes. The evaluation framework emphasizes both learning processes and learning outcomes under the Project-Based Learning (PBL) approach.

8.1 Evaluation of Student Learning Outcomes (Revised with Assessment Methods)

Student learning outcomes are assessed based on students' ability to apply knowledge, skills, and attitudes acquired throughout the program. Assessment is conducted using clearly defined criteria and evaluation tools, including rubrics, observation checklists, and assignment guidelines. The assessment methods include:

1. Class Participation and Engagement

Evaluation of students' active participation in discussions, workshops, and collaborative learning activities, assessed through:

- Instructor observation
- Participation checklists
- Qualitative evaluation based on predefined participation criteria

2. Group Assignments and Project Work

Assessment of group-based projects that demonstrate students' understanding of social enterprise concepts, problem-solving abilities, creativity, and teamwork, evaluated using:

- Project evaluation rubrics
- Assessment of project outputs and processes
- Peer and instructor feedback

3. Reports and Presentations

Evaluation of written reports and oral presentations focusing on clarity of ideas, feasibility of social enterprise concepts, and alignment with social impact principles, assessed through:

- Written report assessment rubrics
- Presentation evaluation criteria
- Instructor feedback on content, structure, and delivery

4. Attendance Requirement

Students must attend at least 80% of all scheduled class sessions and academic activities. Attendance is monitored through:

- Attendance records
- Participation logs

Students who do not meet the attendance requirement are not eligible for course completion under the Pass/Fail grading system.

8.2 Evaluation of Teaching and Learning Processes (Revised with Evaluation Methods)

The effectiveness of teaching and learning management is evaluated through systematic review and feedback mechanisms, focusing on instructional design, teaching methods, and the learning environment. Evaluation is conducted using documented evidence and structured assessment tools, including surveys, observation, and course review meetings. The evaluation includes:

1. Appropriateness of Teaching Methods

Assessment of the suitability of Project-Based Learning (PBL), workshops, and experiential learning activities in supporting intended learning outcomes, evaluated through:

- Classroom observation by program coordinators or academic committees
- Review of lesson plans and learning activity designs
- Student feedback collected through course evaluation surveys

2. Integration of Theory and Practice

Evaluation of how effectively theoretical knowledge is integrated with real-world social enterprise case studies, field activities, and practical exercises, assessed by:

- Review of course content and learning materials
- Analysis of student assignments and project outputs
- Student reflections and feedback on learning experiences

3. Learning Resources and Facilities

Review of teaching materials, learning resources, and facilities to ensure they adequately support student learning, conducted through:

- Evaluation of teaching and learning materials
- Student satisfaction surveys related to learning resources
- Instructor and program team review meetings

8.3 Evaluation of Instructors (Revised with Evaluation Methods)

Instructor performance is evaluated to ensure effective delivery of course content and appropriate learner support. The evaluation is based on multiple sources of evidence to ensure fairness and continuous improvement, including student feedback, peer review, and self-reflection. Evaluation criteria include:

1. Clarity and Organization of Instruction

Assessment of the instructor's ability to clearly explain concepts, structure learning activities, and manage classroom time effectively, evaluated through:

- Student evaluation questionnaires
- Peer observation or academic supervision reports
- Review of teaching plans and instructional materials

2. Student Engagement and Facilitation

Evaluation of the instructor's effectiveness in encouraging student participation, critical thinking, and collaborative learning, assessed through:

- Classroom observation
- Student feedback surveys
- Review of learning activities and facilitation methods

3. Feedback and Academic Support

Assessment of the quality, relevance, and timeliness of feedback provided to students on assignments, projects, and presentations, evaluated by:

- Review of feedback provided on student work
- Student satisfaction surveys
- Instructor self-reflection and course review reports

8.4 Student Satisfaction Evaluation

Student feedback is collected through surveys or questionnaires at the end of each module or upon completion of the program to assess:

1. Satisfaction with course content, teaching methods, and learning activities.
2. Perceived relevance of the program to students' academic, professional, and social enterprise goals.
3. Overall learning experience and suggestions for improvement.

8.5 Utilization of Evaluation Results

The results of the evaluation are systematically reviewed by the Program Coordinator and the responsible units, namely the Payap-Yunus Social Business Center (P-YSBC) and the Center for Social Impact (CSI). The findings are used to:

1. Improve course content and instructional methods.
2. Enhancing learning activities and assessment approaches.
3. Support continuous development and quality assurance of the short-term program in subsequent intakes.

9. Curriculum

MODULE 1 Introduction to Thai Language and Everyday Communication	36 Hours
MODULE 2 Thai Conversation for Living in Thailand	36 Hours
MODULE 3 Reading and Writing Thai for Beginners	36 Hours
TOTAL	108 Hours

10. Course Descriptions

MODULE 1: Introduction to Thai Language and Everyday Communication

This course introduces the foundations of the Thai language, including the alphabet, tones, pronunciation, and essential expressions for daily interactions.

MODULE 2: Thai Conversation for Living in Thailand

A practical communication course focusing on conversational Thai for everyday life situations.

MODULE 3: Reading and Writing Thai for Beginners

An introduction to reading and writing in Thai script, helping learners recognize, pronounce, and produce simple written Thai.

11. Instructors

	Name	Qualification	Institution
1.	Michael Meallem	M.B.A Business Administration	Sir John Cass Business School, UK
2.	Waruth Kaosol	M.B.A (Concentration in Finance)	The University of Findley, USA
3.	Asst. Prof. Thanwa Benjawan	MA. Cultural Studies M.Ed. Education Administration	Mae Fah Luang University, THA Naresuan University, THA

12. Course Coordinator:

Asst. Prof. Thanwa Benjawan

13. Fees

Tuition:

Flat- Rate Tuition	25,000 THB
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14. Course Schedule

Week	Course	Topics
1-2	MODULE 1 Introduction to Thai Language and Everyday Communication	Thai Alphabet and Pronunciation - Consonants, vowels, and tone marks - Rules of sound and syllable formation - Practice with basic reading and pronunciation drills
3-4		Basic Greetings and Self-Introduction - Introducing oneself and others - Common greetings and polite particles (ครับ/ค่ะ) - Addressing people appropriately
4-5		Daily Life Communication - Talking about time, date, and weather - Asking and answering simple questions Expressing needs and preferences
5-6		Basic Listening and Speaking Practice - Understanding short dialogues - Using question words - Practicing pronunciation through role-play
1-2	MODULE 2 Thai Conversation for Living in Thailand	Shopping and Bargaining in Thai - Asking for prices and discounts - Currency and numbers - Culturally polite ways to bargain
3-4		Transportation and Travel Vocabulary - Asking for directions and destinations - Using public transportation (bus, taxi, tuk-tuk) - Reading common travel signs
4-5		Social Interaction and Everyday Politeness - Making small talk and showing politeness - Inviting, accepting, and declining offers - Compliments and cultural humility
5-6		Survival Situations - At the restaurant, post office, and hospital - Emergency communication phrases - Managing misunderstandings

Week	Course	Topics
1-2	MODULE 3 Reading and Writing Thai for Beginners	Thai Script System - Consonants, vowels, and tone marks - Writing direction and structure of syllables - Reading aloud short syllables
3-4		Building Reading Skills - Reading signs, menus, and advertisements - Simple short stories and dialogues - Matching written and spoken forms
4-5		Writing Practice - Writing Thai words and short sentences - Self-introduction and daily routine writing - Using polite language in writing
5-6		Comprehension and Expression - Understanding context and meaning - Short paragraph writing exercises - Listening and writing dictation practice

15. Learning Outcomes

Module 1 - Introduction to Thai Language and Everyday Communication

Week	Key Topics	Intended Learning Outcomes	Learning Assessment
1-2	Thai Alphabet and Pronunciation	- Identify and correctly write all 44 Thai consonants and 32 vowels. - Recognize and apply the five Thai tone marks to syllables. - Decode the fundamental rules of Thai sound combination and syllable formation. - Read and pronounce simple Thai words and short phrases aloud with developing accuracy in tones and vowel sounds	1. Class Participation and Discussion

Week	Key Topics	Intended Learning Outcomes	Learning Assessment
3-4	Basic Greetings and Self-Introduction	1. Introduce themselves by stating their name, nationality, and other basic personal information. 2. Use appropriate common greetings (e.g., hello, thank you, sorry) in different contexts. 3. Correctly apply the polite particles ครับ (krap) and ค่ะ (ka) in spoken sentences. 4. Address people appropriately using 5. basic titles (e.g., คุณ / Khun).	1. Class Participation and Discussion
4-5	Daily Life Communication	1. Talk about the time, date, and days of the week. 2. Describe basic weather conditions. 3. Ask and answer simple, common questions related to daily activities. 4. Express personal needs, preferences, and likes/dislikes in a simple manner (e.g., ordering food, stating a preference).	1. Class Participation and Discussion
5-6	Basic Listening and Speaking Practice	1. Comprehend the main idea and key details in short, slow-paced dialogues about familiar topics. 2. Use common Thai question words (e.g., what, who, where, when, why) to form questions. 3. Engage in simple, scripted role-play conversations (e.g., at a market, in a restaurant, meeting someone new). 4. Demonstrate improved pronunciation and tonal awareness through active speaking practice.	1. Group Assignments 2. Class Participation and Discussion 3. Report and Presentation

Module 2 - Thai Conversation for Living in Thailand

Week	Key Topics	Intended Learning Outcomes	Learning Assessment
1-2	Shopping and Bargaining in Thai	1. Confidently ask for prices, sizes, and colors of items in a market or store. 2. Utilize Thai numbers and currency terms to discuss prices and handle transactions. 3. Apply culturally appropriate strategies to ask for discounts and negotiate prices politely. 4. Successfully complete a purchase, including payment and basic interaction with a vendor.	1. Group Assignments 2. Class Participation and Discussion
3-4	Transportation and Travel Vocabulary	1. Ask for and understand simple directions to common destinations. 2. Use essential phrases to navigate public transportation, including buses, taxis, and tuk-tuks (e.g., stating a destination, asking for a fare). 3. Recognize and understand common travel-related signs and basic public announcements. 4. Request a stop and state a specific address or landmark to a driver	1. Group Assignments 2. Class Participation and Discussion 3. Report and Presentation
4-5	Social Interaction and Everyday Politeness	1. Initiate and engage in simple small talk on familiar topics like the weather or daily activities. 2. Extend, accept, and politely decline invitations or offers using culturally appropriate language. 3. Give and respond to common compliments with cultural humility.	1. Group Assignments 2. Class Participation and Discussion 3. Report and Presentation

Week	Key Topics	Intended Learning Outcomes	Learning Assessment
		4. Demonstrate an understanding of key social norms to interact respectfully in everyday situations.	
5-6	Survival Situations	1. Communicate basic needs in essential locations such as a restaurant (ordering), post office (sending mail), and hospital (describing simple symptoms). 2. Use key phrases for emergency situations, such as asking for help, reporting a problem, or finding a doctor. 3. Employ simple language and strategies to clarify and resolve minor misunderstandings.	1. Group Assignments 2. Class Participation and Discussion 3. Report and Presentation

Module 3 - Reading and Writing Thai for Beginners

Week	Key Topics	Intended Learning Outcomes	Learning Assessment
1-2	Thai Script System	1. Identify, classify, and correctly write the 44 Thai consonants and 32 vowels. 2. Recognize and explain the function of the five Thai tone marks. 3. Demonstrate an understanding of Thai writing direction and the fundamental structure of a syllable (consonant, vowel, tone mark). 4. Accurately read aloud short, simple syllables that combine consonants and vowels.	1. Class Participation and Discussion
3-4	Building Reading Skills	1. Decode and comprehend the meaning of common signs, basic menus, and simple advertisements. 2. Read and understand the main idea of simple, short stories and dialogues built on familiar vocabulary.	1. Assignments 2. Class Participation and Discussion 3. Report and Presentation

Week	Key Topics	Intended Learning Outcomes	Learning Assessment
		3. Correctly match written words and short sentences to their spoken equivalents, reinforcing the connection between script and sound.	
4-5	Writing Practice	1. Form letters correctly and write familiar Thai words and short sentences from dictation. 2. Compose a simple self-introduction and write a few sentences about their daily routine. 3. Apply appropriate polite particles and closing phrases in short, written exchanges.	1. Assignments 2. Class Participation and Discussion 3. Report and Presentation
5-6	Comprehension and Expression	1. Deduce the meaning of short paragraphs by understanding the context. 2. Construct a coherent short paragraph (4-5 sentences) on a familiar topic. 3. Accurately transcribe spoken Thai words and short sentences from slow, clear dictation, improving listening and writing integration.	1. Group Assignments 2. Class Participation and Discussion 3. Report and Presentation

Program Coordinator:



Asst. Prof. Thanwa Benjawan

Program Lead, Payap-Yunus Social Business Center, Payap University

Frequently Asked Questions.

1. Can I get an ED Visa for this program.

Yes. This program fulfils the requirement of the Royal Thai Immigration regulations for the minimum number of classroom hours. Once you are accepted and have paid the tuition fee, you will be issued an acceptance letter and all the documents required to apply for an ED visa in a country/ Embassy of your choice.

2. How long will my visa be valid for?

Generally, an ED visa is valid for the length of the program which in this case is 12 months, but the exact length is always at the discretion of the Royal Thai Immigration Officer.

3. Do I need to attend class regularly and in-person?

YES! You are required by Thai Immigration law to attend a minimum of 80% of classes in order to keep your immigration status. All classes in program are in-person and taught at our Mae Kao Campus.

4. What happens if I don't attend the minimum number of classes?

Failure to meet the minimum attendance of 80% may mean your visa will be cancelled and you will be staying in Thailand illegally.

5. Does Payap University have accommodation on-campus for students?

Yes. Payap has a student dormitory and guest house which are available at different price ranges and these can be booked on a first-come-first basis. If you are interested, please contact us for further information.

6. Do I need to have any educational qualifications or professional work experience to join this program.

As this is a certificate program, the only requirement is that your level of English is suitable for taking a program taught exclusively in English.

7. How many hours will I need to study per week?

On average, you will need to study in-class 5-6 hours per week and there may be some additional reading or project work.

8. Can I use the university's facilities while studying on this program

Yes. As a participant in this program, you will be issued a Payap Student ID which will allow you to access all of the university's facilities and services.