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ABSTRACT

This article deals with the problems which arise in international education, aimed at management and the methods applied, in order to persuade students to boost their energy and learning strategies within the academic teaching environment in Thailand. The article means are to explore the existing limitations and the lawful frameworks of the educational system while simultaneously offering insight of persuasive techniques and offers data which can be useful to amend or improve international education in Thailand. The article envisions such efforts from an economic perspective aligned with prospects for International Business Developments. The impacts of the Third Educational Reform which are implemented by the Royal Thai government and as such require the fundamentals of communication to be improved by performance setting priorities which are categorized in discipline specific issues aligned with rhetoric in basic communication and teaching furthermore the outcome of in classroom persuasive speech applied and taught to students and professors means to solve the inequality in education and offers that competitive edge. This research the researcher used qualitative method and Secondary data is collected from the. articles, journals and online resources. The theory section looks at different concepts of quality as defined and viewed by various authors.

Keywords: International Business Management, international education, persuasive techniques and offers data.