

Assumption University
Theodore Maria School of Arts
Department of General Education
Course Outline 1/2025

Course	:	GE 1405 Thai Language and Culture (For non-Thai students) GE 1409 Thai Language for Intercultural Communication (For non-Thai students)
Credit	:	3
Status	:	General Education Requirement and/or free elective course for international students (non-Thai students only)
Prerequisite	:	None
Lecturer	:	Dr. Jaruwan Puangmalee

Course Description : Thai language for basic communication, basic knowledge in listening, speaking, reading, and writing. Thai cultural and traditional patterns, ways of life, festivals and local culture in different parts of Thailand.

- Objectives :** By the end of the course student should be able to
1. communicate in basic Thai in daily life;
 2. understand Thai culture and tradition;
 3. apply the knowledge of Thai language culture and tradition in real-life Thai setting;
 4. respect mutually of different culture, languages and religions.

Teaching-Learning Activities: Online teaching and learning

1. Lectures
2. Discussions
3. Presentations
4. Intercultural Project

Mark Allocation	:	Attendance	10 %
		Presentation	10 %
		Workshop	10 %
		Field Trip Project	15 %
		Oral test	15 %
		Intercultural Promotion Assignment	15 %
		Final examination	<u>25 %</u>
		Total	<u>100 %</u>

Course Requirements :

1. A minimum of 80 % class attendance is required. Failure to comply with this rule will result in exclusion from the final examination.(Maximum number of absence allowed = 6 periods)
2. Students are required to report their absence.

Evaluation	:	80 % - 100 %	=	A
		78 % - 79 %	=	A-
		73 % - 77 %	=	B+
		70 % - 72 %	=	B

68 % - 69 %	=	B-
63 % - 67 %	=	C+
60 % - 62 %	=	C
58 % - 59 %	=	C-
50 % - 57 %	=	D
Below 50	=	W/F

References :

- Chaixanien, N. trans, (2007). *Healthy& Easy Thai Cooking*. 2nd ed. Bangkok: Health & Cuisine Publishing.
- Cornwel-Smith, P. (2005). *Very Thai : everyday popular culture*. Bangkok : River Books.
- Diskul, M.C.S. (1986). *Art in Thailand : a brief history*. 6th ed. Bangkok : Amrin Pr.
- Ruangkritya, K. (1984). *Adventure in Thai food & culture*. Bangkok : Sirivatana Printing.
- Syamananda, R. (1986). *A history of Thailand*. 5th ed. Bangkok: Thai Watana Panich.
- Segaller, D. (1995). *More Thai ways*. 2nd ed. Bangkok : Post Books.
- Welty, R. (2005). *The Thai and I : Thai culture and society*. 2nd ed. Bangkok : Asia Books.
- Wyatt, D. K. (1994). *Studies in Thai history*. Chiang Mai : Silkworm Books,

Study Plan and Schedule :

Week 1

- Class 1 : Course introduction
- Course introduction
 - Thai ways of greeting
- Class 2 : Pre-test

Week 2

- Class 1 : Basic knowledge of Thai Language
- Main characteristics of Thai language
- Class 2 : Thai language “Self-introducing, Greeting, Apology, Thank you”

Week 3

- Class 1 : Basic knowledge of Thai culture
- Thai National symbol
 - Thai National identity
 - Thai National flag
 - Thai National anthem
- Class 2 : Thai culture: Fundamental of Thai culture
- Geography of Thailand

Week 4

- Class 1 : Presentation
Class 2 : Presentation

Week 5

- Class 1 : Thai language “Asking for direction”
Class 2 : Film showing

Week 6

- Class 1 : Film showing
- Class 2 : Chapter 2 Buddhism in Thailand
- Buddhist influence in Thai society; education, literature, language, architecture, art,
and character of Thai people

Week 7

- Class 1 : Chapter 2 Buddhism in Thailand
- Buddhist ceremonies
- Class 2 : Chapter 3 The Impact of history on Thai society
- Prehistorical Thailand
- Sukhothai period

Week 8

- Class 1 : Chapter 3
- Ayutthaya period
- Rattanakosin period
- The impact of history on Thai society
- Class 2 : Presentation “Royal Projects for the Betterment of Thai People”

Week 9

- Class 1: Workshop
- Class 2: Thai Language “Telling the time”

Week 10

- Class 1: Thai Language “At the restaurant”
- Class 2: Thai cuisine and eating habits

Week 11

- Class 1: Chapter 4 Thai ways of life
- Thai ways of life
- Do and don’t in Thai society
- Thai culture: Social ceremonies; Wai Kru ceremony
- Class 2: Chapter 4 Thai ways of life
- SongKran festival, and Loy Krathong festival

Week 12

Class 1: Oral test 1
Class 2: Field trip assignment

Week 13

Class 1: Chapter 5 Thai family
- Two Thai family styles: Traditional and Contemporary styles
Class 2: Chapter 5 Thai family
- Family ceremonies

Week 14

Class 1: Chapter 7 Arts in Thailand
- Classical and Popular art
- Principle of Thai art
- Thai crafts
Class 2: Chapter 7 Arts in Thailand
- Thai boxing
- Thai traditional house
- Buddhist temple in Thailand

Week 15

Class 1: Oral test 2
Class 2: Review

-----**FINAL EXAMINATION**-----

Date : 7 October 2025 Time : 9.00 – 12.00 (3 Hours)

Check and confirm with the registrar’s notice again before examination period

: September 19, 2025 Last day to withdraw with “W”

: June 6, 2025 Last day to withdraw without record

LOCATION AND CONTACT INFORMATION

GENERAL EDUCATION (GE) office hours are Monday through Friday, 8.30 a.m. – 16.30 p.m.

Office Location: CL10

Phone : 02-7832222 Ext.2485

Email Address: general_education@au.edu

Assumption University of Thailand envisions itself as :

- an international community of scholars,
- enlivened by Christian inspiration,
- engaged in the pursuit of Truth and Knowledge,
- serving human society, especially through the creative use of interdisciplinary approaches and cyber technology.

VISION 2000 FOR ASSUMPTION
UNIVERSITY GRADUATES

Assumption University of Thailand envisions its graduates as :

- healthy and open-minded persons, characterized by personal integrity, an independent mind, and positive thinking,

- professionally competent, willing to exercise responsible leadership for economic progress in a just society,
- able to communicate effectively with people from other nations and to participate in globalization.

Au UNIQUENESS

“An International Catholic University”

Au IDENTITY

- Ethics
- English Proficiency
- Entrepreneurial Spirit

THEODORE MARIA SCHOOL OF ARTS

(www.arts.au.edu)

VISION AND MISSION

Vision

An international community of business communicators in Thailand

Mission

Theodore Maria School of Arts will ensure that: the School will...

1. Enhance business language skills
2. Promote cultural awareness
3. Foster academic networking
4. Encourage ethical standards and practices

TAGLINE

เติมเต็มศิลปภาษา พัฒนาศาสตร์ธุรกิจ

Language Education, Business Inspiration

ARTS ORGANIZATIONAL CULTURE: More than faculty, we are family

- Open communication
- Mentoring system
- Dedication
- Caring
- Teamwork
- Commitment
- Resource sharing

Core Values

A = Adaptability

R = Responsibility

T = Togetherness

S = Sustainability

Core Competencies

Employability

Multiculturalism

Internationalization

Quality Assurance Process

Students should understand and apply the Quality Assurance Process in their study. The Plan-Do-Check-Act Cycle (PDCA) provides an easy but effective approach for problem solving and managing change, ensuring that ideas are appropriately tested before the full implementation. It can be used in all sorts of situations and can be clarified as follows:

Plan: Define the current problem, process, and issue and establish objectives and processes required to deliver the desired results.

Do: Implement the plans and new processes developed.

Check: Monitor and evaluate the implemented process by testing the results against the predetermined objectives.

Act: Apply actions necessary for improvement if the results require changes.

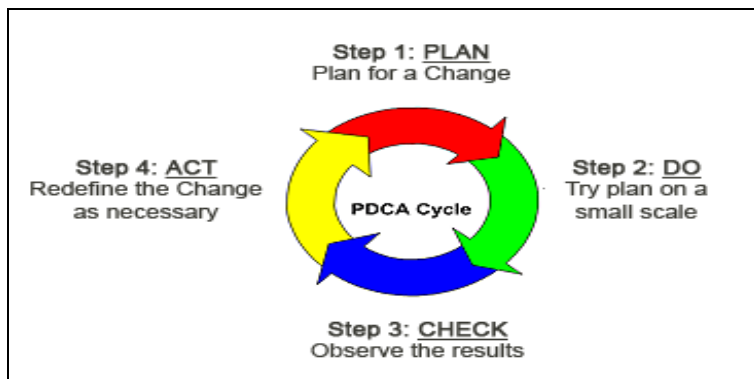


Figure 1: PDCA Cycle (<http://www.swopehealth.org>)

Plagiarism

Plagiarism is a serious academic offence, a serious breach of ethical conduct and is unacceptable student behavior. Students who plagiarize copying words or ideas without acknowledging the original writer of the words or ideas, will face disciplinary action. This will range from receiving an "F" in the subject to university suspension.

THEODORE MARIA SCHOOL OF ARTS Advising and Counseling 1/2025

All Arts students (Business English, Business French, Business Chinese, Business Japanese, and English - Chinese for Digital Communication) must meet with their advisors before they pre-register for the 2/2025 semester. Students who fail to come for their advising and counseling session will not be allowed to register for 2/2025 during the pre-registration period.

Names of advisors for semester 1/2025 will be posted on the faculty website (www.arts.au.edu), at CL 11 and on the Department Boards at SM Bldg. Arts students are required to check their advisors' names every semester and meet with them before the pre-registration.