

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

Course : GE 1411 Thai Language for Multicultural Communication (For non-Thai students)

Credit : 2

Status : General Education Requirement (non-Thai students only)

Prerequisite : None

Lecturer : Dr. Jaruwan Puangmalee

Course Description : Thai language for basic communication in multicultural social setting, integrative culture perspective in listening and speaking on talk at work. Thai cultural and traditional patterns in each professional setting, Thai ways of life, Thai ceremony, and festivals.

Objectives : By the end of the course student should be able to

1. communicate in basic Thai in daily life;
2. understand Thai culture;
3. apply the knowledge of Thai language and culture in professional 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%
	Intercultural Promotion Project	15 %
	Oral test	15 %
	Field Trip Project	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 your 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
- 9 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 : Basic knowledge of Thai culture
 - Presentation
- Class 2 : Basic knowledge of Thai culture
 - Presentation

Week 5

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

Week 6

- Class 1 : Film showing
- Class 2 : Film showing

Week 7

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

Week 8

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

Week 9

- Class 1: Chapter 3
 - Prehistorical Thailand
 - Sukhothai period
- Class 2 : Chapter 3
 - Ayutthaya period
 - Thonburi period
 - Rattanakosin period

Week 10

- Class 1 : Chapter 3
 - The impact of history on Thai society
- Class 2 : Thai language “At the restaurant”

Week 11

- Class 1: Chapter 5 Thai cuisine and eating habits
 - Five main tastes of Thai food
 - Herb in Thai food
 - Thai eating etiquette
 - Regional food

Class 2: Field trip assignment

Week 12

Class 1: Chapter 6 Thai ways of life
 - Thai ways of life
 - Do and don't in Thai society

Class 2: Chapter 6 Thai ways of life
 - Thai culture: Social ceremonies; Wai Kru ceremony
 - SongKran festival

Week 13

Class 1: Chapter 4 Thai ways of life
 - Loy Krathong festival
 - Workshop

Class 2: Thai language "Go for shopping"

Week 14

Class 1: Intercultural Promotion

Class 2:

Week 14

Class 1: Presentation

Class 2: Presentation

Week 15

Class 1: Oral test

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 cybertechnology.

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

เติมเต็มศิลป์ภาษา 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.

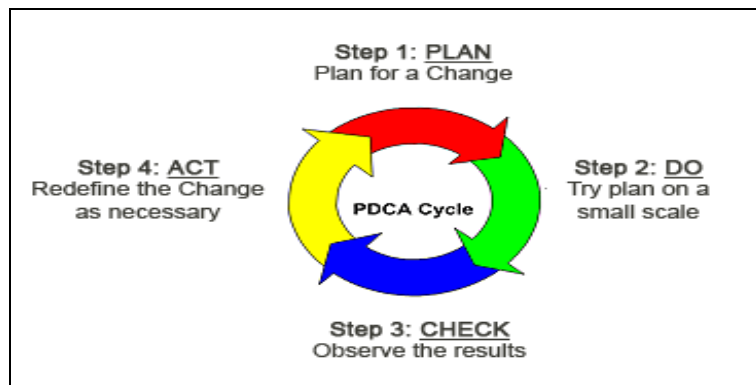


Figure 1: PDCA Cycle (<http://www.swopehealth.org>)

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.