

ASSUMPTION UNIVERSITY
FACULTY OF ARTS
DEPARTMENT OF ENGLISH FOR INTERNATIONAL BUSINESS
COURSE OUTLINE 1/2025

Course : GE 1415 Storytelling and Presentation Skills in English
Credits : 3
Status : GE Elective
Prerequisite : None
Lecturers : Dr. Hathaichanok K.
Section(s) : 401

Course Description: Mastering skills in telling stories and giving presentations in English to build confidence in communication.

Objectives: 1. Tell and summarize stories and short presentations clearly and confidently.
2. Outline ideas using a basic structure for storytelling and presentations.
3. Apply storytelling and presentation techniques to improve delivery and engage the audience.

Teaching-Learning Activities:

1. Lecture
2. Group discussion
3. Presentation

Course Requirement : 80% attendance (Maximum absence = 6 times)

Mark Allocation

Examination	300	
- Final Examination		300
Assignment	700	
- Term Project		200
- Presentation		300
- Report		100
- Attendance		50
- Active Participation		50
Total	<u>1000</u>	

Grade Ranges:

A	: 85–100%
A-	: 82–84%
B+	: 79–81%
B	: 75–78%
B-	: 72–74%
C+	: 69–71%
C	: 65–68%
C-	: 62–64%
D	: 50–61%
F	: 0–49%

Textbooks/References:

1. YouTube and other online VDO platforms
2. Online business article and stories
3. Podcasts

Study Plan & Schedule:

COURSE OUTLINE

Week

- 1. Course Introduction – Get to know each other and learn what storytelling and presentations are.
Parts of a Story – Learn and identify the beginning, middle, and end of a story.
- 2. Brainstorming Ideas – Practice how to plan and outline story ideas clearly.
Telling Personal Stories – Share simple personal experiences with structure.
- 3. Clear and Simple Language – Practice telling stories using easy-to-understand language.
Describing People and Places – Add useful details to make stories more interesting.
- 4. Story Drafting – Write a short story using the structure and language learned.
Story Sharing and Feedback – Tell stories in pairs and summarize each other's ideas.
- 5. What Makes a Good Presentation? – Explore key features of an effective presentation.
Presentation Structure – Learn how to outline a speech from start to finish.
- 6. Openings and Closings – Practice strong ways to begin and end presentations.
Using Your Voice – Apply tone, speed, and volume to make speech clear.
- 7. Body Language and Eye Contact – Use gestures and movement to support delivery.
Using Visual Aids – Learn how to use images or slides to support your message.
- 8. Storytelling with Visuals – Tell a short story with visual support.
Feedback Practice – Practice giving and receiving feedback in small groups.
- 9. Types of Presentations – Learn and summarize types like persuasive and informative.
Planning a Short Speech – Outline a 1-minute talk on a simple topic.
- 10. Mini Presentation Practice – Deliver a short speech using structure and clarity.
Peer Review and Reflection – Reflect on what went well and how to improve.
- 11. Expressive Storytelling – Use emotion and expression to make your story stronger.
Telling Stories for a Purpose – Adapt your story for a specific audience (e.g., kids, tourists).
- 12. Planning a Persuasive Talk – Outline a short talk to convince or inspire.
Persuasive Presentation Practice – Apply persuasive techniques in a short speech.
- 13. Handling Questions – Learn how to answer audience questions during a presentation.
Group Rehearsals – Practice full presentations in groups and get feedback.
- 14. Term Project Presentation
Term Project Presentation
- 15. Term Project Presentation
Term Project Presentation

FINAL EXAMINATION

Date: October 2, 2025 Time : 9:00-12:00 (3 Hours)

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

September 19, 2025: Last day to withdraw with “W” (students withdrawing after this date will be given “WF”).

Au VISION 2000

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.

ENVISIONING Au 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 MISSION

Assumption University, an International Catholic University, is committed to be the light that leads learners and its stakeholders from all parts of the world towards wisdom, Truth, and Christian values and to discover “Treasure Within” themselves. Via effective teaching and research pedagogies of international standards as well as community engagement, the University aims to form individuals to be intellectually competent, morally sound, and spiritually enriching, accountable, righteous, and service-minded citizens; excelling in serving communities comprising of diverse cultures.

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.

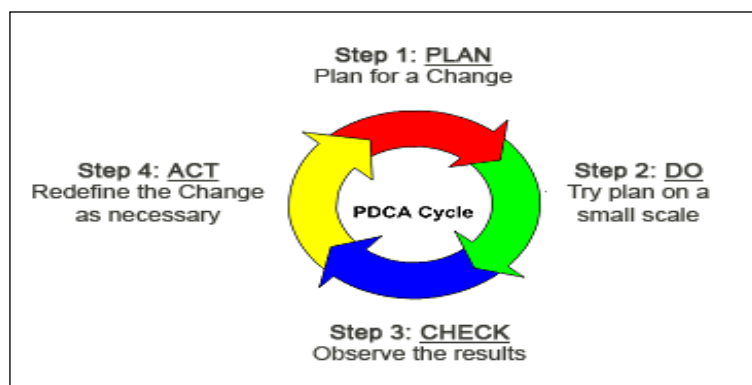


Figure 1: PDCA Cycle (<http://www.swopehealth.org>)

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.