

**ASSUMPTION UNIVERSITY
THEODORE MARIA SCHOOL OF ARTS
DEPARTMENT OF BUSINESS ENGLISH
COURSE OUTLINE 1/2025**

COURSE: EN4233 Public Speaking in English
CREDITS: 3
STATUS: Major Requirement
PREREQUISITE: ELE2001 Advanced Academic English
LECTURERS: Dr. Nida Boonma Sections: 401-402
Dr. Parinun Permpoonsap Section: 403

COURSE DESCRIPTION:

Develop skills for effective public speaking in English. Focus on methods and practices for better informative and persuasive speaking, speech organization and visual aids.

OBJECTIVES:

This course aims to enable students to:

1. work successfully towards the public presentation of a specific project.
2. organize their ideas into coherently structured presentations.
3. practice formal speaking in real life situations.
4. achieve two major goals of Public Speaking – 1) To inform 2) To persuade.

Course Learning Outcomes (CLOs):

Students will be able to:

CLO 1 Select credible supporting materials for the public presentation of a specific project.

CLO 2 Organize ideas into coherently structured presentations.

CLO 3 Practice formal speaking in real life situations.

CLO 4 Deliver two major types of speeches – 1) informative speeches, and 2) persuasive speeches.

TEACHING-LEARNING ACTIVITIES:

Class format will alternate between lectures (presentation of skills, type of speech, etc.), workshops where the students prepare a project in class, with guidance from the instructor, and individual presentations by the students. Instructors may modify the schedule and activities set forth in this outline depending on class size, and time constraints due to length of presentations and the need to provide effective feedback to students.

Course Requirements: 80% Attendance (Maximum absence: 6 times)

Last Day to Withdraw with W: September 19, 2025

MARK ALLOCATION:

Participation	5%
Informative Speeches	20%
Persuasive Speeches	20%
Group Discussions	10%
Project: Speech Spotlight	10%
Midterm Examination	15%
Final Examination	<u>20%</u>
Total	<u>100%</u>

Grade Range (%)	
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	Below 50

Textbook: Stephen Lucas, The Art of Public Speaking (13th Ed). New York: McGraw Hill.

TENTATIVE SCHEDULE

Week	Topic(s)
1	Introduction to the Course
	Choosing a Topic, General and Specific Purposes, Central Ideas
2	Choosing a Topic, General and Specific Purposes, Central Ideas
	Organization of the Body, Main Points, Strategic Order, and Connectives
3	Organization of the Body, Main Points, Strategic Order, and Connectives
	Speaking to Inform
4	Introduction and Conclusion of the Speech
	First Speech Presentation (Informative)
5	First Speech Presentation (Informative)
	First Speech Presentation (Informative)
6	Supporting Ideas
	Discussion
7	Second Speech Presentation (Informative)
	Second Speech Presentation (Informative)
8	Second Speech Presentation (Informative)
	Revision for Mid-Term Examination
Mid-Term Examination 5/8/2025 (09:00 - 11:00)	
9	Speaking to Persuade
	Supporting Ideas, Use of Evidence
10	Effective Use of Visual Aids
	Third Speech Presentation (Persuasive)
11	Third Speech Presentation (Persuasive)

	Third Speech Presentation (Persuasive)
12	Discussion
	Methods of Persuasion
13	Methods of Persuasion
	Fourth Speech Presentation (Persuasive)
14	Fourth Speech Presentation (Persuasive)
	Fourth Speech Presentation (Persuasive)
15	Overall Class Feedback
	Review for Final Examination
Final Examination 8/10/2025 (13:00 - 16:00)	

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

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.

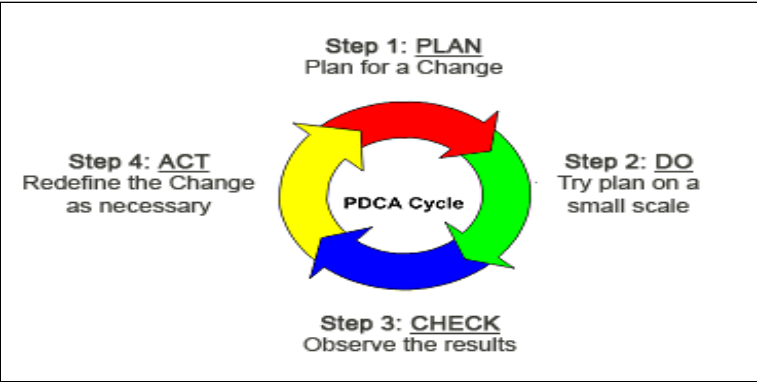


Figure 1: PDCA Cycle (<http://www.swopehealth.org>)

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.