

Assumption University
Theodore Maria School of Arts
Department of General Education
Course Outline 1/2026

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. Thai cultural excursion
5. Intercultural Project

Mark Allocation	Attendance	10 %
	Presentation	10 %
	Thai Cultural Excursion Project	15 %
	Intercultural Promotion Assignment	15 %
	Oral test	25 %
	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	Period	Content
1	1	Course orientation
	2	Thai language unit 1: Greeting and self-introduction - Greeting - Self introduction - Thank you - Apology - Farewell - Campus life
2	3	Basic Knowledge of Thai Language - Partner pairing - Speaking test Unit 1
	4	Thai culture unit 1: Thai ways of life - Do and Don't in Thai society - Thai National Symbol - Thai National Identity - Thai National flag - Thai National anthem
3	5	Characteristic of Thai people: Buddhism, Ruling style, Agriculture
	6	Characteristic of Thai people: Buddhism, Ruling style, Agriculture
4	7	Thai language unit 2: Action verb and command
	8	Speaking test Unit 2 (5%)
5	9	Thai language unit 3: Shopping - Number - Cloth - Color - Personal items - Bathroom items - Household items - School supplies - Conversation – Shopping at the department store - Conversation – Shopping at fresh market
	10	Thai culture unit 2: Thai arts - Thai craft - Thai house - Thai boxing
6	11	Thai culture unit 2: Thai arts - Thai temple - Thai costume
	12	Thai language unit 4: At the restaurant - Taste - Drink - Dish - Conversation

Week	Period	Content
7	13	Thai culture unit 3: Thai cuisine and eating habits - Thai culture of cooking - Thai culture of eating - Regional food - Taste and ingredient
	14	Speaking test Unit 3 and 4 (5%)
8	15	Thai culture unit 4: Thai ceremony - Royal ceremony - Social ceremony
	16	Workshop (10%)
9	17	Thai culture unit 4: Thai ceremony - Social ceremony - Family ceremony
	18	Thai culture unit 4: Thai ceremony - Family ceremony - Buddhist ceremony
10	19	Thai language unit 5: Day / Month / Time - Holiday in Thailand - Time - Day - Month - Conversation – Make an appointment
	20	Thai language unit 6: Asking and giving directions - Important location in daily life - Directions - Conversation – Giving the directions
11	21	Thai culture unit 5: Geography of Thailand - Four regions of Thailand - Main characteristics of each region
	22	Field trip assignment (15%)
12	23	Speaking test Unit 5 and 6 (10%)
	24	Presentation (10%)
13	25	Presentation
	26	Thai language unit 7: Part of body and go to see a doctor - Body parts - Go to see a doctor - Conversation-Go to sea a doctor
14	27	Thai culture unit 6: Thai family - Types of Thai family - Family member
	28	Speaking test Unit 7 (5%)
15	29-30	Review

-----FINAL EXAMINATION-----

Date : 6 October 2026 Time : 9.00 – 12.00 (3 Hours)

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

: June 18, 2026 Last day to withdraw without record
: September 18, 2026 Last day to withdraw with “W”

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

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 citizen, 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.

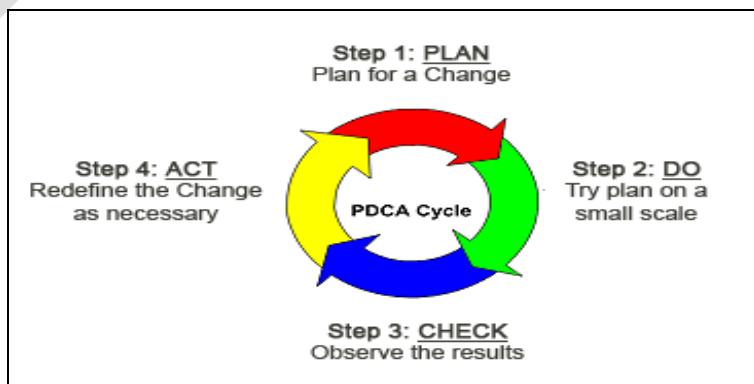


Figure 1 :PDCA Cycle)<http://www.swopehealth.org>(

THEODORE MARIA SCHOOL OF ARTS
Advising and Counseling 1/2026

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 2/2026 semester. Students who fail to come for their advising and counseling session will not be allowed to register for 2/2026 during the pre-registration period.

Names of advisors for semester 1/2026 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.

For GE 1409 Assumption University

For GE 1409 Assumption University