

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

**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

<b>Mark Allocation</b>	:	Attendance	10 %
		Presentation	10 %
		Workshop	10%
		Field Trip Project	15 %
		My dictionary	5%
		Oral test	25 %
		Final examination	<u>25 %</u>
		<b>Total</b>	<b><u>100 %</u></b>

**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.

<b>Evaluation</b>	:	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

**References :**

Chaixanien, N. trans, (2007). *Healthy& Easy Thai Cooking*. 2<sup>nd</sup> 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*. 6<sup>th</sup> ed. Bangkok : Amrin Pr.

Ruangkritya, K. (1984). *Adventure in Thai food & culture*. Bangkok : Sirivatana Printing.

Syamananda, R. (1986). *A history of Thailand*. 5<sup>th</sup> ed. Bangkok: Thai Watana Panich.

Segaller, D. (1995). *More Thai ways*. 2<sup>nd</sup> ed. Bangkok : Post Books.

Welty, R. (2005). *The Thai and I : Thai culture and society*. 2<sup>nd</sup> 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	<b>Thai language unit 1: Greeting and self-introduction</b> - Greeting - Self introduction - Thank you - Apology - Farewell -
2	3	<b>Thai language unit 1: Greeting and self-introduction</b> - Campus life
	4	Basic Knowledge of Thai Language - Partner pairing - <b>Speaking test Unit 1 (5%)</b>
3	5	<b>Thai culture unit 1: Thai ways of life</b> - Do and Don't in Thai society - Thai National Symbol - Thai National Identity - Thai National flag - Thai National anthem
	6	Characteristic of Thai people: Buddhism, Ruling style, Agriculture
4	7	Characteristic of Thai people: Buddhism, Ruling style, Agriculture
	8	<b>Thai language unit 2: Action verb and command</b>

<b>Week</b>	<b>Period</b>	<b>Content</b>
<b>5</b>	9	<b>Speaking test Unit 2 (5%)</b>
	10	<b>Thai language unit 3: Shopping</b> <ul style="list-style-type: none"> <li>- Number</li> <li>- Cloth</li> <li>- Color</li> <li>- Personal items</li> <li>- Bathroom items</li> <li>- Household items</li> <li>- School supplies</li> <li>- Conversation – Shopping at the department store</li> <li>- Conversation – Shopping at fresh market</li> </ul>
<b>6</b>	11	<b>Thai culture unit 2: Thai arts</b> <ul style="list-style-type: none"> <li>- The principle of Thai arts</li> </ul>
	12	<b>Thai culture unit 2: Thai arts</b> <ul style="list-style-type: none"> <li>- Thai temple</li> <li>- Thai craft</li> <li>- Thai costume</li> </ul>
<b>7</b>	13	<ul style="list-style-type: none"> <li>- Thai house</li> <li>- Thai boxing</li> </ul>
	14	<b>Thai language unit 4: At the restaurant</b> <ul style="list-style-type: none"> <li>- Taste</li> <li>- Drink</li> <li>- Dish</li> <li>- Conversation</li> </ul>
<b>8</b>	15	<b>Thai culture unit 3: Thai cuisine and eating habits</b> <ul style="list-style-type: none"> <li>- Thai culture of cooking</li> <li>- Thai culture of eating</li> <li>- Regional food</li> <li>- Taste and ingredient</li> </ul>
	16	<b>Speaking test Unit 3 and 4 (5%)</b>
<b>9</b>	17	<b>Thai culture unit 4: Thai ceremony</b> <ul style="list-style-type: none"> <li>- Royal ceremony</li> </ul>
	18	<b>Workshop (10%)</b>
<b>10</b>	19	<b>Thai culture unit 4: Thai ceremony</b> <ul style="list-style-type: none"> <li>- Social ceremony</li> </ul>
	20	<b>Thai culture unit 4: Thai ceremony</b> <ul style="list-style-type: none"> <li>- Family ceremony</li> </ul>
<b>11</b>	21	<b>Thai culture unit 4: Thai ceremony</b> <ul style="list-style-type: none"> <li>- Buddhist ceremony</li> </ul>
	22	<b>Thai language unit 5: Day / Month / Time</b> <ul style="list-style-type: none"> <li>- Holiday in Thailand</li> <li>- Time</li> </ul>

Week	Period	Content
		<ul style="list-style-type: none"> <li>- Day</li> <li>- Month</li> <li>- Conversation – Make an appointment</li> </ul>
12	23	<b>Thai language unit 6: Asking and giving directions</b> <ul style="list-style-type: none"> <li>- Important location in daily life</li> <li>- Directions</li> <li>- Conversation – Giving the directions</li> </ul>
	24	<b>Thai culture unit 5: Geography of Thailand</b> <ul style="list-style-type: none"> <li>- Four regions of Thailand</li> <li>- Main characteristics of each region</li> </ul>
13	25	<b>Field trip assignment (15%)</b>
	26	<b>Speaking test Unit 5 and 6 (5%)</b>
14	27	<b>Presentation (10%)</b>
	28	<b>Presentation</b>
15	29	<b>Thai language unit 7: Part of body and go to see a doctor</b> <ul style="list-style-type: none"> <li>- Body parts</li> <li>- Go to see a doctor</li> <li>- Conversation-Go to sea a doctor</li> </ul>
	30	<b>Speaking test Unit 7 (5%)</b>

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

**Date : 16 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](http://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.

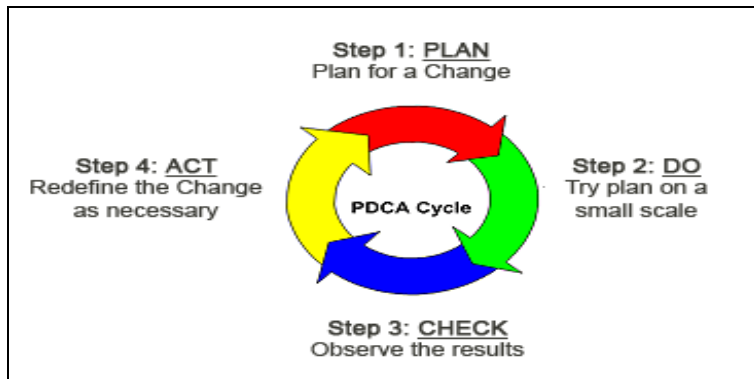


Figure 1 :PDCA Cycle )<http://www.swopehealth.org>(

### **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](http://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.