ASSUMPTION UNIVERSITY

FACULTY OF ARTS

DEPARTMENT OF ENGLISH FOR INTERNATIONAL BUSINESS

COURSE OUTLINE 2/2026

Course	:	EIB 2206 Language for Music Lovers
Credits	:	3
Status	:	Major Elective
Prerequisite	:	ELE 1002 Communicative English II
Lecturers	:	Dr. Chutamas S.
Sections	:	401

Course Description:

English skills for effective learning and participating in music related topics. Discussion of music terminology and journalistic texts of various music genre and the music business. Practice in writing different styles of journalistic texts.

Objectives:
Students will be able to:

1. To define music terms and jargons from the reading materials in the music business context.
2. To explore the cultural contexts and significance of various musical genres and songs.
3. To summarise and discuss music related topics they have read and listened to.
4. To analyze meanings of songs.
5. To apply music business terms and jargons in discussions and written assignments.

Course Learning Outcomes (CLO)

CLO 1: Recognize various types of vocabulary and jargons in music business context.
CLO 2:Explore the cultural contexts and significance of various musical genres and songs.
CLO 3: Use target vocabulary phrases in discussions in music business context.
CLO 4: Analyze song lyrics in the target language, figurative language and cultural references.
CLO 5: Apply knowledge of music and vocabulary in spoken and written contexts.

Teaching – Learning Activities

1. Lecture
2. Small group discussion
3. Written assignments
4. Oral presentations

Requirements: 80% Attendance (The maximum number of absences allowed is 6 periods.)

Study Plan and Schedule

Week	Topic(s)	Course Learning Objectives
1	Introduction: What is music?	To introduce the general concept of music business.
	Structure of music business	To introduce the general concept of music business.
	Various genres/styles of music.	- To introduce various styles of music.
	Consumption of Music Talking about preferences	- To introduce trends of music consumption
2	Reading Comprehension I	- To introduce young artists/musicians of various nationalities
	Reading Comprehension II	- Topics vary
3	Reading Comprehension III	-Topics vary
	Reading Comprehension IV	- Topics vary
4	Exploring artists and bands Famous musicians and bands Biographical information and career highlights Describing musical styles and influences	To introduce important players in the music industry.
	Presentation of famous musicians and bands	To present about famous musicians and bands
	Exploring Music Influential Figures Famous musicians and influencers Biographical information and career highlights Describing musical styles and influences	-To introduce music influential figures
5	Presentation of famous influential figures	To present about music influential figures
	Presentation of influential figures.	To present about music influential figures
6	Listening Exercise: VDO clips of interviews of musicians/music business. Note: Topics may vary for each semester	- To listen music and learn vocabulary and expressions.
	Listening Exercise: VDO clips of interviews of musicians/music business. Note: Topics may vary for each	- To listen music and learn vocabulary and expressions. - Identify main ideas and key information in video clips.

	semester	- Summarize the key information from video clips accurately and concisely
7	Listening Exercise: VDO clips of interviews of musicians/music business. Note: Topics may vary for each semester	- To listen music and learn vocabulary and expressions. - Identify main ideas and key information in video clips. - Summarize the key information from video clips accurately and concisely
	Listening Assignment	- Summarize the key information from video clips accurately and concisely
	Midterm Examination	**5 January, 2027 (12.00-14.00)**
8	Listening Assignment	- Summarize the key information from video clips accurately and concisely
	Introduce structure of song analysis	-Analyze song lyrics to interpret their meanings and identify language features. -Explain how the lyrics relate to the song's themes, emotions, and messages.
9	Song Analysis Practice	-Analyze song lyrics to interpret their meanings and identify language features. -Explain how the lyrics relate to the song's themes, emotions, and messages.
	Song Analysis Assignment	-Analyze song lyrics to interpret their meanings and identify language features. -Explain how the lyrics relate to the song's

		themes, emotions, and messages.
10	From poems to song lyrics	-To learn poetic and literary devices.
	Poetry writing practice	-To write a poem by applying literary devices.
	Introduction of song writing	- To learn basic features of song writing
	Song writing	-To apply poetic/literary devices in writing songs.
11	Music and lyrics presentations	-To present songs.
	Music and lyrics presentations	-To present songs
12	Song review	-To introduce basic features of song reviews.
	Song review exercise	-To write song reviews.
13	Song review exercise	-To apply the techniques in writing song reviews
	Song Review assignment	To apply the techniques in writing song reviews.
14	Listening Exercise: VDO clips of interviews of musicians/music business. Note: Topics may vary for each semester	To listen effectively to interviews of artists/producers in music industry.
	Listening Exercise: VDO clips of interviews of musicians/music business. Note: Topics may vary for each semester	To listen effectively to interviews of artists/producers in music industry.
15	Term project presentations	-To write and present group interview project.
	Listening Test	
	Final Examination	**4 March, 2027 (9.00-12.00)**

Mark Allocation:

Assignments/oral presentations and class participation	50%
Midterm	20%
Final	30%
Total	**100%**

Grading System

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%

Last day to withdraw with "W" 19 February, 2027

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.

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.

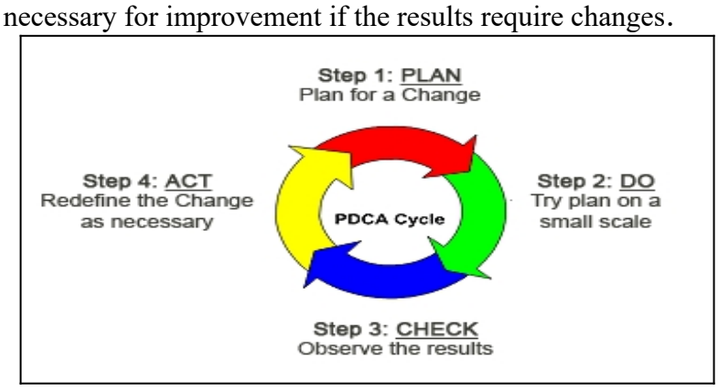


Figure 1: PDCA Cycle (http://www.swopehealth.org)