Assumption University
Theodore Maria School of Arts
Department of General Education
Course outline 2/2026

Course : GE 2209 The Power of Personality in Leadership
Credit : 3 (3-0-6)
Status : Free Elective
Prerequisite : None
Lecturers : Dr.Tawan K. Sec. 401-402 (Office: SM351)
Dr.Archaree P. Sec. 1

Course descriptions
Improvement of one's self-confidence and self-esteem, think positively towards themselves, effective communication skills, art of storytelling, team working, leadership characteristics, interpersonal relationship skills, business etiquette required in profession and body language for confident leadership

Course objectives
1.To be more aware of external leadership presence and internal leadership qualities
2. To be able to apply confidence body language to positively influence others and in every business situation
3. To apply business etiquette to connect with people professionally
4. To become more reflective of your communication styles for business and social life
5. To help improve students' personality so they can create the great impression

Teaching -Learning Activities:
Lecture
Class activities such as: roleplay, simulation and discussion, clip VDO and etc.
Presentations
Clip VDO

Course Components and Mark Allocation:

Attendance	5%
Personality test	10%
Self-esteem test	10%
Self-image test	10%
First impression test	10%
Body Language test	10%
Grooming test	10%
Art of communication test	10%
Business etiquette and Dining etiquette test	10%
Final project	15%
Total	**100**

Class Requirement:
Attendance is at least 80% in all online classes. And class participation will combine with your attendance. Students are expected not only to attend class, but also to participate in the learning activities from the beginning until the end of the class.

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

Textbook:
Complied handouts

Reference:
Littauer, F. (2001).*Personality Plus*. Revised and expanded ed.London: MonarchBook. Company. Johnson, D. and Tyler,L.(2013). *ModernManners*. NY: A Penguin Random HouseCompany. Garcia,N. (2008).*TheOneHundred*. NY: HarperCollins Publishers. Alfano, J. (2009. *TheNew Secret of Style*. NY: TimeI

Study Plan and Schedule:

Week 1: **Introduction** - Definition of personality - The importance of personality in life - What personality type you are: doing personality test and discuss the result, Who Am I?
Week2: - Understanding of one's self-esteem - Building self-esteem - How to improve one's self-esteem
Week3: - Understanding of one's self-image - Building self-image - How to improve one's self-image
Week4: - Building the first impression, Personality and Appearance - How important is the first impression, Personality and Appearance - Building the first impression
Week5: - Introduction of nonverbal communication - Why is it important to achieve your success? - Study how to sit, stand, walk and control one's posture- High power vs Low power - Introduction of Body language
Week6: - Body language in daily life 1.1 reading the face 1.2 reading the body - Body language do and don't in different situations - How to use body language to emanate confidence as leader - How to control your body language
Week7: - Grooming - Why is grooming important for first impression? - Personal grooming tips for leader - Knowing how fashion style - Understand that your fashion style impacts your personality style
Week8: - Head to toe check list – Coloring check - Outfit check list - Make-up check list - Hair check list - Accessory check list - Fragrance check list

----------NO MIDTERM EXAMINATION----------.

Week9: - Getting dress - Understand what kind of dress suits one's personality and body - How to dress oneself in different social settings
Week 10: - Art of communication - How to influence friends and others - How to improve social skills and gain confidence in our ability to communicate effectively
Week 11: - Level of talks - Class presentation - Job presentation
Week 12: - Public speaking - Job interview - Interview tips and technique with expertise
Week 13: - Business etiquette - Business relation - Exceed at business and social interaction
Week 14: - Table Manners - How to respond or behave in different social settings - How to deal with unexpected problems when appearing in public - Table manner practical
Week 15: - Final presentation

----------NO FINAL EXAMINATION----------

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…

.1Enhance business language skills
.2Promote cultural awareness
.3Foster academic networking
.4Encourage 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.

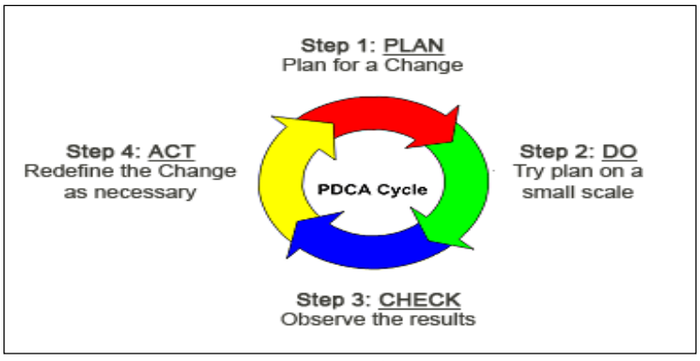


Figure 1 :PDCA Cycle)http//:www.swopehealth.org(

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.