ASSUMPTION UNIVERSITY
THEODORE MARIA SCHOOL OF ARTS
DEPARTMENT OF ENGLISH FOR INTERNATIONAL BUSINESS
COURSE OUTLINE 2/2026

Course	**:**	**EIB2101 Fundamentals of Speech Communication**
Status	**:**	**Major Requirement**
Credits	**:**	3
Prerequisite	**:**	ELE Communicative English I
Section	**:**	401- 404
Lecturers	**:**	Dr. Parinun P., A. Pawinee J.

Course Description:

Practice in verbal communication for effective human interaction, small group discussion, presentation, and other various professional contexts of daily life, academic and business. Development of efficiency in speech preparation, audience analysis, including the use of visual aids.

Course Objectives:

This course enables students to:

- explain the theoretical concepts of speech communication.
- successfully make use of speaking skills in both group and individual presentations.
- use appropriate English phrases for business discussion in a meeting and idiomatic expressions.

Learning Outcomes:

Students will be able to:

- apply the theoretical concepts of speech communication for presentation skills.
- give an effective oral presentation using proper visual aids.
- use English phrases for business discussion in a meeting and idiomatic expressions appropriately.

Teaching-Learning Materials:

- Blass, L. & Baker, L. (2023). *21st Century Communication: Listening, Speaking, and Critical Thinking1*.National Geographic Learning.
- Class Handouts

Course Requirements:

1. 80% Attendance
2. Active Class Participation
3. Midterm Examination
4. Final Examination

Marks Allocation:

Class Assignments		500 marks
Attendance		50 marks
Midterm Examination		150 marks
Final Written Examination		300 marks
	Total	**1,000 marks**

Study Plan and Tentative Schedule

Week	Class	Topic and Activity	Marks
1	1	Introduction to the course	
	2	The Foundation Theory of Speech Communication: Speech Components	
2	1	The Foundation Theory of Speech Communication: Presentation Methods	
	2	Speech Practice & Activities	
3	1	Unit 1	
	2	Unit 1 (cont.) + Language Practice	
4	1	Unit 2	
	2	Unit 2 (cont.) + Language Practice	
5	1	Individual Presentation	100
	2	Individual Presentation	
6	1	The Foundation Theory of Speech Communication: Idiomatic Expression (Part I)	
	2	Unit 3	
7	1	Unit 3 + Language Practice	
	2	Quiz I	50
8	1	Impromptu Speech I	50
	2	Review for Midterm Exam	
Mid-term Examination January 5, 2027 (9.00-11.00)			
9	1	Unit 4	
	2	Unit 4 (cont.) + Language Practice	
10	1	Unit 5	
	2	Unit 5 (cont.) + Language Practice	
11	1	Group Presentation I	100
	2	The Foundation Theory of Speech Communication: Useful Phrases for Meeting Discussion	
12	1	Unit 6	
	2	Unit 6 (cont.) + Language Practice	
13	1	Group Presentation II (Role Play)	100
	2	Group Presentation II (Role Play) (cont.)	
14	1	The Foundation Theory of Speech Communication: Idiomatic Expression (Part II)	
	2	Quiz II	50
15	1	Impromptu Speech II	50
	2	Review for Final Exam	
Final Examination March 3, 2027 (13.00-16.00)			

***Remarks: Last day to withdraw with "W" is in February 19, 2027.**

New Grade Ranges:

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%**

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 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

Theodore Maria School of Arts, Assumption University of Thailand envisions itself as an *outstanding international school for business language education with:*

- qualified and experienced lecturers
- applicative curriculums
- international teaching and learning environment and
- internship opportunities.

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Mission

For students:

1. To acquire and applied business language skills
2. To be competent and sound individuals equipped with entrepreneurial spirit

Core Values

A = Adaptability
R = Responsibility
T = Thrivability
S = Sustainability

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.

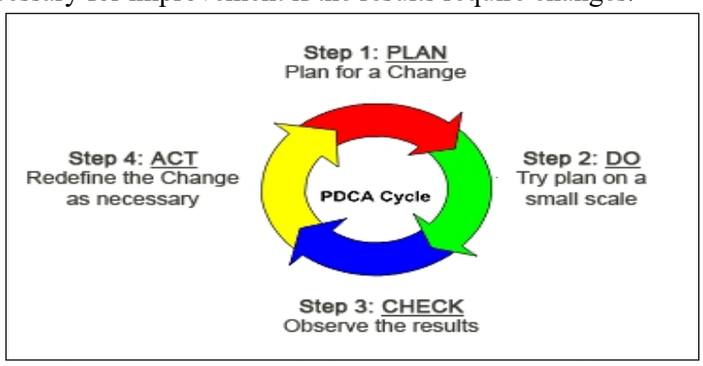


Figure 1: PDCA Cycle (http://www.swopehealth.org)

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.