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

COURSE:	EN4233 Public Speaking in English/ EIB3102 Public Speaking and Emceeing	
PREREQUISITE:	ELE2001 Advanced Academic English/ ELE2000 Academic English	
CREDITS:	3	
STATUS:	Major Requirement	
LECTURER:	Dr. Nida Boonma	Section: 401-402
	Dr. Parinun Permpoonsap	Section: 403

COURSE DESCRIPTION:

Develop skills for effective public speaking in English. Focus on methods and practices for better informative and persuasive speaking, speech organization and visual aids.

OBJECTIVES:

This course aims to enable students to:

1. work successfully towards the public presentation of a specific project.
2. organize their ideas into coherently structured presentations.
3. practice formal speaking in real life situations.
4. achieve two major goals of Public Speaking – 1) To inform 2) To persuade.

Course Learning Outcomes (CLOs):

Students will be able to:

CLO 1 Select credible supporting materials for the public presentation of a specific project.
CLO 2 Organize ideas into coherently structured presentations.
CLO 3 Practice formal speaking in real life situations.
CLO 4 Deliver two major types of speeches – 1) informative speeches, and 2) persuasive speeches.

TEACHING-LEARNING ACTIVITIES:

Class format will alternate between lectures (presentation of skills, type of speech, etc.), workshops where the students prepare a project in class, with guidance from the instructor, and individual presentations by the students. Instructors may modify the schedule and activities set forth in this outline depending on class size, and time constraints due to length of presentations and the need to provide effective feedback to students.

Textbook: Lucas, S. E. (2023). The art of public speaking (13th ed.). McGraw-Hill Education.

Course Requirements: 80% Attendance (Maximum absence: 6 times)
Last Day to Withdraw with W: February 19, 2027

MARK ALLOCATION:

Participation	5%
Informative Speeches	20%
Persuasive Speeches	20%
Group Discussions	10%
Project: Speech Spotlight	10%
Midterm Examination	15%
Final Examination	20%
Total	100%

Grade Range (%)	
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	Below 50

TENTATIVE SCHEDULE

Class	Contents	Materials
1.	Course Introduction	Course Outline
2.	Choosing a topic (general specific purposes and central idea)	Chapter 1/ Chapter 5/ Topic Worksheet
3.	Organization of the body (main points, strategic order, connectives)	Chapter 9/ Connectives Worksheet
4.	Speaking to inform	Chapter 15
5.	Supporting your ideas in a speech, Introduction of the speech, conclusion of the speech	Chapter 8 Chapter 10/ Introduction & Conclusion Worksheet
6.	**Speech Outline Submission**	Speech Rubric/ Comments from the Audience/ Self-Reflection Worksheet
7.	**Day 1: Informative Speeches #1** ***(100 marks)***	
8.	**Day 2: Informative Speeches**	
9.	**Day 3: Informative Speeches** **Self-Reflection Submission**	
10.	**Group Interactive Feedback #1 (50 marks) +** Visual Aids	Chapter 14/
11.	**Speech Outline Submission**	Speech Rubric/ Comments from the Audience/ Self-Reflection Worksheet
12.	**Day 1: Informative Speeches #2 (100 marks)** ***With visual aids**	
13.	**Day 2: Informative Speeches**	
14.	**Day 3: Informative Speeches**	
15.	***Review for Midterm***	Chapter 5, 8, 9,10, and 15
16.	**Self-Reflection Submission**	
Midterm Exam: 11/1/2027 (09:00 - 11:00)		
17.	Speaking to persuade	Chapter 16
18.	Speaking to persuade	
19.	Speaking to persuade	
20.	Methods of persuasion	Chapter 17
21.	**Speech Outline Submission**	Speech Rubric/ Comments from the Audience/ Self-Reflection Worksheet
22.	**Day 1: Persuasive Speeches #1 (100 marks)**	
23.	**Day 2: Persuasive Speeches**	
24.	**Day 3: Persuasive Speeches** **Self-Reflection Submission**	
25.	**Speech Spotlight Submission (100 marks)** **Group Interactive Feedback #2 (50 marks)**	
26.	**Speech Outline Submission**	Speech Rubric/ Comments from the Audience/ Self-Reflection Worksheet
27.	**Day 1: Persuasive Speeches #2 (100 marks)** ***With visual aids**	
28.	**Day 2: Persuasive Speeches**	
29.	**Day 3: Persuasive Speeches**	
30.	***Review for Final*** **Self-Reflection Submission**	Chapter 8, 14, 16, and 17
Final Exam: 10/3/2027 (13:00 - 16:00)		

My progress in Public Speaking:

Speech 1 (100)	Panel Discussion 1 (50)	Speech 2 (100)	Panel Discussion 2 (50)	Speech 3 (100)	Speech 4 (100)	Speech Spotlight (100)	Participation (50)	Midterm (150)	Total in Class (650)	Final (200)	Grand Total (1000)

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 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.

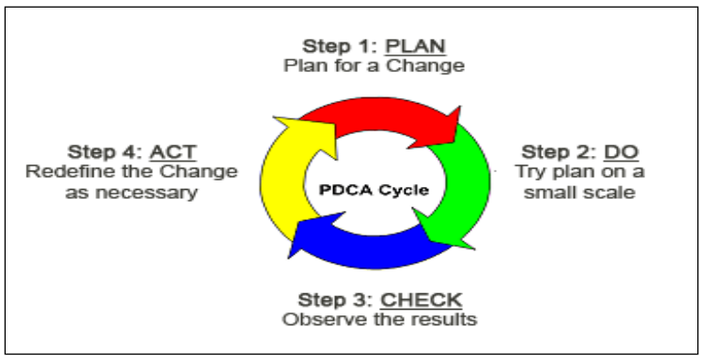


Figure 1: PDCA Cycle (http://www.swopehealth.org)

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.