ASSUMPTION UNIVERSITY

THEODORE MARIA SCHOOL OF ARTS

DEPARTMENT OF BUSINESS ENGLISH /

ENGLISH FOR INTERNATIONAL BUSINESS

COURSE OUTLINE 2/2026

Course:	GL 1101 Elements of Spoken Language		
Credits:	3		
Status:	Core Course		
Prerequisite:	English I or ELE1001Communicative English I (for student ID 672 and below)		
	None (for student ID 673 onwards)		
Lecturers:	Dr. Supakorn Panichkul	(supakornpnc@au.edu)	SR317
	A. Jitravadee Singhaniyom	(jitravadee.s@gmail.com)	SR313

Course Description:
Essential elements of spoken language, concepts and principles of phonetics, use of International Phonetic Association (IPA) system of phonetic transcription and practice in speech sound production and identification, analysis of problems of pronunciation

Course Objectives:
1. To have an understanding of the nature of the individual speech sounds and the dynamics of sounds in context
2. To learn to hear, identify and produce a sound or sound contrasts
3. To become aware of the need for distinct articulation
4. To develop the capacity of perceptive listening so that students can recognize correctly articulated speech in themselves and others
5. To be able to use the phonetic knowledge in understanding the phonetic differences found in different languages.

Course Learning Outcomes: Students will be able to:
1. explain the nature of the individual speech sounds and the dynamics of sounds in context,
2. hear, identify and produce a sound or sound contrasts,
3. recognize the need for distinct articulation,
4. determine the capacity of perceptive listening and distinguish correctly articulated speech in themselves and others,
5. relate phonetic knowledge to understand the phonetic differences found in different languages.

Teaching – Learning Activities:
1. Lecture
2. Discussions
3. Practice
4. Assignments, Project

Requirements:
- 80% Attendance (The maximum number of absences allowed is 6 periods.)
- Class participation and punctuality
- Assignments, Pronunciation Practices, and Term Project
- Group Assignment(s)
- Mid-term exam and Final exam

Mark Allocation:

Mid-term Exam	200 marks	(20%)
Final Exam	300 marks	(30%)
Group Assignment(s)	100 marks	(10%)
Individual Assignments	150 marks	(15%)
Pronunciation Practices	100 marks	(10%)
Group Term Project	100 marks	(10%)
Attendance and Participation	50 marks	(5%)
TOTAL	**1,000 marks**	**(100%)**

References:

1. An Introduction to the Pronunciation of English – A.C. Gimson
2. English Phonetics and Phonology – Peter Roach
3. Manual of American English Pronunciation – Clifford Holmes Prator
4. Oxford Advanced Learner's Dictionary of Current English – A.S. Hornby
5. A Course in Phonetics – Peter Ladefoged
6. An Introduction to Language – Victoria Fromkin, Robert Rodman

Study Plan and Content:

Week	Topics
1	Introduction to the course The Production of Speech Sounds Articulators above the Larynx, The larynx, Respiration and Voicing
2-4	The IPA Phonetic Symbols • Pure Vowels • Consonants The IPA Phonetic Symbols • Diphthongs • Triphthongs
5	The Vowels of English • Pure Vowels • Diphthongs • Triphthongs
6-7	The Consonants of English ● Place of articulation ● Manner of articulation ● Voiced and Voiceless consonants ● Nasal and oral sounds ● Passive and active articulators
8	Pronunciation of the ending –s Pronunciation of the ending –ed
Midterm Exam: 7 January 2027 at 15:00-17:00 hrs.	

Week	Topics
9	Syllables ● Syllable structure ● Consonant clusters
10	Word Stress ● What is stress? ● Stress in word class pairs ● Stress in 2-syllable nouns and verbs
11	Word Stress ● Stress in compound words ● Stress in longer words Sentence Stress and Rhythm ● Stress-timed Rhythm ● Syllable-timed Rhythm ● Sentence Stress in English ● Which words should be stressed?
12-13	Sentence Stress and Rhythm ● Stress for Compound Nouns and Two-word Verbs ● Practices
14	Intonation ● What is intonation? ● Rising-falling intonation pattern ● Rising intonation pattern
15	Presentation of the term project
Final Exam: 9 March 2027 at 13:00-16:00 hrs.	

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

Standard Grading System:

A	:	85% - 100%	C+	:	69% - 71%
A-	:	82% - 84%	C	:	65% - 68%
B+	:	79% - 81%	C-	:	62% - 64%
B	:	75% - 78%	D	:	50% - 61%
B-	:	72% - 74%	F	:	49% and below

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 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
(https://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.

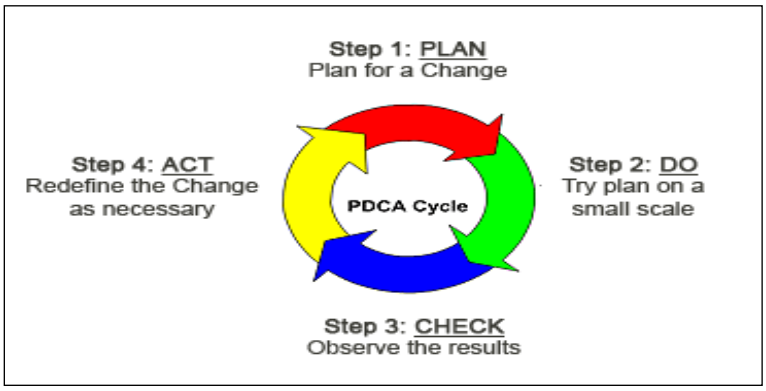


Figure 1: PDCA Cycle (http://www.swopehealth.org)

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.