

4. Ability to work in a group/team and be responsible for the assigned task, duties and roles.
5. Be able to enhance in gathering and presenting knowledge using media and information technology to communicate with people.

2. Purpose of the Course Improvement

To enhance student's knowledge, skills and abilities to communicate academically and professionally.

Section 3: Operation

1. Course Description

การเรียบเรียงความคิด องค์ประกอบในการสื่อสาร การวิเคราะห์ผู้ฟังและการโน้มน้าวใจ หลักการและการฝึกพูดในที่ชุมชนเป็นภาษาไทยและภาษาอังกฤษ วิธีการนำเสนอปากเปล่า กลวิธีการสื่อสาร รวมถึงการใช้วงจภาษาและอวัจนภาษา สื่อโสตทัศน์ ใช้น้ำเสียง และท่าทาง

Idea organization, communication elements, oral presentation methods, audience analysis and persuasion, principles and practices of public speaking in Thai and English, communication strategies including using verbal, non-verbal language, audiovisual aids, tones, and gestures

2. Number of hours per semester

Lecture	Extra Teaching	Field Experience	Self-Study
45	45	-	90

3. Number of hours per week of teacher-provided individual counseling and academic advice.

Students can contact the teacher online through chat on social network applications or through phone calls from 8am until 5pm. Consultation takes 3 hours a week.

Section 4 : Learning Outcome Developments

(See Appendix A)

Aspects to be Developed	Teaching Methods	Evaluation Methods	Weeks of Evaluation	Percentage of Evaluation
Morals and Ethics 1) Have a positive work attitude and have responsibility for duties 2) Have punctuality and discipline. Respect and comply with university and social regulations.	1. Take on time attendance, check assignments and give weekly tests 2. Check assignments and grade weekly tests thoroughly	1. On time attendance in every class 2. Regular grading of assignments and tests 3. Rubric for guidelines for behavior 4. Lecture on rules and regulations and one to	1-15	10%

Aspects to be Developed	Teaching Methods	Evaluation Methods	Weeks of Evaluation	Percentage of Evaluation
<p>3) Have consciousness and behavior that takes the public interests into account rather than personal interests.</p> <p>4) Have academic merits. Do not take copy other people's work as their own.</p>	<p>3. Set guidelines for proper behavior and assign points accordingly</p> <p>4. Explain rules and regulations clearly and ask for justifying inappropriate behavior or action</p>	one chat with students if necessary		
<p>Knowledge</p> <p>1) Have good knowledge in Thai and English, as well as cultures of both languages</p> <p>2) Able to create knowledge from the integration of knowledge in various related fields</p> <p>3) Able to develop knowledge of language and culture</p>	<p>1. Discussions, videos, pair and group work</p> <p>2. Lectures, discussions, pair and group work</p> <p>3. Lectures, videos and power point presentations</p> <p>4. Class discussions on finding up-to-date information</p>	<p>1. Class activities, exercises and interviews</p> <p>2. Weekly individual and group tests and activities</p> <p>3. Class tests and interviews</p> <p>4. Exercises and discussions</p>	Week 2, 6, 8, 10, 12, 14	50%
<p>Cognitive Skills</p> <p>1) Able to think, analyze and evaluate</p> <p>2) Able to apply knowledge to life and career effectively</p> <p>3) Able to solve problems systematically</p> <p>4) Able to use creativity in presentations</p>	<p>1. Class discussions on finding up-to-date information</p> <p>2. Class activities based on situations in real life</p> <p>3. Assign problems using real life simulations</p> <p>4. Lectures, class discussions and exercises</p>	<p>1. Interactive talks and eliciting information</p> <p>2. Pair work, group and class exercises</p> <p>3. Assign exercises in pairs and groups</p> <p>4. Elicit information and answers from discussions and exercises</p>	14	20%
<p>Interpersonal</p> <p>1) Have good relationship with other people. Able to work with others and adapt well to the culture of the organization.</p> <p>2) Have good leadership and followership</p> <p>Relationship Skills and Responsibility</p>	<p>1. Have group and class discussions</p> <p>2. Interactive talks in class involving all students</p> <p>3. Group discussions with rotating group leaders</p>	<p>1. Provide feedback during and after discussions</p> <p>2. Provide opportunity for equal participation and healthy discussions</p> <p>3. Assign points to group leaders and individual members for responsibility and participation in discussions</p>	1-15	10%
<p>Numerical analysis skills, communication skills and using IT</p>	<p>1. Assign exercises involving researching information on the internet</p>	<p>1. Individual and group presentations</p> <p>2. Online exercises and assignments</p>	1-15	10%

Aspects to be Developed	Teaching Methods	Evaluation Methods	Weeks of Evaluation	Percentage of Evaluation
1) Able to use Thai and English to communicate and summarize effectively 2) Able to communicate across cultures properly based on the situations 3) Able to use information technology to communicate creatively 4) Able to apply basic mathematical and statistical techniques in both qualitative and quantitative research studies	2. Create Facebook and email groups, and use mobile apps 3. Assign minor research work 4. Assign exercises for finding and presenting information from the internet	3. Monthly Individual presentations 4. Weekly individual and group tests		

Section 5 : Lesson and Evaluation Plan

1. Lesson Plan

Week (Hours)	Topics/Details	Learning and teaching activities/Assignments	Media	Measurement and Evaluation (Percentage)	Lecturer
1 (3 Hours)	Communication Strategies – Part 1	1. Handout compilation and visual aids 2. Interactive lecture about the different communication techniques and strategies	1. Use the OHP, laptop, video in discussing the course syllabus 2. Power Point presentation 3. Other multi-media programs	1. Evaluate students thru in-class exercises, activities in speaking and writing – 2% 2. Evaluate student's thru their attitude, response and participation – 3%	Jana Ramos-Dayrit
2 (3 Hours)	Communication Strategies – Part 2	1. Handout compilation and visual aids 2. Continuation Interactive lecture about the different communication techniques and strategies	1. Use the OHP, laptop, video in discussing the course syllabus 2. Power Point presentation 3. Other multi-media program	1. Evaluate students thru in-class exercises, activities in speaking and writing – 2%	Jana Ramos-Dayrit

Week (Hours)	Topics/Details	Learning and teaching activities/Assignments	Media	Measurement and Evaluation (Percentage)	Lecturer
		3. Give instruction for week 3 public speaking and presentation assignment test			
3 (3 Hours)	Communication Strategies - Assignment 1 Speech Test	<ol style="list-style-type: none"> 1. Handout compilation and visual aids 2. Interactive lecture for test speech / review 3. Test on assignment 1 	<ol style="list-style-type: none"> 1. Use the OHP, laptop, video in discussing the course syllabus 2. Power Point presentation 3. Other multi-media programs 	<ol style="list-style-type: none"> 1. Evaluate students thru Speech test – 10% 	Jana Ramos-Dayrit
4 (3 Hours)	Communication Elements and Idea Organization – Part 1	<ol style="list-style-type: none"> 1. Handout compilation and visual aids 2. Interactive lecture about the elements of communication and idea organization 	<ol style="list-style-type: none"> 1. Use the OHP, laptop, video in discussing the course syllabus 2. Power Point presentation 3. Other multi-media programs 	<ol style="list-style-type: none"> 1. Evaluate students thru in-class exercises, activities in speaking and writing – 2% 2. Evaluate student's thru their attitude, response and participation – 3% 	Jana Ramos-Dayrit
5 (3 Hours)	Communication Elements and Idea Organization – Part 2	<ol style="list-style-type: none"> 1. Handout compilation and visual aids 2. Continuation Interactive lecture about the elements of communication and idea organization 3. Give instruction for week 6 assignment test 	<ol style="list-style-type: none"> 1. Use the OHP, laptop, video in discussing the course syllabus 2. Power Point presentation 3. Other multi-media program 	<ol style="list-style-type: none"> 1. Evaluate students thru in-class exercises, activities in speaking and writing – 2% 	Jana Ramos-Dayrit
6 (3 Hours)	Communication Elements and Idea Organization – Test on Assignment 2	<ol style="list-style-type: none"> 1. Handout compilation and visual aids 2. Interactive lecture for test / review 3. Test on assignment 2 	<ol style="list-style-type: none"> 1. Use the OHP, laptop, video in discussing the course syllabus 2. Power Point presentation 3. Other multi-media programs 	<ol style="list-style-type: none"> 1. Evaluate students thru test – 10% 	Jana Ramos-Dayrit

Week (Hours)	Topics/Details	Learning and teaching activities/Assignments	Media	Measurement and Evaluation (Percentage)	Lecturer
7 (3 Hours)	Giving a Presentation – Part 1	<ol style="list-style-type: none"> 1. Handout compilation and visual aids 2. Interactive lecture on how to give a presentation 	<ol style="list-style-type: none"> 1. Use the OHP, laptop, video in discussing the course syllabus 2. Power Point presentation 3. Other multi-media programs 	<ol style="list-style-type: none"> 1. Evaluate students thru in-class exercises, activities in speaking and writing – 2% 2. Evaluate student's thru their attitude, response and participation – 3% 	Jana Ramos-Dayrit
8 (3 Hours)	Giving a Presentation – Part 2	<ol style="list-style-type: none"> 1. Handout compilation and visual aids 2. Continuation Interactive lecture on how to give a presentation 3. Give instruction for week 9 assignment test 	<ol style="list-style-type: none"> 1. Use the OHP, laptop, video in discussing the course syllabus 2. Power Point presentation 3. Other multi-media program 	<ol style="list-style-type: none"> 1. Evaluate students thru in-class exercises, activities in speaking and writing – 2% 	Jana Ramos-Dayrit
9 (3 Hours)	Giving a Presentation – Assignment 3 Giving a Presentation	<ol style="list-style-type: none"> 1. Handout compilation and visual aids 2. Interactive lecture for test speech / review 3. Test on assignment 3 	<ol style="list-style-type: none"> 1. Use the OHP, laptop, video in discussing the course syllabus 2. Power Point presentation 3. Other multi-media programs 	<ol style="list-style-type: none"> 1. Evaluate students thru Speech test – 10% 	Jana Ramos-Dayrit
10 (3 Hours)	Making a Public Speech – Part 1	<ol style="list-style-type: none"> 1. Handout compilation and visual aids 2. Interactive lecture on making a public speech 	<ol style="list-style-type: none"> 1. Use the OHP, laptop, video in discussing the course syllabus 2. Power Point presentation 3. Other multi-media programs 	<ol style="list-style-type: none"> 1. Evaluate students thru in-class exercises, activities in speaking and writing – 2% 2. Evaluate student's thru their attitude, response and participation – 3% 	Jana Ramos-Dayrit
11 (3 Hours)	Making a Public Speech – Part 2	<ol style="list-style-type: none"> 1. Handout compilation and visual aids 2. Continuation Interactive lecture 	<ol style="list-style-type: none"> 1. Use the OHP, laptop, video in discussing the course syllabus 	<ol style="list-style-type: none"> 1. Evaluate students thru in-class exercises, activities in 	Jana Ramos-Dayrit

Week (Hours)	Topics/Details	Learning and teaching activities/Assignments	Media	Measurement and Evaluation (Percentage)	Lecturer
		<ul style="list-style-type: none"> on making a speech 3. Give instruction for week 12 assignment test 	<ul style="list-style-type: none"> 2. Power Point presentation 3. Other multi-media program 	speaking and writing – 2%	
12 (3 Hours)	Making a Public Speech – Speech Test on Assignment 4	<ul style="list-style-type: none"> 1. Handout compilation and visual aids 2. Interactive lecture for test speech / review 3. Test on assignment 4 	<ul style="list-style-type: none"> 1. Use the OHP, laptop, video in discussing the course syllabus 2. Power Point presentation 3. Other multi-media programs 	1. Evaluate students thru Speech test – 10%	Jana Ramos-Dayrit
13 (3 Hours)	Audience Analysis and Persuasion – Part 1	<ul style="list-style-type: none"> 1. Handout compilation and visual aids 2. Interactive lecture about audience analysis and persuasion 	<ul style="list-style-type: none"> 1. Use the OHP, laptop, video in discussing the course syllabus 2. Power Point presentation 3. Other multi-media programs 	<ul style="list-style-type: none"> 1. Evaluate students thru in-class exercises, activities in speaking and writing – 2% 2. Evaluate student's thru their attitude, response and participation – 3% 	Jana Ramos-Dayrit
14 (3 Hours)	Audience Analysis and Persuasion – Part 2	<ul style="list-style-type: none"> 1. Handout compilation and visual aids 2. Continuation Interactive lecture about audience analysis and persuasion 3. Give instruction for week 15 assignment test 	<ul style="list-style-type: none"> 1. Use the OHP, laptop, video in discussing the course syllabus 2. Power Point presentation 3. Other multi-media program 	1. Evaluate students thru in-class exercises, activities in speaking and writing – 2%	Jana Ramos-Dayrit
15 (3 Hours)	Audience Analysis and Persuasion – Speech Test on Assignment 5	<ul style="list-style-type: none"> 1. Handout compilation and visual aids 2. Interactive lecture for test speech / review 3. Test on assignment 4 	<ul style="list-style-type: none"> 1. Use the OHP, laptop, video in discussing the course syllabus 2. Power Point presentation 3. Other multi-media programs 	1. Evaluate students thru Speech test – 10%	Jana Ramos-Dayrit
16	Final Examination				

Week (Hours)	Topics/Details	Learning and teaching activities/Assignments	Media	Measurement and Evaluation (Percentage)	Lecturer
(1.5 ชม.)					

2. Measurement and Evaluation

1) Measurement methods:

Speech Test/Homework	50%
Activities / Exercises	20%
Participation/Attendance	10%
Final Exam	20%

2) Evaluation:

criterion-referenced evaluation Norm-referenced evaluation

Scores	Grade
85-100	A
79-84	B+
73-78	B
67-72	C+
61-66	C
55-60	D+
50-54	D
0-49	F
0	I
0	P, S
0	U
0	W

Section 6 : Teaching/Learning Resources

1.Main textbook

(Written in APA format)

Ramos-Dayrit, J. (2020). *Presentation and Public Speaking*. Bangkok; Suan Dusit Graphic Site

2. Documents and important information

(Written in APA format)

As required

3. Suggested readings and other resources

(Written in APA format)

Section 7 : Course Evaluation and Improvement

1. Course evaluation strategies by students

1. Formal evaluation by the university online and the Business English Program
2. Group and Class discussions

2. Teaching evaluation strategies

1. Independent feedback from students
2. Assessment of results achieved by students
3. Consultation with students' advisors

3. Teaching improvement methods

1. Discussions with and feedback from colleagues
2. Classroom research
3. Expand knowledge through online teaching courses
4. Attend seminars and conferences to interact with delegates and attend presentations to improve knowledge on teaching strategies

4. Verification of student learning outcomes

Learning outcomes	Evaluation Methods (As stated in section 5 item 2.1)				
	Observation	Class Activities	Quiz, Midterm and Final Exam	Homework	Presentation
Morals and Ethics	✓	✓	✓	✓	
Knowledge	✓		✓	✓	✓
Cognitive skills	✓			✓	✓
Interpersonal Relationship Skills and Responsibility	✓	✓			
Numerical analysis skills, communication skills and using IT	✓			✓	✓

5. Course review and improvement plans

1. Students' feedback on course – lessons and tests
2. Inclusion of topics (if any) as per suggestions by students
3. Assessment of students' display of language and business skills during class exercises and activities