

# GENERAL EDUCATION, KMITL

## COURSE SYLLABUS

Course Code	96644044	Course Title	Best Speech				
Total Credits	3 (3-0-6)	Semester / Year of Study	1/2567	Section		Date- Time	
Course Description (English)	Study Human communication processes. Practice of verbal and non-verbal communication, how to structure and organize information to present in various situation, physical and vocal skills includes techniques in controlling speech anxiety.						
Course Coordinator							
Course Instructors	Alisa Thammachak						
Teaching Assistant (if any)							
Counselling Schedule	Line Group, E-mail: <a href="mailto:alisa.th@kmitl.ac.th">alisa.th@kmitl.ac.th</a> Monday- Friday 8 A.M. – 6 P.M.			Teaching Language	<input type="checkbox"/> Thai <input checked="" type="checkbox"/> English <input type="checkbox"/> Others, please specify.....		
Website or Online Teaching Method (if any)							

### Course Learning Outcome

1. Students understand the principles of communication.
2. Students understand the importance of building credibility as a speaker.
3. Students can analyze and connect with the target audiences.
4. Students can design the interesting and impressive contents.
5. Students can use the verbal and nonverbal communication appropriately.
6. Students can develop their communication personality to enhance their speech.
7. Students can design the effective visual aid to support their presentation.
8. Students understand the principles of managing anxiety in communicating both in front of live audiences and in front of a camera.

**General Education Learning Outcome: GE-LO**

GE-LO	Value
<input checked="" type="checkbox"/> GE-LO-1 Analytical and Critical Thinking	2
<input type="checkbox"/> GE-LO-2 Complex Problem Solving	
<input checked="" type="checkbox"/> GE-LO-3 Creativity	2
<input checked="" type="checkbox"/> GE-LO-4 Interpersonal Skills	2
<input type="checkbox"/> GE-LO-5 Integrity and Perseverance	
<input checked="" type="checkbox"/> GE-LO-6 Active Learning and Learning Strategies	2
<input checked="" type="checkbox"/> GE-LO-7 Resilience, Stress Tolerance and Flexibility	3
<input checked="" type="checkbox"/> GE-LO-8 Leadership and Social Influence	1
<input checked="" type="checkbox"/> GE-LO-9 Communication	3
<input type="checkbox"/> GE-LO-10 Entrepreneurship and Startup	
<input type="checkbox"/> GE-LO-11 Digital Quotient Literacy and Digital Media Production	
<b>Total Value</b>	<b><u>15</u></b>

**Career Readiness Modules**

- Employee     
  Self-employed     
  Business Owner     
  Investor     
  None

Teaching Plan and Evaluation Plan

Week	Topic/Sub-topic	Activities	Notes
1	Class Introduction Introduction to Best Speech	Lecture & activity	
2	Setting the goal	Lecture & activity	
3	Know Yourself	Lecture & activity	
4	Well Audience Analysis	Lecture & activity	
5	<u>Activity</u> : Impromptu Speech	Activity	Individual Speech
6	Create Your Way & Story telling	Lecture & activity	
7	All About Nonverbal Communication	Lecture & activity	
8	Personality Development & Personal Branding	Lecture & activity	
9	Voice & Words <u>Activity</u> : Manuscript Speech	Lecture Activity	Group Activity
10	Say Clarify by using Visual Aids	Lecture & activity	
11	3 Appeals & 5 canons of Rhetoric	Lecture & activity	
12	<u>Activity</u> : The anatomy of a great speech	Activity	Group Presentation
13	Manage Your Anxiety	Lecture & activity	
14	<u>Activity</u> : Best Speech	Activity	Individual Speech
15	<u>Activity</u> : Best Speech	Activity	Individual Speech

## Evaluation Plan

Assessment Activities	Value	Score	Week of Evaluation	Notes
1. Attendance	1	4	Semester	Punctuality (later than 9 A.M. or 1 P.M. is considered late) More than 1 hour late is considered absence More than 3 absences = fail the course
2. Participation	1	4	Semester	
3. Activity: Impromptu Speech	3	12	Week 5	<u>Individual activity</u> Students improvise the short speech on a given topic to the target audiences within 30 seconds. No participation = 0 score
4. Activity: Manuscript Speech	2	8	Week 9	<u>Group activity</u> Divide into groups of 10 people. Practice reading the assigned news/announcements (Each group will receive different news/announcements), in which every member of the group reads the news/announcements to their group members one by one. Then choose 1 group representative to read the news/announcements in front of the class. No participation / no group = 0 score
5. Activity: The anatomy of a great speech	3	12	Week 12	<u>Group Activity</u> Divide into groups of 8 people. Select a speaking video clip (no-longer 3 minutes) of the speaker you are interested in. Analyze the speech by using the 3 appeals and 5 canons of Rhetoric principles. 10 minutes group present, including designing the presentation materials. All group members participate in the presentation in front of the class. No participation / no group = 0 score
6. Activity: Best speech	5	20	Week 14-15	<u>Individual activity</u> Students give an inspiration speech under the specified theme within 3 minutes per person. Apply the various techniques that have been learned throughout the course. Submit a draft or script of the speech before week 14. No draft / No participation = 0 score
Total	15	60		

## Evaluation criteria

Course Syllabus – [96644044 Best Speech](#)

<input type="checkbox"/> Group-based								
<input checked="" type="checkbox"/> Standard-based								
Grade	A	B+	B	C+	C	D+	D	F
Score (60 points)	57-60	49-56.9	41-48.9	34-40.9	27-33.9	21-26.9	15-20.9	0-14.9
<input type="checkbox"/> Satisfactory/Unsatisfactory (S/U)								
Grade	S				U			
Score (60 points)	30-60				0-29.9			

Scoring criteria according to Assessment Plan

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
1. Attendance	GE-LO 08	1	More than 10 times punctuality	8 - 9 times punctuality	6 -7 times punctuality	4 - 5 times punctuality
2. Participation	GE-LO 04	1	More than 10 times participation	8 - 9 times participation	6 -7 times participation	4 - 5 times participation
3. Activity: Impromptu Speech	GE-LO 03	1	<p>Students can present their creative ideas fluently within the allotted time. (1)</p> <p>Students can present new ideas which may have never been thought of before. (1)</p> <p>Students can connect various aspects in an interesting way. (1)</p> <p>Students can expand the ideas clearly. (1)</p>	<p><u>Students lack any of the qualifications between:</u></p> <p>Students can present their creative ideas fluently within the allotted time. (1)</p> <p>Students can present new ideas which may have never been thought of before. (1)</p> <p>Students can connect various aspects in an interesting way. (1)</p> <p>Students can expand the ideas clearly. (1)</p>	<p><u>Students lack two qualifications between:</u></p> <p>Students can present their creative ideas fluently within the allotted time. (1)</p> <p>Students can present new ideas which may have never been thought of before. (1)</p> <p>Students can connect various aspects in an interesting way. (1)</p> <p>Students can expand the ideas clearly. (1)</p>	<p><u>Unable to demonstrate creative thinking skills.</u></p>
	GE-LO 07	1		<p><u>Students lack any of the qualifications between:</u></p>	<p><u>Students lack two qualifications between:</u></p>	<p><u>Unable to demonstrate resilience, stress tolerance and flexibility skills.</u></p>

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
			Students can accept the faced situations. (1)	Students can accept the faced situations. (1)	Students can accept the faced situations. (1)	
			Students can adapt to surrounding situations. (1)	Students can adapt to surrounding situations. (1)	Students can adapt to surrounding situations. (1)	
			Students can handle the immediate situations well. (1)	Students can handle the immediate situations well. (1)	Students can handle the immediate situations well. (1)	
			Students can confront pressure and stress. (1)	Students can confront pressure and stress. (1)	Students can confront pressure and stress. (1)	
	GE-LO 09	1	Students can arrange the stories to create a concise and clear understanding within the allotted time. (1)	<u>Students lack any of the qualifications between:</u> Students can arrange the stories to create a concise and clear understanding within the allotted time. (1)	<u>Students lack two qualifications between:</u> Students can arrange the stories to create a concise and clear understanding within the allotted time. (1)	<u>Unable to demonstrate effective communication skills.</u>
			Students can design presentation content that is connected to the target audiences. (1)	Students can design presentation content that is connected to the target audiences. (1)	Students can design presentation content that is connected to the target audiences. (1)	

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
			Students use appropriate verbal language. (1)	Students use appropriate verbal language. (1)	Students use appropriate verbal language. (1)	
			Students use appropriate nonverbal language. (1)	Students use appropriate nonverbal language. (1)	Students use appropriate nonverbal language. (1)	
4. Activity: Manuscript Speech	GE-LO 07	1	Students can accept the faced situations. (1)	<u>Students lack any of the qualifications between:</u> Students can accept the faced situations. (1)	<u>Students lack two qualifications between:</u> Students can accept the faced situations. (1)	<u>Unable to demonstrate resilience, stress tolerance and flexibility skills.</u>
			Students can adapt to surrounding situations. (1)	Students can adapt to surrounding situations. (1)	Students can adapt to surrounding situations. (1)	
			Students can handle the immediate situations very well (1)	Students can handle the immediate situations very well (1)	Students can handle the immediate situations very well (1)	
			Students can confront pressure and stress. (1)	Students can confront pressure and stress. (1)	Students can confront pressure and stress. (1)	
	GE-LO 09	1	Students can present the given news/announcements in the correct direction. (1)	<u>Students lack any of the qualifications between:</u> Students can present the given news/announcements in the correct direction. (1)	<u>Students lack two qualifications between:</u> Students can present the given news/announcements in the correct direction. (1)	<u>Unable to demonstrate effective communication skills.</u>



Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
			<p>Students can communicate meaning correctly. (1)</p> <p>Students can pronounce words correctly. (1)</p> <p>Students use pace, volume, and tone of voice to communicate appropriately. (1)</p>	<p>Students can communicate meaning correctly. (1)</p> <p>Students can pronounce words correctly. (1)</p> <p>Students use pace, volume, and tone of voice to communicate appropriately. (1)</p>	<p>Students can communicate meaning correctly. (1)</p> <p>Students can pronounce words correctly. (1)</p> <p>Students use pace, volume, and tone of voice to communicate appropriately. (1)</p>	
5. Activity: The anatomy of a great speech	GE-LO 01	1	<p>Students can clearly identify important elements. (1)</p> <p>Students can logically connect each element. (1)</p> <p>Students understand the concepts used in analysis. (1)</p> <p>Students provide reliable reference support. (1)</p>	<p><u>Students lack any of the qualifications between:</u></p> <p>Students can clearly identify important elements. (1)</p> <p>Students can logically connect each element. (1)</p> <p>Students understand the concepts used in analysis. (1)</p> <p>Students provide reliable reference support. (1)</p>	<p><u>Students lack two qualifications between:</u></p> <p>Students can clearly identify important elements. (1)</p> <p>Students can logically connect each element. (1)</p> <p>Students understand the concepts used in analysis. (1)</p> <p>Students provide reliable reference support. (1)</p>	<p><u>Unable to demonstrate analytical and critical thinking skills.</u></p>

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
	GE-LO 04	1	<p>Students can work with others respectfully. (1)</p> <p>Students participate in group activities and take responsibility for assigned tasks. (1)</p> <p>Students accept the group's rules and decisions. And respect to the opinions of others. (1)</p> <p>Students have good social skills. Interact and connect with others. (1)</p>	<p><u>Students lack any of the qualifications between:</u></p> <p>Students can work with others respectfully. (1)</p> <p>Students participate in group activities and take responsibility for assigned tasks. (1)</p> <p>Students accept the group's rules and decisions. And respect to the opinions of others. (1)</p> <p>Students have good social skills. Interact and connect with others. (1)</p>	<p><u>Students lack two qualifications between:</u></p> <p>Students can work with others respectfully. (1)</p> <p>Students participate in group activities and take responsibility for assigned tasks. (1)</p> <p>Students accept the group's rules and decisions. And respect to the opinions of others. (1)</p> <p>Students have good social skills. Interact and connect with others. (1)</p>	<p><u>Unable to demonstrate interpersonal management skills.</u></p>
	GE-LO 06	1	<p>Students plan and prepare. (1)</p>	<p><u>Students lack any of the qualifications between:</u></p> <p>Students plan and prepare. (1)</p>	<p><u>Students lack two qualifications between:</u></p> <p>Students plan and prepare. (1)</p>	<p><u>Unable to demonstrate active learning skills.</u></p>

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
			Students manage their time and resources appropriately. (1)	Students manage their time and resources appropriately. (1)	Students manage their time and resources appropriately. (1)	
			Students research and learn on their own. (1)	Students research and learn on their own. (1)	Students research and learn on their own. (1)	
			Students can further apply. (1)	Students can further apply. (1)	Students can further apply. (1)	
6. Activity: Best speech	GE-LO 01	1	<p>Students can organize their thoughts well. (1)</p> <p>Students can create arguments to lead to conclusions. (1)</p> <p>Students can analyse the audience correctly and appropriately. (1)</p> <p>Students provide reliable information references. (1)</p>	<p><u>Students lack any of the qualifications between:</u></p> <p>Students can organize their thoughts well. (1)</p> <p>Students can create arguments to lead to conclusions. (1)</p> <p>Students can analyse the audience correctly and appropriately. (1)</p> <p>Students provide reliable information references. (1)</p>	<p><u>Students lack two qualifications between:</u></p> <p>Students can organize their thoughts well. (1)</p> <p>Students can create arguments to lead to conclusions. (1)</p> <p>Students can analyse the audience correctly and appropriately. (1)</p> <p>Students provide reliable information references. (1)</p>	<p><u>Unable to demonstrate analytical and critical thinking skills.</u></p>

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
	GE-LO 03	1	<p>Students can present their ideas fluently within the allotted time. (1)</p> <p>Students select the interesting topics (1)</p> <p>Students can present new content ideas which may have never been thought of before. (1)</p> <p>Students can create memorable and impressive conclusions. (1)</p>	<p><u>Students lack any of the qualifications between:</u></p> <p>Students can present their ideas fluently within the allotted time. (1)</p> <p>Students select the interesting topics (1)</p> <p>Students can present new content ideas which may have never been thought of before. (1)</p> <p>Students can create memorable and impressive conclusions. (1)</p>	<p><u>Students lack two qualifications between:</u></p> <p>Students can present their ideas fluently within the allotted time. (1)</p> <p>Students select the interesting topics (1)</p> <p>Students can present new content ideas which may have never been thought of before. (1)</p> <p>Students can create memorable and impressive conclusions. (1)</p>	<p><u>Unable to demonstrate creative thinking skills.</u></p>
	GE-LO 06	1	<p>Students plan and prepare. (1)</p>	<p><u>Students lack any of the qualifications between:</u></p> <p>Students plan and prepare. (1)</p>	<p><u>Students lack two qualifications between:</u></p> <p>Students plan and prepare. (1)</p>	<p><u>Unable to demonstrate active learning skills.</u></p>

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
			Students can evaluate themselves and select topics they are passionate. (1)  Students research and learn on their own. (1)  Students can further apply. (1)	Students can evaluate themselves and select topics they are passionate. (1)  Students research and learn on their own. (1)  Students can further apply. (1)	Students can evaluate themselves and select topics they are passionate. (1)  Students research and learn on their own. (1)  Students can further apply. (1)	
	GE-LO 07	1	Students can accept the faced situations. (1)  Students can adapt to surrounding situations. (1)  Students can handle the immediate situations very well (1)  Students can confront pressure and stress. (1)	<u>Students lack any of the qualifications between:</u>  Students can accept the faced situations. (1)  Students can adapt to surrounding situations. (1)  Students can handle the immediate situations very well (1)  Students can confront pressure and stress. (1)	<u>Students lack two qualifications between:</u>  Students can accept the faced situations. (1)  Students can adapt to surrounding situations. (1)  Students can handle the immediate situations very well (1)  Students can confront pressure and stress. (1)	<u>Unable to demonstrate resilience, stress tolerance and flexibility skills.</u>

Assessment Activities	Learning Outcomes	Value	Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
	GE-LO 09	1	<p>Students can speak to inspire people. (1)</p> <p>Students can arrange the stories to create a concise and clear understanding within the allotted time. (1)</p> <p>Students can select words and language level appropriate to the topic and audience. (1)</p> <p>Students use appropriate nonverbal language and good personality. (1)</p>	<p><u>Students lack any of the qualifications between:</u></p> <p>Students can speak to inspire people. (1)</p> <p>Students can arrange the stories to create a concise and clear understanding within the allotted time. (1)</p> <p>Students can select words and language level appropriate to the topic and audience. (1)</p> <p>Students use appropriate nonverbal language and good personality. (1)</p>	<p><u>Students lack two qualifications between:</u></p> <p>Students can speak to inspire people. (1)</p> <p>Students can arrange the stories to create a concise and clear understanding within the allotted time. (1)</p> <p>Students can select words and language level appropriate to the topic and audience. (1)</p> <p>Students use appropriate nonverbal language and good personality. (1)</p>	<p><u>Unable to demonstrate effective communication skills.</u></p>