

Training based on the ethical values of Assumption University

Assumption University is committed to fostering and promoting a holistic ethical organizational culture among students and staff through various training programs.

For students:

1. Training is provided through participation in the Professional Ethics Seminar, a non-credit required course.

About Professional Ethics Seminar

We envision our students and graduates to be person of moral characters, integrity, and social consciousness to maintain righteousness and justice in their personal and social life.

Responding to AU'S Uniqueness and Identity to inculcate ethics to AU's students focusing on integrity, discipline and social consciousness. Forming students to be persons of moral characters, social consciousness and integrity Developing students' cognitive moral reasoning and focusing moral maturity.

Objectives

All Assumption University students and graduates, through professional ethics trainings, are supposed to meet the following expectations.

1. To know ethical theories in making their decisions.
2. To do right things in their lives.
3. To be good persons and citizens.
4. To live peacefully and harmoniously with other people.

Four Stages of Development

1. Knowing: Ethics as theory
2. Doing: Ethics as practice
3. Being: Ethics as character
4. Living: Ethics as life

Four Years of Training

Students are divided into 4 main groups: freshmen, sophomores, juniors, and seniors. Each group is expected to learn different sets of learning outcome. At the end of their studies each student is supposed to have acquired all established learning outcome.

First-Year Students

Knowing: Learning Outcome

1. Punctuality
2. Respecting for other people's rights
3. Planning
4. Goal setting
5. Critical thinking

6. Decision making
7. Problem solving
8. Learning to learn

Second-Year Students

Doing: Learning Outcome

1. Service learning
2. Communication
3. Cooperation
4. Concern for others
5. Social skills
6. Empathy
7. Accepting differences
8. Conflict resolution

Third-Year Students

Being: Learning Outcome

1. Leadership
2. Community service volunteering
3. Sharing
4. Self-responsibility
5. Self-motivation
6. Teamwork
7. Contributions to group effort
8. Marketable skills

Fourth-Year Students

Living: Learning Outcome

1. Self-esteem
2. Self-discipline
3. Responsible citizenship
4. Personal safety
5. Disease prevention
6. Healthy lifestyle choices
7. Managing feelings
8. Stress management

Introduction

Course Code: BG14031-BG14038

Course Title: Professional Ethics Seminars

Total Credit: Non-Credit Required Course for Undergraduated Students

Grade & Score

Passing Grade is "S" = 80-100 Score

Failing Grade is "W" = 0-79 Score

Attendance Score : 50 (25 for each class) **

Assignment Score : 50 (25 for each class)

Total Score is 100

Requirement

All Assumption University Undergraduated Students are require to register BG14031-BG14038 for 8 semesters (1 course per semester)

Student are not allowed to register more than 1 course per semester without a permission

Students must join class 2 times per semester (Before-Midterm Class and After-Midterm Class)

Students must pass all 8 Ethics courses with "S" grade. If not, students are unable to graduate.

Contact Us

Email: auethics@au.edu

Tel: (+66) 2 782 2222 ext. 2140

Facebook: www.facebook.com/CPELassumption

Office: CL1002, 10th Floor., CL Building, Suvarnabhumi Campus

Office Hours : Monday - Friday 08.30-12.00 / 13.00-16.00

2. Freshmen Orientation

The Freshmen Orientation was held on May 26, 2025, at the John Paul II Sports Center, Suvarnabhumi Campus. This project serves as a strategic starting point that aligns with the university's ethical development framework in the following ways:

1. Orientation as the Beginning of the "Knowing" Stage According to the "Four Stages of Development," orientation falls under the first stage: **"Knowing: Ethics as theory"**.

- **Identity Transmission:** The orientation provides students with essential information regarding the university's vision, educational directions, and regulations. This aligns with the university's goal to instill integrity, discipline, and social consciousness from the first day.
- **Freshmen Learning Outcomes:** The document specifies that 1st-year students (Freshmen) should develop skills such as **Planning, Goal Setting, and Learning to Learn**. The "Effective Learning" session by the Vice President for Academic Affairs during orientation directly responds to these developmental goals.

2. Cultivating Positive Attitudes and Pride (Being & Living) Orientation aims to foster a positive attitude and a sense of pride in the university, which connects to higher levels of development:

- **Identity (Being):** Faculty-level orientations help students feel a sense of belonging to their academic community. This supports the goal of forming "Ethics as character".
- **Life Harmony (Living):** The welcoming remarks and advice from the President help build **Self-esteem**, a key learning outcome in the "Living" stage.

3. Preparation for the "Professional Ethics Seminar" The orientation project acts as a bridge to the Professional Ethics Seminar (BG14031-BG14038):

- **Awareness of Graduation Requirements:** Students are informed that passing all 8 ethics courses is mandatory. Participating in university activities like orientation is part of accumulating the experience required to become "Good Citizens" as defined by the program's objectives.

4. Respect for Rights and Discipline (Social Consciousness)

- The orientation includes information on **Student Rules and Regulations**. This directly links to the learning topics of "**Punctuality**" and "**Respecting other people's rights,**" which are foundational expectations for new students.

Summary

The Freshmen Orientation is more than just a welcome event; it is a **strategic tool** used by the university to initiate the process of molding students into individuals with "Moral Character and Integrity". It focuses heavily on the "**Knowing**" stage to lay the foundation for practicing, being, and living ethically throughout their four years at Assumption University.

Contact us:

Center for Career Development and Counseling (CCDC)

Location: CL.13 Contact Number: 0 2783 2222 ext. **2131**

Email: sa.ccdc@au.edu



3. WAI KRU Ceremony 2025

The Wai Kru Ceremony 2025 at Assumption University is a profound expression of the university's core values, bridging traditional Thai culture with the specific ethical framework outlined in the university's training documents.

Connection to AU Ethical Values and Training

The ceremony aligns with the "Four Stages of Development" and the "Professional Ethics Seminar" goals described in the university's educational guidelines:

- **Doing (Ethics as Practice):** The act of presenting flowers, candles, and incense as symbols of respect and humility is a practical application of ethical behavior. It transforms the theoretical concept of "gratitude" into a tangible action.
- **Being (Ethics as Character):** By participating in this "heartfelt tribute," students cultivate a sense of belonging and a "moral character". The ceremony reinforces the "AU Uniqueness and Identity" by focusing on discipline—demonstrated through the mandatory full university uniform—and social consciousness.
- **Living (Ethics as Life):** The event aims to "strengthen the student-teacher bond," which is essential for students to learn how to "live peacefully and harmoniously with other people".
- **Social Consciousness and Citizenship:** Requiring attendance for the new generation of students (ID 68x-xxxx) serves as a "rite of passage" that prepares them to be "good persons and citizens". It instills a commitment to learning and a respect for the mentorship that guides their academic journey.

Event Summary: Wai Kru Ceremony 2025

- **Date:** July 17, 2025
- **Venue:** John Paul II Sports Center, Suvarnabhumi Campus
- **Attendance:** Mandatory for all AU students with ID 68x-xxxx.
- **Organizer:** Assumption University Student Organization (AUSO).

The ceremony serves as a beautiful blend of formality and warmth, ensuring that the "legacy of Thai educational values" remains a central pillar of the student experience at Assumption University.

Contact us:

Center for Student Leadership and Experiential Learning (CSLEL)

Location: King David Residence Hall, the parking area

Contact Number: (+66) 2783 2222 ext. 2254, 2255, 2257

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WAI KRU
Ceremony
2025

17 JULY 2025
 Door Open Time: 12:00-12:45 hrs
 Ceremony Time: 13:00-16:00 hrs
 Place : John paul II Sports Center,
 Assumption University

REMARK:
 All AU Students ID 688:xxxx are required to attend.
 Full Uniform is mandatory.
 For further information, please contact Assumption University
 Student Organization(AUSO).

[f](#) AUSOABAC [i](#) AUSOABAC [w](#) @AU.AUSO



4. 'Manners and Mindset' Workshop

Graduate School of Business and Advanced Technology Management, Assumption University of Thailand (AU) successfully hosted the Workshop on "MBA and Beyond" on Sunday, 17 August 2025, at Salle d' Expo, Hua Mak Campus.

The session, Manners and Characters of Businesspeople in the 21st Century, proved to be a lively and engaging event, featuring thought-provoking talks, interactive quizzes, and fun activities with prizes. Participants explored essential soft skills, professional etiquette, and the success traits needed to thrive in today's business world.

The Graduate School of Business and Advanced Technology Management (GS – BATM) once again demonstrated its commitment to producing well-rounded, future-ready leaders. By blending academic rigor with essential soft skills, the MBA and Beyond workshop equipped participants not only with knowledge, but also with the professional polish and personal confidence needed to excel in a competitive global marketplace. The event's energy, engagement, and real-world relevance left attendees inspired—and positioned GS – BATM as a true leader in shaping the business professionals of the 21st century.



For Staff :

Orientation Day for New Staff Members

On 12 November 2025, Assumption University's orientation program for new staff members serves as a foundational training deeply rooted in the institution's core ethical values of excellence, service, and faith. Through dedicated sessions on organizational practice and professional conduct, the university's leadership guided new personnel to embrace a mission-driven mindset, emphasizing the importance of serving with commitment, compassion, and respect. By focusing on cultural understanding and proper etiquette, the training ultimately aimed to unite colleagues in a shared dedication to the university's overarching mission of education in truth and service.

