



BACHELOR OF ARTS

PROGRAM IN BUSINESS FRENCH

GRADUATION REQUIREMENTS

Assumption University confers the degree of Bachelor of Arts in Business French upon students who meet all of the following requirements:

1. Have completed the total number of credits of the curriculum
2. Have obtained a cumulative grade point average of at least 2.00
3. Have participated in 16 sessions of the Professional Ethics Seminar
4. Have obtained library and financial clearance from the University
5. Have demonstrated good behavior and discipline
6. English proficiency standard for undergraduate level Prior to graduation, undergraduate students are obligated to meet the minimum English proficiency requirement specified in one of the following criteria

| Test Instruments | Required Passing Score |
|--------------------------------------|------------------------|
| AU English Proficiency Assessment or | 70%* |
| TOEFL (iBT) or | 90 |
| TOEFL (P) or | 575 |
| IELTS | 6.5 |

*70% = Level B2 of Common European Framework of Reference for Language (CEFR)

OBJECTIVES

To produce graduates who have the characteristics, knowledge and skills as follows:

1. Have a sense of social and self-responsibility and become ethical citizens of the society.
2. Have up-to-date and business language skills both in French and in English for listening, speaking, reading and writing.
3. Demonstrate skills and expertise in applying the knowledge to real life context and solving problems creatively and efficiently.
4. Able to work and communicate effectively with both Thai and international people with respect and courtesy.
5. Able to use computer and other technologies in communicating and presenting information.



CURRICULUM STRUCTURE

| | |
|-------------------------------------|--------------------|
| Total number of credits | 142 Credits |
| A. General Education Courses | 37 Credits |
| Language Courses | 15 Credits |
| Social Science Courses | 10 Credits |
| Humanities Courses | 6 Credits |
| Science and Mathematics Courses | 6 Credits |
| B. Specialized Courses | 99 Credits |
| Core Courses | 30 Credits |
| Major Required Courses | 45 Credits |
| Major Elective Courses | 9 Credits |
| Minor Courses | 15 Credits |
| C. Free Elective Courses | 6 Credits |

COURSES

A. General Education Courses

Language Courses 15 Credits

| | | |
|---------|--|-----------|
| BG 1001 | English I | 3 (2-3-6) |
| BG 1002 | English II | 3 (2-3-6) |
| BG 2000 | English III | 3 (2-3-6) |
| BG 2001 | English IV | 3 (2-3-6) |
| GE 1403 | Communication in Thai (for Thai students) | 3 (2-3-6) |

or

| | | |
|---------|--|-----------|
| GE 1405 | Thai Language and Culture (for non-Thai students) | 3 (2-3-6) |
|---------|--|-----------|

Social Science Courses 10 Credits

(1) Social Science required courses 7 Credits

| | | |
|----------|--|-----------|
| BBA 1003 | Introduction to Microeconomics and Personal Finance | 3 (3-0-6) |
| GE 1201 | Information Literacy Skills | 1 (1-0-2) |
| or | | |
| GE 1204 | Physical Education | |
| GE 2202 | Ethics | 3 (3-0-6) |

(2) Social Science elective Courses 3 Credits

Students are required to choose one of the following courses.

| | | |
|----------|---|-----------|
| GE 1203 | Society, Politics and Economics | 3 (3-0-6) |
| GE 1205 | ASEAN Ways | 3 (3-0-6) |
| GE 2203 | Art of Living | 3 (3-0-6) |
| GE 2206 | Personality Development | 3 (3-0-6) |
| GE 2301 | Lifestyles in Dynamic World | 3 (3-0-6) |
| GE 2303 | Building Brilliant Brain | 3 (3-0-6) |
| CSX 2001 | Introduction to Information Technology | 3 (3-0-6) |

or

| | | |
|----------|--|--|
| ITX 3002 | Introduction to Information Technology | |
|----------|--|--|

Humanities Courses 6 Credits

| | | |
|---------|----------------------------------|-----------|
| GE 1104 | Thai Historical Perspectives | 3 (3-0-6) |
| GE 2102 | Human Heritage and Globalization | 3 (3-0-6) |

Science and Mathematics Courses 6 Credits

| | | |
|---------|-------------------------------------|-----------|
| GE 1302 | Ecology and Sustainability | 3 (3-0-6) |
| MA 1000 | Business Mathematics and Statistics | 3 (3-0-6) |



B. Specialized Courses

(1) Core Courses 30 Credits

| | | |
|----------|--------------------------------------|-----------|
| BAC 1601 | Fundamentals of Financial Accounting | 3 (3-0-6) |
| BBA 1001 | Business Exploration | 3 (3-0-6) |
| BBA 1102 | Data and Information Literacy | 3 (2-2-5) |
| BBA 1104 | Fundamentals of Marketing | 3 (3-0-6) |
| BBA 2001 | Human Behavior | 3 (3-0-6) |
| BBA 2102 | Organization and Management | 3 (3-0-6) |
| GE 2103 | Art of Reasoning | 3 (3-0-6) |
| GL 1101 | Elements of Spoken Language | 3 (3-0-6) |
| GL 2101 | Introduction to Language | 3 (3-0-6) |
| GL 3104 | Language, Culture and Society | 3 (3-0-6) |

(2) Major Required Courses 45 credits

| | | |
|---------|---|-----------|
| FR 1510 | French I | 4 (3-2-6) |
| FR 1511 | French II | 4 (3-2-6) |
| FR 2512 | French III | 4 (3-2-6) |
| FR 2513 | French IV | 4 (3-2-6) |
| FR 2514 | French Pronunciation | 3 (3-0-6) |
| FR 3501 | Business French I | 3 (3-0-6) |
| FR 3512 | Business Communication in French | 3 (3-0-6) |
| FR 3514 | Writing Workshop | 2 (1-2-2) |
| FR 3530 | Oral Comprehension and Expression | 3 (3-0-6) |
| FR 3570 | Translation: French-Thai (for Thai students) | 3 (3-0-6) |
| or | | |
| FR 3532 | French Conversation and Discussion (for foreign students) | |
| FR 4502 | Business French II | 3 (3-0-6) |
| FR 4544 | Reading French Media | 3 (3-0-6) |
| FR 4573 | Aspects of French-Speaking Countries | 3 (3-0-6) |
| FR 4590 | Seminar | 3 (3-0-6) |

(3) Major Elective Courses 9 credits

| | | |
|---------|------------------------------------|-----------|
| FR 3537 | Communicative Skills in French | 3 (3-0-6) |
| FR 3539 | French for Workplace Communication | 3 (3-0-6) |
| FR 3581 | French for Tourism | 3 (3-0-6) |
| FR 3583 | French for Hotel Services | 3 (3-0-6) |
| FR 4540 | Reading in Business French | 3 (3-0-6) |
| FR 4541 | Business French Internship | 3 (3-0-6) |
| FR 4572 | Translation in Business French | 3 (3-0-6) |
| FR 4591 | Selected Topics in French Studies | 3 (3-0-6) |

(4) Minor Courses

15 Credits

Digital Business Management

Minor Required Courses 15 Credits

| | | |
|----------|---|-----------|
| BDM 3201 | Digital Business | 3 (2-2-5) |
| BDM 3202 | Digital Commerce | 3 (2-2-5) |
| BDM 3203 | Cybersecurity | 3 (2-2-5) |
| BDM 3204 | Enterprise Resource Planning | 3 (2-2-5) |
| BDM 3205 | Information Systems Strategy, Management, and Acquisition | 3 (2-2-5) |

Business Economics

Minor Required Courses 15 Credits

| | | |
|----------|---|-----------|
| BEC 1401 | Thinking as an Economist | 3 (3-0-6) |
| BEC 2102 | Economic Decision Making for Management | 3 (3-0-6) |
| BEC 2303 | Fundamentals of Econometrics | 3 (3-0-6) |
| BEC 2304 | Business and Economic Forecasting | 3 (3-0-6) |
| BEC 3101 | Firms, Competition and Market Structure | 3 (3-0-6) |

Entrepreneur and Innovation Management

Minor Required Courses 15 Credits

| | | |
|----------|-----------------------------------|-----------|
| BEN 3001 | Entrepreneur and Innovation | 3 (3-0-6) |
| BEN 3201 | Innovation and Design Thinking | 3 (3-0-6) |
| BEN 3202 | Entrepreneurial Commercialization | 3 (3-0-6) |
| BEN 3303 | Entrepreneurial Leadership | 3 (3-0-6) |
| BEN 4315 | Family Business Management | 3 (3-0-6) |

Finance

Minor Required Courses 15 Credits

| | | |
|----------|--|-----------|
| BBA 2103 | Corporate Finance | 3 (3-0-6) |
| BFN 3211 | Investment Strategy and Applied Valuation | 3 (3-0-6) |
| BFN 3212 | Financial Reporting and Analysis | 3 (3-0-6) |
| BFN 3221 | Business and Economic Analysis for Decision Making | 3 (3-0-6) |
| BFN 3223 | Advanced Financial Management | 3 (3-0-6) |

Hospitality and Tourism Management

Minor Required Courses 15 Credits

| | | |
|----------|--|-----------|
| BHT 3201 | Introduction to Hospitality and Tourism Management | 3 (3-0-6) |
| BHT 3202 | Consumer Behavior in Hospitality and Tourism | 3 (3-0-6) |
| BHT 3203 | Food and Beverage Management | 3 (3-0-6) |
| BHT 3204 | Personality and Communication in Hospitality and Tourism | 3 (3-0-6) |
| BHT 3205 | Marketing in Hospitality and Tourism | 3 (3-0-6) |



International Business Management

| Minor Required Courses | | 15 Credits |
|------------------------|--|------------|
| BIB 3201 | Cross Cultural Human Resource Management | 3 (3-0-6) |
| BIB 3202 | Export-Import Policy and Strategy | 3 (3-0-6) |
| BIB 3203 | Global Business in Practice | 3 (3-0-6) |
| BIB 3204 | International Management | 3 (3-0-6) |
| BIB 4209 | International Strategic Management | 3 (3-0-6) |

Insurance

| Minor Required Courses | | 15 Credits |
|------------------------|-------------------------------|------------|
| BIR 3211 | Risk Management and Insurance | 3 (3-0-6) |
| BIR 3221 | Property Insurance | 3 (3-0-6) |
| BIR 3222 | Casualty Insurance | 3 (3-0-6) |
| BIR 3223 | Life Assurance | 3 (3-0-6) |
| BIR 4311 | Employee Benefits | 3 (3-0-6) |

Marketing

| Minor Required Courses | | 15 Credits |
|------------------------|-----------------------------------|------------|
| BMK 3201 | Consumer Behavior | 3 (3-0-6) |
| BMK 3202 | Digital Marketing | 3 (3-0-6) |
| BMK 3203 | Brand Driven Innovation | 3 (3-0-6) |
| BMK 3204 | Competitive Analysis and Strategy | 3 (3-0-6) |
| BMK 4302 | Contemporary Issues in Marketing | 3 (3-0-6) |

Real Estate

| Minor Required Courses | | 15 Credits |
|------------------------|---|------------|
| BRE 3201 | Real Estate Business | 3 (3-0-6) |
| BRE 3202 | Real Estate Law | 3 (3-0-6) |
| BRE 3203 | Real Estate Economics | 3 (3-0-6) |
| BRE 3204 | Building Design and Construction Techniques | 3 (3-0-6) |
| BRE 3205 | Real Estate Development | 3 (3-0-6) |

Supply Chain Management

| Minor Required Courses | | 15 Credits |
|------------------------|--|------------|
| BSC 3201 | Logistics and Supply Chain Management | 3 (3-0-6) |
| BSC 3202 | Supply Chain Innovation and Technology | 3 (3-0-6) |
| BSC 3203 | Lean Manufacturing and Agile Supply Chain | 3 (3-0-6) |
| BSC 3204 | International Transportation and Distribution Management | 3 (3-0-6) |
| BSC 3205 | Warehousing and Material Handling | 3 (3-0-6) |

Communication Arts

| Minor Required Courses | | 15 Credits |
|------------------------|--|------------|
| ART 1208 | Computer Graphic Foundation | 3 (2-2-5) |
| ART 2311 | Photography | 3 (2-2-5) |
| CA 1021 | Introduction to Advertising and Branding | 3 (3-0-6) |
| CA 1023 | Introduction to Live Event Creation and Management | 3 (2-2-5) |
| CA 1024 | Introduction to Digital Media Communication | 3 (2-2-5) |



Business Chinese

Minor Required Courses

12 Credits

| | | |
|---------|-------------------------|-----------|
| CN 1400 | Introduction to Chinese | 3 (3-0-6) |
| CN 1401 | Chinese I | 3 (3-0-6) |
| CN 2401 | Chinese II | 3 (3-0-6) |
| CN 2402 | Chinese III | 3 (3-0-6) |

Minor Elective Courses

3 Credits

Students can choose any course from the Department of Business Chinese upon completion of the prerequisites (if any).

Business English

Minor Required Courses

12 Credits

| | | |
|---------|-----------------------------------|-----------|
| EN 2230 | Listening and Speaking | 3 (3-0-6) |
| EN 3212 | Communicative Writing Development | 3 (3-0-6) |
| EN 3213 | Business Communication in English | 3 (3-0-6) |
| EN 4232 | Business Conversation | 3 (3-0-6) |

Minor Elective Courses

3 Credits

Students can choose any course from the Department of Business English upon completion of the prerequisites (if any).

Business Japanese

Minor Required Courses

12 Credits

| | | |
|---------|--------------------------|-----------|
| JA 1700 | Introduction to Japanese | 3 (3-0-6) |
| JA 1701 | Japanese I | 3 (3-0-6) |
| JA 2701 | Japanese II | 3 (3-0-6) |
| JA 2702 | Japanese III | 3 (3-0-6) |

Minor Elective Courses

3 Credits

Students can choose any course from the Department of Business Japanese upon completion of the prerequisites (if any).

Music Entrepreneurship

Minor Required Courses

15 Credits

| | | |
|---------|------------------------------------|-----------|
| MB 2433 | Computer Application for Musicians | 3 (1-4-4) |
| MB 2531 | Music Business | 3 (3-0-6) |
| MB 2532 | Music Industry | 3 (3-0-6) |
| MS 1301 | Musical Skills I | 2 (3-2-1) |
| MS 1302 | Musical Skills II | 2 (3-2-1) |
| MS 2301 | Musical Skills III | 2 (3-2-1) |

C. Free Elective Courses

6 Credits

Students can choose free elective courses of 6 credits from any faculty in Assumption University upon completion of the prerequisites (if any).

STUDY PLAN

FIRST YEAR

First Semester

| Code | Subjects | Credits |
|--------------|--|---------------------|
| BBA 1001 | Business Exploration | 3 (3-0-6) |
| BG 1001 | English I | 3 (2-3-6) |
| FR 1510 | French I | 4 (3-2-6) |
| GE 1104 | Thai Historical Perspectives | 3 (3-0-6) |
| GE 1201 | Information Literacy Skills | 1 (1-0-2) |
| or | | |
| GE 1204 | Physical Education | |
| GE 1403 | Communication in Thai | 3 (3-0-6) |
| or | | |
| GE 1405 | Thai Language and Culture (for foreign students) | |
| Total | | 17 (15-5-32) |

Second Semester

| | | |
|--------------|-------------------------------------|---------------------|
| BBA 1102 | Data and Information Literacy | 3 (2-2-5) |
| BG 1002 | English II | 3 (2-3-6) |
| FR 1511 | French II | 4 (3-2-6) |
| GE 1302 | Ecology and Sustainability | 3 (3-0-6) |
| GL 1101 | Elements of Spoken Language | 3 (3-0-6) |
| MA 1000 | Business Mathematics and Statistics | 3 (3-0-6) |
| Total | | 19 (16-7-35) |

SECOND YEAR

First Semester

| | | |
|--------------|----------------------------------|---------------------|
| BBA 1104 | Fundamentals of Marketing | 3 (3-0-6) |
| BBA 2001 | Human Behavior | 3 (3-0-6) |
| BG 2000 | English III | 3 (2-3-6) |
| FR 2512 | French III | 4 (3-2-6) |
| GE 2202 | Ethics | 3 (3-0-6) |
| GE 2102 | Human Heritage and Globalization | 3 (3-0-6) |
| Total | | 19 (17-5-36) |

Second Semester

| | | |
|--------------|---|---------------------|
| BBA 1003 | Introduction to Microeconomics and Personal Finance | 3 (3-0-6) |
| BG 2001 | English IV | 3 (2-3-6) |
| FR 2514 | French Pronunciation | 3 (3-0-6) |
| FR 2513 | French IV | 4 (3-2-6) |
| GE 2103 | Art of Reasoning | 3 (3-0-6) |
| BBA 2102 | Organization and Management | 3 (3-0-6) |
| Total | | 19 (17-5-36) |

THIRD YEAR

First Semester

| | | |
|--------------|-----------------------------------|---------------------|
| FR 3501 | Business French I | 3 (3-0-6) |
| FR 3514 | Writing Workshop | 2 (1-2-2) |
| FR 3530 | Oral Comprehension and Expression | 3 (3-0-6) |
| GL 2101 | Introduction to Language | 3 (3-0-6) |
| | One Minor Course | 3 (3-0-6) |
| | One Major Elective Course | 3 (3-0-6) |
| Total | | 17 (16-2-32) |

Second Semester

| | | |
|--------------|---|---------------------|
| FR 3512 | Business Communication in French | 3 (3-0-6) |
| FR 3570 | Translation: French-Thai (for Thai students) | 3 (3-0-6) |
| or | | |
| FR 3532 | French Conversation and Discussion (for foreign students) | |
| GL 3104 | Language, Culture and Society | 3 (3-0-6) |
| | One Major Elective Course | 3 (3-0-6) |
| | One Minor Course | 3 (3-0-6) |
| | One Social Science elective course | 3 (3-0-6) |
| Total | | 18 (18-0-36) |

FOURTH YEAR

First Semester

| | | |
|--------------|--------------------------------------|---------------------|
| BAC 1601 | Fundamentals of Financial Accounting | 3 (3-0-6) |
| FR 4502 | Business French II | 3 (3-0-6) |
| FR 4544 | Reading French Media | 3 (3-0-6) |
| FR 4573 | Aspects of French-Speaking Countries | 3 (3-0-6) |
| | One Minor Course | 3 (3-0-6) |
| | One Free Elective Course | 3 (3-0-6) |
| Total | | 18 (18-0-36) |

Second Semester

| | | |
|--------------|---------------------------|---------------------|
| FR 4590 | Seminar | 3 (3-0-6) |
| | One Major Elective Course | 3 (3-0-6) |
| | One Free Elective Course | 3 (3-0-6) |
| | Two Minor Courses | 6 (6-0-12) |
| Total | | 15 (15-0-30) |