



DEPARTMENT OF BUSINESS CHINESE

OBJECTIVES

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

- Have personal integrity, open mind and sense of self and social responsibility.
- Have Chinese and English proficiency for business purposes.
- Have analytical and critical skills and able to apply knowledge to real practice.
- Able to work and communicate with both Thai and international people with respect and courtesy
- Have computer and information technology skills.



COURSES

A. General Education Courses 37 Credits

Language Courses 15 Credits

BG 1001	English I	3
BG 1002	English II	3
BG 2000	English III	3
BG 2001	English IV	3
GE 1403	Communication in Thai	3
or GE 1401	Language and Communication Skills (For International students)	3

Social Science Courses 13 Credits

BG 2400	Macroeconomics	3
BG 2401	Microeconomics	3
GE 1201	Information Literacy Skills	1
or GE 1204	Physical Education	1
GE 2202	Ethics	3
MGT 2404	Managerial Psychology	3

Humanities Courses 3 Credits

GE 1101	Thai Civilization	3
---------	-------------------	---

Science and Mathematics Courses 6 Credits

BG 1200	Mathematics for Business	3
GE 1301	Environmental Science	3

B. Specialized Courses 99 Credits

Core Course 21 Credits

ACT 1601	Fundamentals of Financial Accounting	3
BG1301	Fundamentals of Statistics	3
BIS 1141	Business Software Applications	0
BIS 2180	Information Technology	3
GL 1101	Elements of Spoken Language	3
MGT 1101	Introduction to Business	3
MGT2900	Principles of Management	3
MKT2280	Principles of Marketing	3



Major Required Courses 45 Credits

CN 1400	Introduction to Chinese	3
CN 1401	Chinese I	3
CN 1430	Listening and Speaking in Chinese I	1
CN 1431	Listening and Speaking in Chinese II	1
CN 2401	Chinese II	3
CN 2402	Chinese III	3
CN 2431	Chinese Oral Comprehension and Expression I	2
CN 2432	Chinese Oral Comprehension and Expression II	2
CN 3403	Chinese IV	3
CN 3410	Business Communication in Chinese	3
CN 3430	Chinese Conversation and Discussion I	3
CN 3432	Chinese Conversation and Discussion II	3
CN 3450	Introduction to Chinese Writing	3
CN 3462	Introduction to Chinese Culture	3
CN 3470	Translation I: Chinese-Thai	3
or CN 3441	Chinese Reading and Oral Report (only for international students)	3
CN 4442	Reading in Chinese Newspapers	3
CN 4471	Translation II: Thai-Chinese	3
or CN 4440	Reading in Business Chinese (only for international students)	3

Major Elective Courses 15 Credits

CN 3433	Chinese from Audio-Visual Media	3
CN 3441	Chinese Reading and Oral Report	3
CN 3480	Chinese for Secretaries	3
CN 3481	Chinese for Tourism	3
CN 3482	Chinese for Hotels	3
CN 3483	Chinese for Service Industries	3
CN 4433	Public Speaking in Chinese	3
CN 4434	Advanced Listening and Speaking in Chinese I	3
CN 4435	Advanced Listening and Speaking in Chinese II	3
CN 4440	Reading in Business Chinese	3
CN 4460	Survey of Chinese Literature	3
CN 4491	Seminar on Selected Topics	3

Minor Courses 18 Credits

Business English

Minor Required Courses 12 Credits

EN 2230	Listening and Speaking	3
EN 3210	Business Communication in English I	3
EN 4232	Business Conversation	3
EN 4233	Public Speaking in English	3

Minor Elective Courses 6 Credits

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

Business French

Minor Required Courses 12 Credits

FR 1500	Introduction to French	3
FR 1501	French I	3
FR 2501	French II	3
FR 2502	French III	3

Minor Elective Courses 6 Credits

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

Business Japanese

Minor Required Courses 12 Credits

JA 1700	Introduction to Japanese	3
JA 1701	Japanese I	3
JA 2701	Japanese II	3
JA 2702	Japanese III	3

Minor Elective Courses 6 Credits

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



Business Information Systems

Minor Required Courses 18 Credits

BIS 3315	Programming and Algorithms	3
BIS 3349	Fundamentals of Computer Graphics	3
BIS 3635	Database Systems	3
BIS 3655	Data Communications and Networking	3
BIS 3666	Information Systems Analysis and Design	3
BIS 4675	Information Systems Project Management	3

Finance and Banking

Minor Required Courses 18 Credits

FIN 3701	Corporate Finance	3
FIN 3711	Investment	3
FIN 3712	Money and Capital Markets	3
FIN 3714	Business Condition Analysis	3
FIN 4812	International Finance	3
FIN 4813	Financial Management	3

Hospitality and Tourism Management

Minor Required Courses 18 Credits

HTM 3001	Sustainable Tourism	3
HTM 3101	Introduction to Hospitality Management	3
HTM 3102	Introduction to Tourism Management	3
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3
HTM 3205	Marketing in Hospitality and Tourism	3
HTM 3211	Food and Beverage Management	3

International Business Management

Minor Required Courses 18 Credits

IBM 2702	International Business Environment	3
IBM 3711	Comparative Management	3
IBM3713	International Management	3
IBM3714	Export-Import Policy and Strategy	3
IBM4811	International Strategic Management	3
MKT3620	Global Marketing	3

Industrial Management

Minor Required Courses 18 Credits

IDM 3203	Logistics and Supply Chain Management	3
IDM 3204	Industrial Safety and Risk Management	3

IDM 4201	Manufacturing Planning and Control	3
IDM 4203	Quality Management	3
IDM 4206	Industrial Environmental Management	3
MGT3905	Operations Management	3

Management

Minor Required Courses 18 Credits

MGT 3901	Organization Theory	3
MGT 3903	Leadership	3
MGT 3917	Innovation and Change Management	3
MGT 3923	Strategic Human Resources Management	3
MGT 3942	Organizational Behavior	3
MGT 4916	Negotiation Strategy	3

Marketing

Minor Required Courses 18 Credits

MKT 3102	Integrated Marketing Communications	3
MKT 3525	Sales Management	3
MKT 3530	Consumer Behavior	3
MKT 3837	Service and Customer Relationship Management	3
MKT 4730	Marketing Management	3
MKT 4809	Marketing for Services	3

Real Estate Management

Minor Required Courses 18 Credits

REM 3111	Principles of Real Estate	3
REM 3112	Real Estate Law	3
REM 3113	Real Estate Economics	3
REM 3114	Building Design and Construction Techniques	3
REM 3211	Principles of Real Estate Development	3
REM 4113	Principles of Property Management	3

C. Free Elective Courses

6 Credits

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

Free elective courses of the Department which are offered to non Business Chinese Major:

CN 0400	Chinese for Beginners I	3
CN 0401	Chinese for Beginners II	3



STUDY PLAN

FIRST YEAR

First Semester

Course Code	Course Title	Credits
BG 1001	English I	3
BG 1200	Mathematics for Business	3
CN 1400	Introduction to Chinese	3
CN 1430	Listening and Speaking in Chinese I	3
GE 1201	Information Literacy Skills	1
or GE 1204	Physical Education	1
GE 1301	Environmental Science	3
GE 1403	Communication in Thai	3
or GE 1401	Language and Communication Skills (For international students)	3
Total		17

Second Semester

Course Code	Course Title	Credits
BG 1002	English II	3
BG 1301	Fundamentals of Statistics	3
BG 2401	Microeconomics	3
BIS 1141	Business Software Applications	0
CN 1401	Chinese I	3
CN 1431	Listening and Speaking in Chinese II	1
GL 1101	Elements of Spoken Language	3
MGT 1101	Introduction to Business	3
Total		19

SECOND YEAR

First Semester

Course Code	Course Title	Credits
BG 2000	English III	3
BG 2400	Macroeconomics	3
CN 2401	Chinese II	3
CN 2431	Chinese Oral Comprehension and Expression I	2
MGT 2404	Managerial Psychology	3
MKT 2280	Principles of Marketing	3
Total		17

Second Semester

Course Code	Course Title	Credits
ACT 1601	Fundamentals of Financial Accounting	3
BG 2001	English IV	3
BIS 2180	Information Technology	3
CN 2402	Chinese III	3
CN 2432	Chinese Oral Comprehension and Expression II	2
MGT 2900	Principles of Management	3
Total		17



THIRD YEAR
First Semester

Course Code	Course Title	Credits
CN 3403	Chinese IV	3
CN 3430	Chinese Conversation and Discussion I	3
CN 3450	Introduction to Chinese Writing	3
CN 3470 or CN 3441	Translation I: Chinese-Thai Chinese Reading and Oral Report (only for international students)	3
	One Major Elective Course	3
	One Minor Course	3
Total		18

Second Semester

Course Code	Course Title	Credits
CN 3410	Business Communication in Chinese	3
CN 3432	Chinese Conversation and Discussion II	3
CN 3462	Introduction to Chinese Culture	3
	Two Major Elective Courses	6
	One Minor Course	3
Total		18

FOURTH YEAR
First Semester

Course Code	Course Title	Credits
CN 4471 or CN 4440	Translation II: Thai-Chinese Reading in Business Chinese (only for international students)	3
	Two Major Elective Courses	6
	One Minor Course	3
	Two Free Elective Courses	6
Total		18

Second Semester

Course Code	Course Title	Credits
CN 4442	Reading in Chinese Newspapers	3
GE 1101	Thai Civilization	3
GE 2202	Ethics	3
	Three Minor Courses	9
Total		18