

DEPARTMENT OF BUSINESS ENGLISH

OBJECTIVES

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

- Have a sense of social and self responsibility and become an ethical citizen of the society.
- Have English proficiency necessary for business executions and be well-rounded in terms of intercultural communication.
- Demonstrate skills and expertise in applying knowledge to real life context and solving problems creatively and efficiently.
- Able to work and communicate effectively with both Thai and international people with respect and courtesy.
- Able to use computer and other technologies in communicating and presenting information.

COURSES

A. General Education Courses 43 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 16 Credits

BG 2400	Macroeconomics	3
BG 2401	Microeconomics	3
GE 1201	Information Literacy Skills	1
GE 1203	Society, Politics and Economics	3
GE 2202	Ethics	3
MGT 2404	Managerial Psychology	3

Humanities Courses 6 Credits

GE 1101	Thai Civilization	3
GE 2101	World Civilization	3

Science and Mathematics Courses 6 Credits

BG 1200	Mathematics for Business	3
GE 1301	Environmental Science	3

B. Specialized Courses 93 Credits

Required Core Courses 21 Credits

BG 1301	Fundamentals of Statistics	3
BIS 1141	Business Software Applications	0
BIS 2180	Information Technology	3
GE 2103	Art of Reasoning	3
GL 1101	Elements of Spoken Language	3
GL 3102	Introduction to Linguistics	3
GL 3103	Language, Culture, and Behavior	3
MGT 1101	Introduction to Business	3

Elective Core Courses 9 Credits

ACT 1601	Fundamentals of Financial Accounting	3
FIN 2700	Money, Banking and Financial Markets	3
MGT 2900	Principles of Management	3
MKT 2280	Principles of Marketing	3

Major Required Courses 36 Credits

EN 2230	Listening and Speaking	3
EN 3210	Business Communication in English I	3
EN 3211	Business Communication in English II	3
EN 3240	Reading in Business English	3
EN 3270	Translation: English-Thai	3
or EN 4254	Academic Writing - (only for international students)	3
EN 3271	Translation: Thai-English	3
or EN 4252	Article Writing - (only for international students)	3
EN 4232	Business Conversation	3
EN 4233	Public Speaking in English	3
EN 4240	Reading in English Newspapers	3
EN 4241	Critical and Analytical Reading	3
EN 4250	Understanding, Note-taking and Summarizing	3
EN 4256	Introduction to Business Research Writing	3



Major Elective Courses 9 Credits

EN 3232	English Pronunciation I	3
EN 3233	English Pronunciation II	3
EN 3281	English for Tourism	3
EN 3282	English for Hotels	3
EN 3283	English for International Trade	3
EN 3284	English for Property Development	3
EN 3287	English for Office Management	3
EN 3288	English for Airline Business	3
EN 3289	English for Music Business	3
EN 4252	Article Writing	3
EN 4253	Introduction to Public Relations Writing	3
EN 4254	Academic Writing	3
EN 4262	Reading of Modern Viewpoints	3
EN 4266	Reading Thai Literary Works in English	3
EN 4267	Aspects of American Culture	3
EN 4272	Translation in Business English	3
EN 4291	Seminar in Business English	3

Minor Courses 18 Credits

Business Chinese

Minor Required Courses 12 Credits

CN 1400	Introduction to Chinese	3
CN 1401	Chinese I	3
CN 2401	Chinese II	3
CN 2402	Chinese III	3

Minor Elective Courses 6 Credits

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

Thai (Only for international students)

Minor Required Courses 18 Credits

TH 1500	Introduction to Thai	3
TH 1501	Thai Language I	3
TH 2501	Thai Language II	3
TH 2502	Thai Language III	3
TH 3501	Advanced Reading	3
TH 3502	Advanced Thai Writing	3

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
IBM 3713	International Management	3
IBM 3714	Export-Import Policy and Strategy	3
IBM 4811	International Strategic Management	3
MKT 3620	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
MGT 3905	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

Music Business

Minor Required Courses 18 Credits

MA 1300	Introduction to Applied Music	1
MA 1301	Applied Music I	2
MB 2421	Music Production Technology	3
MB 2521	Music Business I	3
MB 2522	Music Business II	3
MB 3512	Legal Aspects of Music Business	3
MB 4511	Music Business Artist/Project Management	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 which are offered by Faculty of Arts:

GS 1302	Contemporary Science and Sustainability	3
GS 2103	Thai Buddhism	3
GS 2104	Contextual Religions	3
GS 2106	Logical Thinking and Application	3
GS 2205	Communication and Cultures	3
GS 2206	Personality Development	3
GS 2207	Sports, Health and Wellness Development	3
GS 2208	Thai Politics	3
GS3101	Applied Philosophy in Contemporary Society	3
GS 3401	Public Speaking in Thai	3



STUDY PLAN

FIRST YEAR First Semester

Code	Subjects	Credits
BG 1001	English I	3
BG 1200	Mathematics for Business	3
GE 1101	Thai Civilization	3
GE 1201	Information Literacy Skills	1
GE 1301	Environmental Science	3
GE 1403 or GE 1401	Communication in Thai Language and Communication Skills (For international students)	3
Total		16

SECOND YEAR First Semester

Code	Subjects	Credits
BG 2000	English III	3
BG 2400	Macroeconomics	3
BIS 1141	Business Software Applications	0
GE 2101	World Civilization	3
GE 2103	Art of Reasoning	3
MGT 2404	Managerial Psychology One Elective Core Course	3
Total		18

Second Semester

Code	Subjects	Credits
BG 1002	English II	3
BG 1301	Fundamentals of Statistics	3
BG 2401	Microeconomics	3
GE 1203	Society, Politics and Economics	3
GL 1101	Elements of Spoken Language	3
MGT 1101	Introduction to Business	3
Total		18

Second Semester

Code	Subjects	Credits
BG 2001	English IV	3
BIS 2180	Information Technology	3
EN 2230	Listening and Speaking	3
GE 2202	Ethics Two Elective Core Courses	6
Total		18



THIRD YEAR
First Semester

Code	Subjects	Credits
EN 3210	Business Communication in English I	3
EN 3240	Reading in Business English	3
EN 3270	Translation: English-Thai	3
or EN 4254	Academic Writing - (only for international students)	3
GL 3102	Introduction to Linguistics	3
	Two Minor Courses	6
Total		18

Second Semester

Code	Subjects	Credits
EN 3211	Business Communication in English II	3
EN 3271	Translation: Thai-English	3
or EN 4252	Article Writing - (only for international students)	3
EN 4232	Business Conversation	3
GL 3103	Language, Culture and Behavior	3
	One Major Elective Course	3
	One Minor Course	3
Total		18

FOURTH YEAR
First Semester

Code	Subjects	Credits
EN 4240	Reading in English Newspapers	3
EN 4250	Understanding, Note-taking and Summarizing	3
	One Major Elective Course	3
	Two Minor Course	6
	One Free Elective Course	3
Total		18

Second Semester

Code	Subjects	Credits
EN 4233	Public Speaking in English	3
EN 4241	Critical and Analytical Reading	3
EN 4256	Introduction to Business Research Writing	3
	One Major Elective Course	3
	One Minor Course	3
	One Free Elective Course	3
Total		18