

DEPARTMENT OF BUSINESS ENGLISH

DEGREE CONFERRED

Bachelor of Arts (Business English)
B.A. (Business English)

GRADUATION REQUIREMENTS

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

- Have completed the total number of credits of the curriculum
- Have obtained a cumulative grade point average of at least 2.00
- Have participated in 16 sessions of the Professional Ethics Seminar
- Have obtained library and financial clearance from the University
- Have demonstrated good behavior and discipline
- Have met 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 :

- 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.
- Be able to work and communicate effectively with both Thai and international people with respect and courtesy.
- Be able to use computer and technologies in communicating and presenting information.



COURSES

A. General Education Courses **40 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 (for Thai students)	3
or		
GE 1405	Thai Language and Culture (for non-Thai students)	3
or		
GE 1408	Thai Usage (for international students)	3

Social Science Courses 16 Credits

ECO 2201	Microeconomics	3
ECO 2202	Macroeconomics	3
GE 1204	Physical Education	1
GE 1205	ASEAN Ways	3
GE 2202	Ethics	3
MGT 2404	Managerial Psychology	3

Humanities Courses 3 Credits

GE 2101	World Civilization	3
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Science and Mathematics Courses 6 Credits

BG 1301	Fundamentals of Statistics	3
GE 1301	Environmental Science	3

**B. Specialized Courses** **96 Credits****Required Core Courses** **18 Credits**

MIS 1221	Computer Literacy	0
GE 2103	Art of Reasoning	3
GL 1101	Elements of Spoken Language	3
GL 3102	Introduction to Linguistics	3
GL 3104	Language, Culture, and Society	3
GL 3105	Integrated English Skills	3
MGT 1101	Introduction to Business	3

Elective Core Courses **9 credits**

ACT 1601	Fundamentals of Financial Accounting	3
FIN 2201	Principles of Finance	3
MGT 2900	Principles of Management	3
MKT 2280	Principles of Marketing	3
MIS 2111	Introduction to Management Information Systems	3

Major Required Courses **36 credits**

EN 2230	Listening and Speaking	3
EN 3212	Communicative Writing Development	3
EN 3213	Business Communication in English	3
EN 3240	Reading in Business English	3
EN 3270	Translation: English-Thai	3
or		
EN 4254	Academic Writing (only for foreign students)	3
EN 3271	Translation: Thai-English	3
or		
EN 4292	Business Article Writing (only for foreign students)	3
EN 4232	Business Conversation	3
EN 4233	Public Speaking in English	3
EN 4241	Critical and Analytical Reading	3
EN 4256	Introduction to Business Research Writing	3
EN 4257	Understanding and Note-taking in Business Context	3
EN 4258	Reading in English Journalism	3

Major Elective Courses **15 credits**

EN 3234	English Pronunciation	3
EN 3281	English for Tourism	3
EN 3282	English for Hotels	3
EN 3283	English for International Trade	3
EN 3287	English for Office Management	3
EN 3288	English for Airline Business	3
EN 3289	English for Music Business	3
EN 3290	English for Entrepreneurship	3

EN 3291	Intercultural Business Communication	3
EN 3292	Grammar Essentials for Professional Life	3
EN 3293	English for Human Resources	3
EN 4254	Academic Writing	3
EN 4262	Reading of Modern Viewpoints	3
EN 4272	Translation in Business English	3
EN 4291	Seminar in Business English	3
EN 4292	Business Article Writing	3
EN 4293	Business English Internship	3

Minor Courses **18 Credits****(1) 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).

(2) 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).

(3) 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).

**(4) 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

(5) Management Information Systems

Minor Required Courses	18 Credits	
MIS 3111	Business Process Management	3
MIS 3121	Database Systems	3
MIS 3122	Principles of Electronic Commerce	3
MIS 4111	Information Systems Project Management	3
MIS 4122	Business Intelligence	3
MIS 4211	Information Systems Strategy, Management, and Acquisition	3

(6) Finance

Minor Required Courses	18 Credits	
FIN 3101	Corporate Finance	3
FIN 3102	Business and Economic Analysis for Decision Making	3
FIN 3201	Investment	3
FIN 3203	Bank Management	3
FIN 3231	Financial Feasibility Planning	3
FIN 4101	Financial Management	3

(7) Hospitality and Tourism Management

Minor Required Courses	18 Credits	
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 3206	Personality and Communication Management in Hospitality and Tourism	3
HTM 3211	Food and Beverage Management	3

(8) International Business Management

Minor Required Courses	18 Credits	
IBM 2201	International Business Environment	3
IBM 3101	Cross Cultural Human Resource Management	3
IBM 3102	Export-Import Policy and Strategy	3
IBM 3203	International Management	3
IBM 4115	International Product and Brand Planning	3
IBM 4208	International Strategic Management	3

(9) Industrial Management and Logistics

Minor Required Courses	18 Credits	
IML 3203	Logistics and Supply Chain Management	3
IML 3204	Industrial Safety and Risk Management	3
IML 4201	Lean Manufacturing and Agile Supply Chain	3
IML 4203	Quality Management	3
IML 3309	Procurement and Supply Management	3
MGT 3905	Operations Management	3

(10) Management-Leadership and Entrepreneurship

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 Behaviour	3
MGT 4916	Negotiation Strategy	3

**(11) 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

(12) Music Business

Minor Required Courses		18 Credits
MA 1301	Applied Music I	2
MA 1302	Applied Music II	2
MA 2301	Applied Music III	2
MB 2433	Computer Application for Musicians	3
MB 2531	Music Business	3
MB 2532	Music Industry	3
MB 3512	Legal Aspects of Music Business	3

(13) 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 Course**6 Credits**

Students can take 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
BG 1001	English I	3
MGT 1101	Introduction to Business	3
GE 1205	ASEAN Ways	3
GE 1404	Physical Education	1
GE 1403	Communication in Thai (for Thai students)	3
or		
GE 1405	Thai Language and Culture (for non-Thai students)	3
or		
GE 1408	Thai Usage (for international students)	3
GE 1301	Environmental Science	3
Total		16

Second Semester

BG 1002	English II	3
BG 1301	Fundamentals of Statistics	3
GE 2101	World Civilization	3
GE 2103	Art of Reasoning	3
ECO 2201	Microeconomics	3
GL 1101	Elements of Spoken Language	3
Total		18

SECOND YEAR**First Semester**

BG 2000	English III	3
ECO 2202	Macroeconomics	3
MIS 1221	Computer Literacy	0
MGT 2404	Managerial Psychology	3
EN 2230	Listening and Speaking	3
	One Elective Core Course	3
	One Elective Core Course	3
Total		18

Second Semester

BG 2001	English IV	3
GE 2202	Ethics	3
EN 3212	Communicative Writing Development	3
	One Free Elective Course	3
	One Elective Core Course	3
	One Minor Course	3
Total		18

THIRD YEAR**First Semester**

GL 3102	Introduction to Linguistics	3
EN 3213	Business Communication in English	3
EN 3270	Translation: English-Thai	3
or		
EN 4254	Academic Writing (only for foreign students)	3
EN 3240	Reading in Business English	3
	One Major Elective Course	3
	One Minor Course	3
Total		18

Second Semester

GL 3104	Language, Culture and Society	3
GL 3105	Integrated English Skills	3
EN 3271	Translation: Thai-English	3
or		
EN 4292	Business Article Writing (only for foreign students)	3
EN 4232	Business Conversation	3
	One Major Elective Course	3
	One Minor Course	3
Total		18

FOURTH YEAR**First Semester**

EN 4257	Understanding and Note-taking in Business Context	3
EN 4258	Reading in English Journalism	3
	One Major Elective Course	3
	One Minor Course	3
	One Minor Course	3
	One Free Elective Course	3
Total		18

Second Semester

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 Major Elective Course	3
	One Minor Course	3
Total		18