



# DEPARTMENT OF BUSINESS CHINESE

## DEGREE CONFERRED

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

## GRADUATION REQUIREMENTS

Assumption University confers the degree of Bachelor of Arts in Business Chinese 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 personal integrity, positive attitude and a sense of social and self responsibility.
- Have Chinese and English proficiency necessary for business executions.
- Have analytical and critical skills, initiative and ability to apply knowledge to real practice.
- Have ability 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 (for Thai students)	3
or		
GE 1405	Thai Language and Culture (for non-Thai students)	3

#### Social Science Courses 10 Credits

ECO 2201	Microeconomics	3
ECO 2202	Macroeconomics	3
GE 1201	Information Literacy Skills	1
or		
GE 1204	Physical Education	1
GE 2202	Ethics	3

#### Humanities Courses 6 Credits

GE 1101	Thai Civilization	3
MGT 2404	Managerial Psychology	3

#### Science and Mathematics Courses 6 Credits

BG 1301	Fundamentals of Statistics	3
GE 2301	Lifestyles in Dynamic World	3


**B. Specialized Courses** **99 Credits**
**Required Core Courses** **15 Credits**

ACT 1601	Fundamentals of Financial Accounting	3
GL 1101	Elements of Spoken Language	3
MIS 1221	Computer Literacy	0
MGT 1101	Introduction to Business	3
MGT 2900	Principles of Management	3
MKT 2280	Principles of Marketing	3

**Major Required Courses** **48 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 3436	Chinese Business Conversation I	3
CN 3437	Chinese Business Conversation II	3
CN 3450	Introduction to Chinese Writing	3
CN 3451	Communicative Writing in Chinese	3
CN 3463	Introduction to Chinese Culture	3
CN 3470	Translation I: Chinese-Thai	3
or		
CN 3441	Chinese Reading and Oral Report (Only for foreign students)	3
CN 4442	Reading in Chinese Newspapers	3
CN 4452	Business Writing in Chinese	3
CN 4471	Translation II: Thai-Chinese	3
or		
CN 4440	Reading in Business Chinese (Only for foreign students)	3

**Major Elective Courses** **18 credits**

CN 3420	Integrated Chinese Skills	3
CN 3433	Chinese from Audio-Visual Media	3
CN 3441	Chinese Reading and Oral Report	3
CN 3481	Chinese for Tourism	3
CN 3482	Chinese for Hotels	3
CN 3483	Chinese for Service Industries	3
CN 3484	Chinese for Office Management	3
CN 4433	Public Speaking in Chinese	3
CN 4436	Advanced Business Conversation in Chinese	3
CN 4440	Reading in Business Chinese	3
CN 4460	Survey of Chinese Literature	3
CN 4491	Seminar on Selected Topics	3
CN 4492	Chinese Internship	3

**Minor Courses** **18 Credits**
**(1) Business English**
**Minor Required Courses** **12 Credits**

EN 2230	Listening and Speaking	3
EN 3212	Communicative Writing Skill Development	3
EN 3213	Business Communication in English	3
EN 4232	Business Conversation	3

**Minor Elective Courses** **6 Credits**

Students can take any course from the Department of Business English 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) 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


**(5) 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

**(6) 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 4208	International Strategic Management	3
IBM 4115	Global Product and Brand Planning	3

**(7) Insurance**
**Minor Required Courses** **18 Credits**

INS 3101	Principles of Risk Management and Insurance	3
INS 3201	Property Insurance	3
INS 3202	Casualty Insurance	3
INS 3301	Principles of Life Assurance	3
INS 4206	Essentials of Risk Management	3
INS 4302	Accident, Health and Group Insurance	3

**(8) 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 Behavior	3
MGT 4916	Negotiation Strategy	3

**(9) 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

**(10) 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

**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).

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

Code	Subjects	Credits
BG 1001	English I	3
GE 1101	Thai Civilization	3
GE 1201	Information and Literacy Skills	1
or		
GE 1204	Physical Education	1
GE 2301	Lifestyles in Dynamic World	3
GE 1403	Communication in Thai (for Thai students)	3
or		
GE 1405	Thai Language and Culture (for non-Thai students)	3
CN 1400	Introduction to Chinese	3
CN 1430	Listening and Speaking in Chinese I	1
<b>Total</b>		<b>17</b>

## Second Semester

BG 1002	English II	3
BG 1301	Fundamentals of Statistics	3
ECO 2201	Microeconomics	3
GL 1101	Elements of Spoken Language	3
MIS 1221	Computer Literacy	0
MGT 1101	Introduction to Business	3
CN 1401	Chinese I	3
CN 1431	Listening and Speaking in Chinese II	1
<b>Total</b>		<b>19</b>

## SECOND YEAR

## First Semester

BG 2000	English III	3
ECO 2202	Macroeconomics	3
MGT 2404	Managerial Psychology	3
MKT 2280	Principles of Marketing	3
CN 2401	Chinese II	3
CN 2431	Chinese Oral Comprehension and Expression I	2
<b>Total</b>		<b>17</b>

## Second Semester

ACT 1601	Fundamentals of Financial Accounting	3
BG 2001	English IV	3
GE 2202	Ethics	3
MGT 2900	Principles of Management	3
CN 2402	Chinese III	3
CN 2432	Chinese Oral Comprehension and Expression II	2
<b>Total</b>		<b>17</b>

## THIRD YEAR

## First Semester

CN 3403	Chinese IV	3
CN 3436	Chinese Business Conversation	3
CN 3450	Introduction to Chinese Writing	3
CN 3470	Translation I: Chinese-Thai	3
or		
CN 3441	Chinese Reading and Oral Report (only for foreign students)	3
	One Major Elective Course	3
	One Minor Course	3
<b>Total</b>		<b>18</b>

## Second Semester

CN 3437	Chinese Business Conversation II	3
CN 3451	Communicative Writing in Chinese	3
CN 3463	Introduction to Chinese Culture	3
	Two Major Elective Courses	6
	One Minor Course	3
<b>Total</b>		<b>18</b>

## FOURTH YEAR

## First Semester

CN 4452	Business Writing in Chinese	3
CN 4471	Translation II: Thai-Chinese	3
or		
CN 4440	Reading in Business Chinese (only for foreign students)	3
	One Major Elective Courses	3
	One Minor Course	3
	Two Free Elective Courses	6
<b>Total</b>		<b>18</b>

## Second Semester

CN 4442	Reading in Chinese Newspapers	3
	Two Major Elective Courses	6
	Three Minor Courses	9
<b>Total</b>		<b>18</b>

