

DEPARTMENT OF BUSINESS JAPANESE

DEGREE CONFERRED

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

GRADUATION REQUIREMENTS

Assumption University confers the degree of Bachelor of Arts in Business Japanese 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
- 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:

- Have a sense of social and self responsibility and become an ethical citizen of the society.
- Have up-to-date and business language skills both in Japanese and in English for listening, speaking, reading and writing through technologies.
- 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 information technology and other 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 13 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
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

MA 1200	Mathematics for Business	3
GE 1301	Environmental Science	3



B. Specialized Courses 96 Credits

Required Core Courses 24 Credits

BG 1301	Fundamentals of Statistics	3
MIS 1221	Computer Literacy	0
MIS 2111	Introduction to Management Information Systems	3
FIN 2201	Principles of Finance	3
GL 1101	Elements of Spoken Language	3
GL 3102	Introduction to Linguistics	3
MGT 1101	Introduction to Business	3
MGT 2900	Principles of Management	3
MKT 2280	Principles of Marketing	3

Major Required Courses 39 credits

JA 1700	Introduction to Japanese	3
JA 1701	Japanese I	3
JA 2701	Japanese II	3
JA 2702	Japanese III	3
JA 2703	Basic Reading and Writing in Japanese I	3
JA 2704	Basic Reading and Writing in Japanese II	3
JA 3701	Intermediate Japanese Grammar	3
JA 3702	Business Japanese I	3
JA 3704	Oral Comprehension and Expression	3
JA 4701	Reading in Business Japanese I	3
JA 4702	Business Writing in Japanese I	3
JA 4703	Translation I: Japanese-Thai	3
or		
JA 4721	Japanese Conversation and Discussion	3
or		
JA 4726	Public Speaking in Japanese (for international students)	3
JA 4704	Translation II: Thai-Japanese	3
or		
JA 4725	Translation in Business Japanese (for international students)	3

Major Elective Courses 15 credits

JA 3721	Introduction to Japanese Linguistics	3
JA 3722	Japanese Reading and Oral Report	3
JA 3723	Introduction to Japanese Phonetics	3
JA 3724	Aspects of Japan	3
JA 3725	Japanese for Secretaries	3
JA 3726	Japanese for Tourism	3
JA 3727	Japanese for Hotels	3
JA 3728	Japanese for Airline Services	3
JA 3729	Survey of Japanese Literature	3
JA 4721	Japanese Conversation and Discussion	3
JA 4722	Reading in Business Japanese II	3

JA 4723	Business Writing in Japanese II	3
JA 4724	Business Japanese II	3
JA 4725	Translation in Business Japanese	3
JA 4726	Public Speaking in Japanese	3
JA 4727	Seminar	3
JA 4728	Internship	6

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).

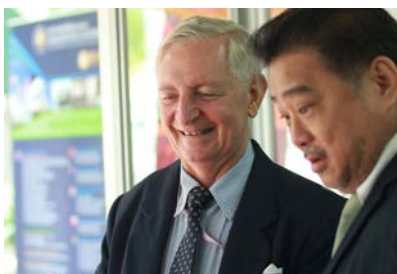
(3) Business Chinese

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).



(4) Thai (Only for international students)

Minor Required Courses		18 Credits
TH 1501	Introduction to Thai	3
TH 1502	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 Making Decision	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	Global Product and Brand Planning	3
IBM 4208	International Strategic Management	3

(9) Industrial Management and Logistics

Minor Required Courses		18 Credits
MGT 3905	Operations Management	3
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

(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

(8) 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

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).

Business Japanese		
JA 0721	Japanese for Beginners I	3
JA 0722	Japanese for Beginners II	3
JA 0723	Reading and Writing Japanese Scripts	3

STUDY PLAN**FIRST YEAR****First Semester**

Code	Subjects	Credits
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
BG 1001	English I	3
MA 1200	Mathematics for Business	3
GE 1301	Environmental Science	3
JA 1700	Introduction to Japanese	3
GE 1201	Information Literacy Skills	1
or		
GE 1204	Physical Education	1
GE 1101	Thai Civilization	3
Total		19

Second Semester

BG 1002	English II	3
MGT 1101	Introduction to Business	3
BG 1301	Fundamentals of Statistics	3
ECO 2201	Microeconomics	3
JA 1701	Japanese I	3
GL 1101	Elements of Spoken Language	3
MIS 1221	Computer Literacy	0
Total		18

SECOND YEAR**First Semester**

BG 2000	English III	3
ECO 2202	Macroeconomics	3
MGT 2404	Managerial Psychology	3
MKT 2280	Principles of Marketing	3
JA 2701	Japanese II	3
JA 2703	Basic Reading and Writing I	3
Total		17

Second Semester

BG 2001	English IV	3
FIN 2201	Principles of Finance	3
MIS 2111	Introduction to Management Information Systems	3
MGT 2900	Principles of Management	3
JA 2702	Japanese III	3
JA 2704	Basic Reading and Writing II	3
Total		18

THIRD YEAR**First Semester**

GL 3102	Introduction to Linguistics	3
JA 3701	Intermediate Japanese Grammar	3
JA 3702	Business Japanese I	3
JA 3704	Oral Comprehension and Expression	3
	One Major Elective Course	3
	One Minor Course	3
Total		18

Second Semester

JA 4703	Translation I: Japanese-Thai	3
or		
JA 4721	Japanese Conversation and Discussion	3
or		
JA 4726	Public Speaking in Japanese (for international students)	3
GE 2101	World Civilization	3
	Two Major Elective Courses	6
	One Minor Course	3
	One Free Elective Course	3
Total		18

FOURTH YEAR**First Semester**

JA 4701	Reading in Business Japanese I	3
JA 4702	Business Writing in Japanese I	3
	One Major Elective Course	3
	Two Minor Courses	6
	One Free Elective Course	3
Total		18

Second Semester

GE 2202	Ethics	3
JA 4704	Translation II: Thai-Japanese	3
or		
JA 4725	Translation in Business Japanese (for international students)	3
	One Major Elective Course	3
	Two Minor Courses	6
Total		15