



## DEPARTMENT OF BUSINESS FRENCH

### 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 French and in English for listening, speaking, reading and writing through technologies.
- Demonstrate skills and expertise in applying the 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** **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	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 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:** **96 Credits**  
Core Courses 33 Credits

ACT 1601	Fundamentals of Financial Accounting	3
BG 1301	Fundamentals of Statistics	3
BIS 1141	Business Software Applications	0
BIS 2180	Information Technology	3
FIN 2700	Money, Banking and Financial Markets	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
MGT 2900	Principles of Management	3
MKT 2280	Principles of Marketing	3



Major Required Courses 36 Credits

FR 1500	Introduction to French	3
FR 1501	French I	3
FR 2501	French II	3
FR 2502	French III	3
FR 3503	Introduction to Business French	3
FR 3510	Business Communication in French I	3
FR 3530	Oral Comprehension and Expression	3
FR 3534	French Phonetics	3
FR 3570	Translation: French-Thai	3
or FR 3531	French Conversation and Discussion I (For international students)	3
FR 4504	Business French I	3
FR 4542	Reading French Magazines and Newspapers	3
FR 4573	Aspects of French-Speaking Countries	3

Major Elective Courses 9 Credits

FR 3511	Business Communication in French II	3
FR 3520	Introduction to French Linguistics	3
FR 3531	French Conversation and Discussion I	3
FR 3535	Basic Conversation in Business French I	3
FR 3536	Basic Writing in Business French I	3
FR 3541	French Reading and Oral Report	3
FR 3580	French for Secretaries	3
FR 3581	French for Tourism	3
FR 3582	French for Hotels	3
FR 4505	Business French II	3
FR 4532	French Conversation and Discussion II	3
FR 4533	Public Speaking in French	3
FR 4540	Reading in Business French	3
FR 4572	Translation in Business French	3
FR 4590	Seminar	3
FR 4591	Selected Topics in French Studies	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 course from the Department of Business Chinese upon completion of the prerequisites (if any).

**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 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
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

### 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).



## STUDY PLAN

### FIRST YEAR First Semester

Code	Subjects	Credits
BG 1001	English I	3
BG 1200	Mathematics for Business	3
FR 1500	Introduction to French	3
GE 1101	Thai Civilization	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		19

### Second Semester

Code	Subjects	Credits
ACT 1601	Fundamentals of Financial Accounting	3
BG 1002	English II	3
BG 2401	Microeconomics	3
BIS 1141	Business Software Applications	0
FR 1501	French I	3
GL 1101	Elements of Spoken Language	3
MGT 1101	Introduction to Business	3
Total		18

### SECOND YEAR First Semester

Code	Subjects	Credits
BG 2000	English III	3
BG 2400	Macroeconomics	3
FR 2501	French II	3
GE 2202	Ethics	3
MGT 2404	Managerial Psychology	3
MKT 2280	Principles of Marketing	3
Total		18

### Second Semester

Code	Subjects	Credits
BG 2001	English IV	3
BIS 2180	Information Technology	3
FIN 2700	Money, Banking and Financial Markets	3
FR 2502	French III	3
GE 2103	Art of Reasoning	3
MGT 2900	Principles of Management	3
Total		18



THIRD YEAR  
First Semester

Code	Subjects	Credits
BG 1301	Fundamentals of Statistics	3
FR 3503	Introduction to Business French	3
FR 3510	Business Communication in French I	3
FR 3530	Oral Comprehension and Expression	3
GL 3102	Introduction to Linguistics	3
	One Minor Course	3
Total		18

Second Semester

Code	Subjects	Credits
FR 3534	French Phonetics	3
FR 3570	Translation : French-Thai	3
or FR 3531	French Conversation and Discussion I (For international students)	3
GL 3103	Language, Culture and Behavior	3
	One Major Elective Course	3
	One Minor Course	3
	One Free Elective Course	3
Total		18

FOURTH YEAR  
First Semester

Code	Subjects	Credits
GE 2101	World Civilization	3
FR 4542	Reading French Magazines and Newspapers	3
FR 4573	Aspects of French-Speaking Countries	3
	One Major Elective Course	3
	One Minor Course	3
	One Free Elective Course	3
Total		18

Second Semester

Code	Subjects	Credits
FR 4504	Business French I	3
	One Major Elective Course	3
	Three Minor Courses	9
Total		15