



## DEPARTMENT OF BUSINESS JAPANESE

### 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.
- Able to work and communicate effectively with both Thai and international people with respect and courtesy.
- 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                                    | 3 |
| or GE 1401 | Language and Communication Skills (for foreign students) |   |

##### Social Science Courses 13 Credits

|            |                                |   |
|------------|--------------------------------|---|
| BG 2400    | Macroeconomics                 | 3 |
| BG 2401    | Microeconomics                 | 3 |
| GE 1201    | Information Literacy Skills or | 1 |
| or GE 1204 | Physical Education             |   |
| 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 30 Credits

|          |                                      |   |
|----------|--------------------------------------|---|
| 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 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 | Business Reading and Writing I    | 3 |
| JA 2704 | Business Reading and Writing 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 (only for foreign students) | 3 |
| JA 4704    | Translation II (Thai-Japanese)                                   | 3 |
| or JA 4725 | Translation in Business Japanese (only for foreign students)     | 3 |

**Major Elective Courses 9 Credits**

|         |                                      |   |
|---------|--------------------------------------|---|
| 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 |

**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 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 courses from the Department of Business English 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).

**Thai**

**Minor Required Courses 18 Credits**

|         |                          |   |
|---------|--------------------------|---|
| TH 1500 | Introduction to Thai     | 3 |
| TH 1501 | Thai Language I          | 3 |
| TH 2501 | Thai Lang                | 3 |
| TH 2502 | Thai Language III        | 3 |
| TH 3501 | Advanced Reading         | 3 |
| TH 3502 | Thai Writing Development | 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 3101 | Introduction to Hospitality Management                | 3 |
| HTM 3102 | Introduction to Tourism Industry Management           | 3 |
| HTM 3103 | Consumer Behavior in Hospitality and Tourism Industry | 3 |
| HTM 3205 | Marketing in Hospitality and Tourism                  | 3 |
| HTM 3206 | Sustainable 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   | 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         |
| GE 1101               | Thai Civilization   | 3         |
| GE 1201<br>or GE 1204 | Information Literacy Skills<br>Physical Education                                       | 1         |
| GE 1301               | Environmental Science   | 3         |
| GE 1403<br>or GE 1401 | Communication in Thai<br>Language and<br>Communication Skills<br>(for foreign students) | 3         |
| JA 1700               | Introduction to Japanese  | 3         |
| <b>Total</b>          |   | <b>19</b> |

#### Second Semester

| Code         | Subjects                          | Credits   |
|--------------|-----------------------------------|-----------|
| BG 1002      | English II                        | 3         |
| BG 1301      | Fundamentals of Statistics        | 3         |
| BG 2401      | Microeconomics                    | 3         |
| BIS 1141     | Business Software<br>Applications | 0         |
| GL 1101      | Elements of Spoken<br>Language    | 3         |
| JA 1701      | Japanese I                        | 3         |
| MGT 1101     | Introduction to Business          | 3         |
| <b>Total</b> |                                   | <b>18</b> |

### SECOND YEAR

#### First Semester

| Code         | Subjects                    | Credits   |
|--------------|-----------------------------|-----------|
| BG 2000      | English III                 | 3         |
| BG 2400      | Macroeconomics              | 3         |
| JA 2701      | Japanese II                 | 3         |
| JA 2703      | Basic Reading and Writing I | 3         |
| MGT 2404     | Managerial Psychology       | 3         |
| MKT 2280     | Principles of Marketing     | 3         |
| <b>Total</b> |                             | <b>18</b> |

#### Second Semester

| Code         | Subjects                                | Credits   |
|--------------|---|-----------|
| BG 2001      | English IV                              | 3         |
| BIS 2180     | Information Technology                  | 3         |
| FIN 2700     | Money, Banking and<br>Financial Markets | 3         |
| JA 2702      | Japanese III                            | 3         |
| JA 2704      | Basic Reading and Writing II            | 3         |
| MGT 2900     | Principles of Management                | 3         |
| <b>Total</b> |   | <b>18</b> |



**THIRD YEAR**  
**First Semester**

| Code         | Subjects                          | Credits   |
|--------------|-----------------------------------|-----------|
| 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         |
| <b>Total</b> |                                   | <b>18</b> |

**FOURTH YEAR**  
**First Semester**

| Code         | Subjects  | Credits   |
|--------------|---|-----------|
| JA 4701      | Reading in Business Japanese I                          | 3         |
| JA 4702      | Business Writing in Japanese I                          | 3         |
| JA 4704      | Translation II: Thai-Japanese                           | 3         |
| or JA 4725   | Translation in Business Japanese (for foreign students) |           |
|              | Two Minor Courses                                       | 6         |
|              | One Free Elective Course                                | 3         |
| <b>Total</b> |   | <b>18</b> |

**Second Semester**

| Code               | Subjects   | Credits   |
|--------------------|--|-----------|
| JA 4703 or JA 4721 | Translation I: Japanese-Thai Japanese Conversation and Discussion (for foreign students) | 3         |
| GL 3103            | Language, Culture and Behavior   | 3         |
| GE 2101            | World Civilization   | 3         |
|                    | One Major Elective Course  | 3         |
|                    | One Minor Course   | 3         |
|                    | One Free Elective Course   | 3         |
| <b>Total</b>       |  | <b>18</b> |

**Second Semester**

| Code         | Subjects                  | Credits   |
|--------------|---------------------------|-----------|
| GE 2202      | Ethics                    | 3         |
| GE 2103      | Arts of Reasoning         | 3         |
|              | One Major Elective Course | 3         |
|              | Two Minor Courses         | 6         |
| <b>Total</b> |                           | <b>15</b> |