



# BACHELOR OF ARTS

## PROGRAM IN 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:

1. Have completed the total number of credits of the curriculum
2. Have obtained a cumulative grade point average of at least 2.00
3. Have participated in 16 sessions of the Professional Ethics Seminar
4. Have obtained library and financial clearance from the University
5. Have demonstrated good behavior and discipline
6. 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 OF CURRICULUM

To produce graduates who have the characteristics, knowledge and skills as follows:

1. Have personal integrity, positive attitude and a sense of social and self responsibility.
2. Have Chinese and English proficiency necessary for business executions.
3. Have analytical and critical skills, initiative and ability to apply knowledge to real practice.
4. Have ability to work and communicate with both Thai and international people with respect and courtesy
5. Have computer and information technology skills.

**Total number of credits****142 Credits****A. General Education Courses****37 Credits**

Language Courses	15 Credits
Social Science Courses	13 Credits
Humanities Course	3 Credits
Science and Mathematics Courses	6 Credits

**B. Specialized Courses****99 Credits**

Core Courses	21 Credits
Major Required Courses	48 Credits
Major Elective Courses	15 Credits
Minor Courses	15 Credits

**C. Free Elective Courses****6 Credits****COURSES****A. General Education Courses****Language Courses 15 Credits**

BG 1001	English I	3 (2-3-6)
BG 1002	English II	3 (2-3-6)
BG 2000	English III	3 (2-3-6)
BG 2001	English IV	3 (2-3-6)
GE 1403	Communication in Thai (for Thai students)	3 (3-0-6)
or		
GE 1405	Thai Language and Culture (for non-Thai students)	3 (3-0-6)

**Social Science Courses 13 Credits**  
**Social Science Required Courses 7 Credits**

BBA 2001	Human Behavior	3 (3-0-6)
GE 1201	Information and Literacy Skills	1 (1-0-3)
or		
GE 1204	Physical Education	1 (1-0-2)
GE 2202	Ethics	3 (3-0-6)

**Social Science Elective Courses 6 Credits**

Students are required to choose two of the following courses.

GE 1203	Society, Politics and Economics	3 (3-0-6)
GE 1205	ASEAN Ways	3 (3-0-6)
GE 1302	Ecology and Sustainability	3 (3-0-6)
GE 2102	Human Heritage and Globalization	3 (3-0-6)
GE 2203	Art of Living	3 (3-0-6)
GE 2206	Personality Development	3 (3-0-6)
GE 2303	Building Brilliant Brain	3 (3-0-6)
CSX 2001	Introduction to Information Technology	3 (3-0-6)

or		
ITX 3002	Introduction to Information Technology	3 (3-0-6)

**Humanities Courses 3 Credits**

GE 1104	Thai Historical Perspectives	3 (3-0-6)
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### Science and Mathematics Courses **6 Credits**

MA 1000	Business Mathematics and Statistics	3 (3-0-6)
GE 2301	Lifestyles in Dynamic World	3 (3-0-6)

### B. Specialized Courses

#### Core Course **21 Credits**

BAC 1601	Fundamentals of Financial Accounting	3 (3-0-6)
BBA 1001	Business Exploration	3 (3-0-6)
BBA 1003	Introduction to Microeconomics and Personal Finance	3 (3-0-6)
BBA 1102	Data and Information Literacy	3 (2-2-5)
BBA 1104	Fundamentals of Marketing	3 (3-0-6)
BBA 2102	Organization and Management	3 (3-0-6)
GL 1101	Elements of Spoken Language	3 (3-0-6)

#### Major Required Courses **48 credits**

CN 1400	Introduction to Chinese	3 (3-0-6)
CN 1401	Chinese I	3 (3-0-6)
CN 1430	Listening and Speaking in Chinese I	1 (1-0-2)
CN 1431	Listening and Speaking in Chinese II	1 (1-0-2)
CN 2401	Chinese II	3 (3-0-6)
CN 2402	Chinese III	3 (3-0-6)
CN 2431	Chinese Oral Comprehension and Expression I	2 (2-0-4)
CN 2432	Chinese Oral Comprehension and Expression II	2 (2-0-4)
CN 3403	Chinese IV	3 (3-0-6)
CN 3436	Chinese Business Conversation I	3 (3-0-6)
CN 3437	Chinese Business Conversation II	3 (3-0-6)
CN 3450	Introduction to Chinese Writing	3 (3-0-6)
CN 3451	Communicative Writing in Chinese	3 (3-0-6)
CN 3463	Introduction to Chinese Culture	3 (3-0-6)
CN 3470	Translation I: Chinese-Thai	3 (3-0-6)
or		
CN 3441	Chinese Reading and Oral Report (Only for foreign students)	
CN 4442	Reading in Chinese Newspapers	3 (3-0-6)
CN 4452	Business Writing in Chinese	3 (3-0-6)
CN 4471	Translation II: Thai-Chinese	3 (3-0-6)
or		
CN 4440	Reading in Business Chinese (Only for foreign students)	

### Major Elective Courses **15 credits**

CN 3420	Integrated Chinese Skills	3 (3-0-6)
CN 3433	Chinese from Audio-Visual Media	3 (3-0-6)
CN 3441	Chinese Reading and Oral Report	3 (3-0-6)
CN 3481	Chinese for Tourism	3 (3-0-6)
CN 3485	Chinese for Hotel Services	3 (3-0-6)
CN 3483	Chinese for Service Industries	3 (3-0-6)
CN 3484	Chinese for Office Management	3 (3-0-6)
CN 4433	Public Speaking in Chinese	3 (3-0-6)
CN 4436	Advanced Business Conversation in Chinese	3 (3-0-6)
CN 4440	Reading in Business Chinese	3 (3-0-6)
CN 4460	Survey of Chinese Literature	3 (3-0-6)
CN 4491	Seminar on Selected Topics	3 (3-0-6)
CN 4493	Business Chinese Internship	3 (0-9-3)

### Minor Courses **15 Credits**

#### Digital Business Management

#### Minor Required Courses **15 Credits**

BDM 3201	Digital Business	3 (2-2-5)
BDM 3202	Digital Commerce	3 (2-2-5)
BDM 3203	Cybersecurity	3 (2-2-5)
BDM 3204	Enterprise Resource Planning	3 (2-2-5)
BDM 3205	Information Systems Strategy, Management, and Acquisition	3 (2-2-5)

#### Business Economics

#### Minor Required Courses **15 Credits**

BEC 1401	Thinking as an Economist	3 (3-0-6)
BEC 2102	Economic Decision Making for Management	3 (3-0-6)
BEC 2303	Fundamentals of Econometrics	3 (3-0-6)
BEC 2304	Business and Economic Forecasting	3 (3-0-6)
BEC 3101	Firms, Competition and Market Structure	3 (3-0-6)

#### Entrepreneur and Innovation Management

#### Minor Required Courses **15 Credits**

BEN 3001	Entrepreneur and Innovation	3 (3-0-6)
BEN 3201	Innovation and Design Thinking	3 (3-0-6)
BEN 3202	Entrepreneurial Commercialization	3 (3-0-6)
BEN 3303	Entrepreneurial Leadership	3 (3-0-6)
BEN 4315	Family Business Management	3 (3-0-6)



## Finance

Minor Required Courses		15 Credits
BBA 2103	Corporate Finance	3 (3-0-6)
BFN 3211	Investment Strategy and Applied Valuation	3 (3-0-6)
BFN 3212	Financial Reporting and Analysis	3 (3-0-6)
BFN 3221	Business and Economic Analysis for Decision Making	3 (3-0-6)
BFN 3223	Advanced Financial Management	3 (3-0-6)

## Hospitality and Tourism Management

Minor Required Courses		15 Credits
BHT 3201	Introduction to Hospitality and Tourism Management	3 (3-0-6)
BHT 3202	Consumer Behavior in Hospitality and Tourism	3 (3-0-6)
BHT 3203	Food and Beverage Management	3 (3-0-6)
BHT 3204	Personality and Communication in Hospitality and Tourism	3 (3-0-6)
BHT 3205	Marketing in Hospitality and Tourism	3 (3-0-6)

## International Business Management

Minor Required Courses		15 Credits
BIB 3201	Cross Cultural Human Resource Management	3 (3-0-6)
BIB 3202	Export-Import Policy and Strategy	3 (3-0-6)
BIB 3203	Global Business in Practice	3 (3-0-6)
BIB 3204	International Management	3 (3-0-6)
BIB 4209	International Strategic Management	3 (3-0-6)

## Insurance

Minor Required Courses		15 Credits
BIR 3211	Risk Management and Insurance	3 (3-0-6)
BIR 3221	Property Insurance	3 (3-0-6)
BIR 3222	Casualty Insurance	3 (3-0-6)
BIR 3223	Life Assurance	3 (3-0-6)
BIR 4311	Employee Benefits	3 (3-0-6)

## Marketing

Minor Required Courses		15 Credits
BMK 3201	Consumer Behavior	3 (3-0-6)
BMK 3202	Digital Marketing	3 (3-0-6)
BMK 3203	Brand Driven Innovation	3 (3-0-6)
BMK 3204	Competitive Analysis and Strategy	3 (3-0-6)
BMK 4302	Contemporary Issues in Marketing	3 (3-0-6)

## Real Estate

Minor Required Courses		15 Credits
BRE 3201	Real Estate Business	3 (3-0-6)
BRE 3202	Real Estate Law	3 (3-0-6)
BRE 3203	Real Estate Economics	3 (3-0-6)
BRE 3204	Building Design and Construction Techniques	3 (3-0-6)
BRE 3205	Real Estate Development	3 (3-0-6)

## Supply Chain Management

Minor Required Courses		15 Credits
BSC 3201	Logistics and Supply Chain Management	3 (3-0-6)
BSC 3202	Supply Chain Innovation and Technology	3 (3-0-6)
BSC 3203	Lean Manufacturing and Agile Supply Chain	3 (3-0-6)
BSC 3204	International Transportation and Distribution Management	3 (3-0-6)
BSC 3205	Warehousing and Material Handling	3 (3-0-6)

## Communication Arts

Minor Required Courses		15 Credits
ART 1208	Computer Graphic Foundation	3 (2-2-5)
ART 2311	Photography	3 (2-2-5)
CA 1021	Introduction to Advertising and Branding	3 (3-0-6)
CA 1023	Introduction to Live Event Creation and Management	3 (2-2-5)
CA 1024	Introduction to Digital Media Communication	3 (2-2-5)



## 12. Music Entrepreneurship

<b>Minor Required Courses</b>		<b>15 Credits</b>
MB 2433	Computer Application for Musicians	3 (1-4-4)
MB 2531	Music Business	3 (3-0-6)
MB 2532	Music Industry	3 (3-0-6)
MS 1301	Musical Skills I	2 (3-2-1)
MS 1302	Musical Skills II	2 (3-2-1)
MS 2301	Musical Skills III	2 (3-2-1)

## 13. Business English

<b>Minor Required Courses</b>		<b>12 Credits</b>
EN 2230	Listening and Speaking	3 (3-0-6)
EN 3212	Communicative Writing Skill Development	3 (3-0-6)
EN 3213	Business Communication in English	3 (3-0-6)
EN 4232	Business Conversation	3 (3-0-6)

**Minor Elective Courses** **3 Credits**  
 Students can take any course from the Department of Business English upon completion of the prerequisites (if any).

## 14. Business French

<b>Minor Required Courses</b>		<b>12 Credits</b>
FR 1510	French I	4 (3-2-6)
FR 1511	French II	4 (3-2-6)
FR 2512	French III	4 (3-2-6)

**Minor Elective Courses** **3 Credits**  
 FR 3537 Communicative Skills in French  
 or  
 FR 3539 French for Workplace Communication 3 (3-0-6)

## 15. Business Japanese

<b>Minor Required Courses</b>		<b>12 Credits</b>
JA 1700	Introduction to Japanese	3 (3-0-6)
JA 1701	Japanese I	3 (3-0-6)
JA 2701	Japanese II	3 (3-0-6)
JA 2702	Japanese III	3 (3-0-6)

**Minor Elective Courses** **3 Credits**  
 Students can take any course from the Department of Business Japanese upon completion of the prerequisites (if any).

## 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).

Free elective courses of the Department which are offered to non Business Chinese Major:

CN 0400	Chinese for Beginners I	3 (3-0-6)
CN 0401	Chinese for Beginners II	3 (3-0-6)



## STUDY PLAN

### FIRST YEAR

#### First Semester

Code	Subjects	Credits
BG 1001	English I	3 (2-3-6)
GE 1104	Thai Historical Perspectives	3 (3-0-6)
GE 1201	Information and Literacy Skills	1 (1-0-3)
or		
GE 1204	Physical Education	1 (1-0-2)
GE 2301	Lifestyles in Dynamic World	3 (3-0-6)
GE 1403	Communication in Thai	3 (3-0-6)
or		
GE 1405	Thai Language and Culture (Only for foreign students)	3 (3-0-6)
CN 1400	Introduction to Chinese	3 (3-0-6)
CN 1430	Listening and Speaking in Chinese I	1 (1-0-2)
<b>Total</b>		<b>17 (16-3-35)</b>

#### Second Semester

BG 1002	English II	3 (2-3-6)
BBA 2001	Human Behavior	3 (3-0-6)
GL 1101	Elements of Spoken Language	3 (3-0-6)
MA 1000	Business Mathematics and Statistics	3 (3-0-6)
BBA 1001	Business Exploration	3 (3-0-6)
CN 1401	Chinese I	3 (3-0-6)
CN 1431	Listening and Speaking in Chinese II	1 (1-0-2)
<b>Total</b>		<b>19 (18-3-38)</b>

### SECOND YEAR

#### First Semester

BG 2000	English III	3 (2-3-6)
BBA 1104	Fundamentals of Marketing	3 (3-0-6)
CN 2401	Chinese II	3 (3-0-6)
CN 2431	Chinese Oral Comprehension and Expression I	2 (2-0-4)
	Two Social Science Elective Courses	6 (6-0-12)
<b>Total</b>		<b>17 (16-3-34)</b>

#### Second Semester

BG 2001	English IV	3 (2-3-6)
BAC 1601	Fundamentals of Financial Accounting	3 (3-0-6)
BBA 2102	Organization and Management	3 (3-0-6)
GE 2202	Ethics	3 (3-0-6)
CN 2402	Chinese III	3 (3-0-6)
CN 2432	Chinese Oral Comprehension and Expression II	2 (2-0-4)
<b>Total</b>		<b>17 (16-3-34)</b>

### THIRD YEAR

#### First Semester

BBA 1003	Introduction to Microeconomics and Personal Finance	3 (3-0-6)
CN 3403	Chinese IV	3 (3-0-6)
CN 3436	Chinese Business Conversation	3 (3-0-6)
CN 3450	Introduction to Chinese Writing	3 (3-0-6)
CN 3470	Translation I: Chinese-Thai	3 (3-0-6)
or		
CN 3441	Chinese Reading and Oral Report (only for foreign students)	3 (3-0-6)
	One Minor Course	3 (3-0-6)
<b>Total</b>		<b>18 (18-0-36)</b>

#### Second Semester

CN 3437	Chinese Business Conversation II	3 (3-0-6)
CN 3451	Communicative Writing in Chinese	3 (3-0-6)
CN 3463	Introduction to Chinese Culture	3 (3-0-6)
	Two Major Elective Courses	6 (6-0-12)
	One Minor Course	3 (3-0-6)
<b>Total</b>		<b>18 (18-0-36)</b>

### FOURTH YEAR

#### First Semester

CN 4452	Business Writing in Chinese	3 (3-0-6)
CN 4471	Translation II: Thai-Chinese	3 (3-0-6)
or		
CN 4440	Reading in Business Chinese (only for foreign students)	3 (3-0-6)
	Two Major Elective Courses	6 (6-0-12)
	One Minor Course	3 (3-0-6)
	One Free Elective Courses	3 (3-0-6)
<b>Total</b>		<b>18 (18-0-36)</b>

#### Second Semester

BBA 1102	Data and Information Literacy	3 (2-2-5)
CN 4442	Reading in Chinese Newspapers	3 (3-0-6)
	One Major Elective Courses	3 (3-0-6)
	Two Minor Courses	6 (6-0-12)
	One Free Elective Courses	3 (3-0-6)
<b>Total</b>		<b>18 (17-2-35)</b>