



DEPARTMENT OF BUSINESS FRENCH

DEGREE CONFERRED

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

GRADUATION REQUIREMENTS

Assumption University confers the degree of Bachelor of Arts Program in Business French 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 obtained the English proficiency specified in one of the following criteria :

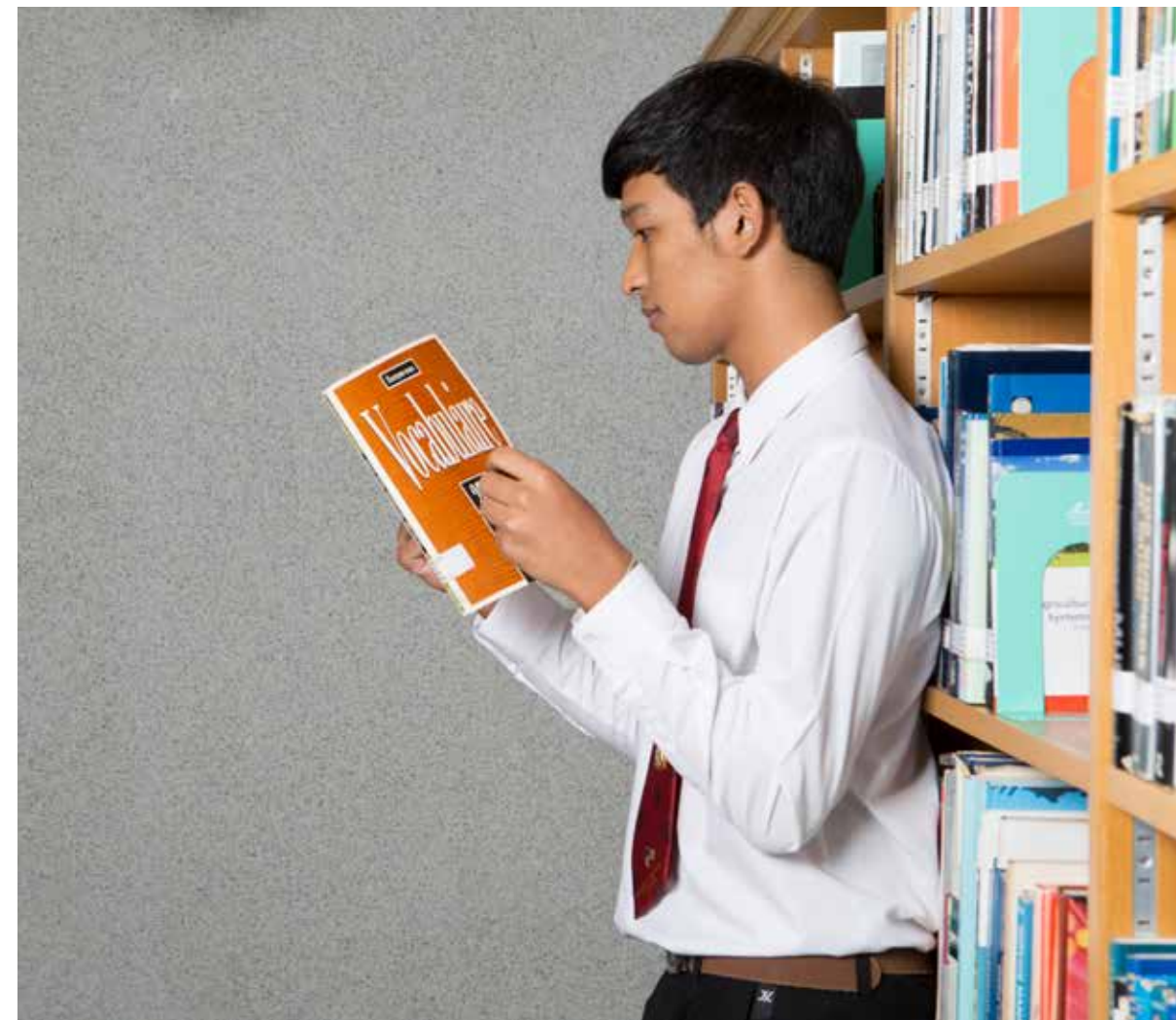
Test Instruments	Required Passing Score
AU English Proficiency Assessment OR	70%*
TOEFL (iBT) OR	90
TOEFL (P) OR	575
IELTS	6.5

*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 ethical citizens of the society.
- Have up-to-date and business language skills both in French and in English for listening, speaking, reading and writing.
- Demonstrate skills and expertise in applying the 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 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 (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****Core Courses** **30 Credits**

ACT 1601	Fundamentals of Financial Accounting	3
BG 1301	Fundamentals of Statistics	3
FIN 2201	Principle of Finance	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
MIS 1221	Computer Literacy	0
MKT 2280	Principles of Marketing	3

Major Required Courses **39 credits**

FR 1500	Introduction to French	3
FR 1501	French I	3
FR 2501	French II	3
FR 2502	French III	3
FR 3501	Business French I	3
FR 3512	Business Communication in French	3
FR 3530	Oral Comprehension and Expression	3
FR 3534	French Phonetics	3
FR 3570	Translation: French-Thai	3
or		
FR 3532	French Conversation and Discussion (for foreign students)	3
FR 4502	Business French II	3
FR 4542	Reading French Magazines and Newspapers	3
FR 4573	Aspects of French-Speaking Countries	3
FR 4574	French for Academic and Professional Purposes	3

Major Elective Courses **9 credits**

FR 3532	French Conversation and Discussion	3
FR 3537	Communicative Skills in French	3
FR 3581	French for Tourism	3
FR 3582	French for Hotels	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****(1) 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).

(2) 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).

(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 choose 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 4115	Global Product and Brand Planning	3
IBM 4208	International Strategic Management	3

(7) Industrial Management and Logistics**Minor Required Courses** **18 Credits**

IML 3203	Logistics and Supply Chain Management	3
IML 3204	Industrial Safety and Risk Management	3
IML 3309	Procurement and Supply Management	3
IML 4201	Lean Manufacturing and Agile Supply Chain	3
IML 4203	Quality Management	3
MGT 3905	Operations Management	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

(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) 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

(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

(12) Real Estate**Minor Required Courses** **18 Credits**

REM 3111	Principles of Real Estate	3
REM 3112	Real Estate Law	3
REM 3113	Real Estate Economics	3
REM 3114	Building Design and Construction Techniques	3
REM 3211	Principles of Real Estate Development	3
REM 4113	Principles of Property Management	3

C. Free Elective Course **6 Credits**

Students can choose 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
GE 1201	Information Literacy Skills	1
or		
GE 1204	Physical Education	1
GE 1403	Communication in Thai (for Thai students)	3
or		
GE 1405	Thai Language and Culture (for non-Thai students)	3
GE 1101	Thai Civilization	3
FR 1500	Introduction to French	3
MGT 1101	Introduction to Business	3
	Total	16

Second Semester

BG 1002	English II	3
FR 1501	French I	3
GE 1301	Environmental Science	3
GE 2202	Ethics	3
GL 1101	Elements of Spoken Language	3
MA 1200	Mathematics for Business	3
MIS 1221	Computer Literacy	0
	Total	18

SECOND YEAR

First Semester

BG 2000	English III	3
ECO 2201	Microeconomics	3
FR 2501	French II	3
FIN 2201	Principle of Finance	3
GE 2101	World Civilization	3
MKT 2280	Principles of Marketing	3
	Total	18

Second Semester

BG 2001	English IV	3
ECO 2202	Macroeconomics	3
FR 2502	French III	3
GE 2103	Art of Reasoning	3
MGT 2900	Principles of Management	3
MGT 2404	Managerial Psychology	3
	Total	18

THIRD YEAR

First Semester

FR 3501	Business French I	3
FR 3512	Business Communication in French I	3
FR 3530	Oral Comprehension and Expression	3
GL 3102	Introduction to Linguistics	3
	One Minor Course	3
	One Major Elective Course	3
	Total	18

Second Semester

BG 1301	Fundamental of Statistics	3
FR 3534	French Phonetics	3
FR 3570	Translation : French-Thai	3
or		
FR 3532	French Conversation and Discussion (for foreign students)	3
GL 3103	Language, Culture and Behavior	3
	One Major Elective Course	3
	One Minor Course	3
	Total	18

FOURTH YEAR

First Semester

ACT 1601	Fundamental of Financial Accounting	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

FR 4502	Business French II	3
FR 4574	French for Academic and Professional Purposes	3
	One Free Elective Course	3
	Three Minor Courses	9
	Total	18

