ASSUMPTION UNIVERSITY

THEODORE MARIA SCHOOL OF ARTS

Adm. no. 653 - 662 xxxx

NAME: ....…………….…… ADM. CODE: ....………. ENGLISH-CHINESE FOR DIGITAL COMMUNICATION

NO.	COURSE	COURSE TITLE	PREREQUISITE	CREDIT	GRADE	Remarks
		GENERAL EDUCATION COURSES (12 COURSES / 30 CREDITS)				
		LANGUAGE COURSES (5 COURSES / 14 CREDITS)				
1	GE 1410	Thai for Professional Communication		2		
	or	GE 1411 for non-Thai				
	or	GE 1412 for students from international program				
2	ELE 1001	Communicative English I	EECA/EECB or Foundation English	3		
3	ELE 1002	Communicative English II	ELE 1001	3		
4	ELE 2000	Academic English	ELE 1002	3		
5	ELE 2001	Advanced Academic English	ELE 2000	3		
		SOCIAL SCIENCE COURSES (4 COURSES / 9 CREDITS)				
1	GE 2202	Ethics		3		
2	BBA 1004	Essential Marketing for Entrepreneurs		2		
3	BBA 1005	Essential Finance for Entrepreneurs		2		
4	BBA 1006	Essential Economics for Entrepreneurs		2		
		HUMANITIES COURSE (1 COURSE / 2 CREDITS)				
1	GE 2110	Human Civilizations and Global Citizens		2		
		SCIENCE AND MATHEMATICS COURSES (2 COURSES / 5 CREDITS)				
1	GE 1303	Science for Sustainable Future		2		
2	BBA 1007	Data Analytics for Entrepreneurs		3		

NO.	COURSE	COURSE TITLE	PREREQUISITE	CREDIT	GRADE	Remarks
		SPECIALIZED COURSES (29 COURSES / 81 CREDITS)				
		CORE COURSES (8 COURSES / 24 CREDITS)				
1	BBA 1102	Data and Information Literacy		3		
2	BDM 3201	Digital Business		3		
3	BDM 3202	Digital Commerce		3		
4	BDM 3204	Enterprise Resource Planning		3		
5	BDM 3205	Information Systems Strategy, Management, and Acquisition		3		
6	CN 1400	Introduction to Chinese		3		
	or	ECD 1900 for native Chinese or HSK level 5 with score of				
7	CN 1401	Chinese I	CN 1400	3		
8	ECD 4934	English/Chinese Internship	By consent of the instructor	3		
		MAJOR REQUIRED COURSES (21 COURSES / 57 CREDITS)				
		BUSINESS ENGLISH (10 COURSES / 30 CREDITS)				
1	EN 3290	English for Entrepreneurship	ELE 2000	3		
2	EN 3291	Intercultural Business Communication	ELE 2000	3		
3	EN 3295	English for Online Business	ELE 2000	3		
4	EN 4232	Business Conversation	EN 3291 or ELE 2001	3		
5	EN 4259	New Media Literacy	ELE 2001	3		
6	EIB2101	Fundamentals of Speech Communication	ELE 1001	3		*ECD2930*
7	ECD 3931	Media Storytelling	C	3		
8	ECD 3932	Media Content Writing	ECD 3931	3		
9	ECD 4933	Art of Persuasion	ELE 2000	3		
10	ECD 4935	Trends in Communicative Digitalization	ELE 2000	3		
		BUSINESS CHINESE (11 COURSES / 27 CREDITS)				
1	CN 1430	Listening and Speaking in Chinese I		1		
2	CN 1431	Listening and Speaking in Chinese II	CN 1430	1		
3	CN 2401	Chinese II	CN 1401	3		
4	CN 2431	Chinese Oral Comprehension and Expression I	CN 1431	2		
5	CN 2432	Chinese Oral Comprehension and Expression II	CN 2431	2		
6	CN 3436	Chinese Business Conversation I	CN 2432	3		
7	CN 3450	Introduction to Chinese Writing	ECD 3911	3		
8	ECD 2902	Developing Comprehensive Chinese	CN 2401	3		
9	ECD 3911	Progressive Chinese for Communication	ECD 2902	3		
10	ECD 3912	Communicative Chinese in Digital Media	ECD 3911	3		
11	ECD 4913	Trends in Chinese Digital Media	ECD 3912	3		

NO.	COURSE	COURSE TITLE	PREREQUISITE	CREDIT	GRADE	Remarks
		CONCENTRATION COURSES (5 or 6 COURSES / 15 CREDITS)				
		ARTS | COMM ARTS | SCI & TECH (5 COURSES / 15 CREDITS) or *MUSIC BUSINESS (6 COURSES / 15 CREDITS)*				
1						
2						
3						
4						
5						
*6						

NO.	COURSE	COURSE TITLE	PREREQUISITE	CREDIT	GRADE	Remarks
		FREE ELECTIVE COURSES (2 COURSES / 6 CREDITS)				
1				3		
2				3		

NO.	COURSE	COURSE TITLE	PREREQUISITE	CREDIT	GRADE	Remarks
	BG 1403	Business Ethics Seminar (8 Satistactory)		-		