

ASSUMPTION UNIVERSITY
THEODORE MARIA SCHOOL OF ARTS

Adm. no 663-673xxxx

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

NO.	COURSE	COURSE TITLE	PREREQUISITE	CREDIT	GRADE	Remarks
GENERAL EDUCATION COURSES (11 COURSES / 30 CREDITS)						
LANGUAGE COURSES (5 COURSES / 14 CREDITS)						
1	GE 1410 or GE 1412 for students from international program	Thai for Professional Communication GE 1411 for non-Thai		2		
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 (3 COURSES / 9 CREDITS)						
1	GE 2202	Ethics		3		
2				3		
3			* Pick 2 of the recommended Social Science courses	3		
HUMANITIES COURSE (1 COURSE / 2 CREDITS)						
1	GE 2110	Human Civilizations and Global Citizens		2		
SCIENCE AND MATHEMATICS COURSES (2 COURSES / 5 CREDITS)						
1			** Please refer to the recommended Science & Mathematics courses at the end of the page	2		
2				3		
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 or ECD 1900 for native Chinese or HSK level 5 with score of 200	Introduction to Chinese		3		
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 1002	3		
4	EN 4232	Business Conversation	EN 3291 or ELE 2001	3		
5	EN 4259	New Media Literacy	ELE 2001	3		
6	EIR2101	Fundamentals of Speech Communication	ELE 1001	3		ECD 2930
7	ECD 3931	Media Storytelling	ELE 2000	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		
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						
FREE ELECTIVE COURSES (2 COURSES / 6 CREDITS)						
1				3		
2				3		
BG 1403 Business Ethics Seminar (8 Satisfactory)						
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* Recommended Social Science courses: GE1205: ASEAN Ways / GE1209: Psychology Application in Daily Life / GE2207: Sport, Health and Wellness Development / GE2209: The Power of Personality in Leadership / GE2210: Love and Art of Living

** Recommended Science & Mathematics courses: GE1303: Science for Sustainable Future (2 credits) & GE 2304: Lifestyles and Sustainability in Dynamic World (3 credits) or other courses from GE pool