

ASSUMPTION UNIVERSITY
THEODORE MARIA SCHOOL OF ARTS

Adm. no.674xxxx onwards

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 <i>or</i> GE 1411 for non-Thai <i>or</i> GE 1412 for students from international program			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			* Pick 2 of the recommended Social Science courses	3		
3				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 (27 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 <i>or</i> ECD 1900 for native Chinese or HSK level 5 with score of 200			3		
7	CN 1401	Chinese I	CN 1400	3		
8	ECD 4934	English/Chinese Internship	By consent of the instructor	3		
MAJOR REQUIRED COURSES (19 COURSES / 57 CREDITS)						
BUSINESS ENGLISH (10 COURSES / 30 CREDITS)						
1	ECD 3931	Media Storytelling	ELE 2000	3		
2	ECD 3932	Media Content Writing	ELE 2000	3		
3	ECD 4933	Art of Persuasion	ELE 2000	3		
4	ECD 4935	Trends in Communicative Digitalization	ELE 2000	3		
5	EIB 2101	Fundamentals of Speech Communication	ELE 1001	3		ECD2930
6	EIB 2104	Entrepreneurial English	ELE 1002	3		EN3290
7	EIB 4101	News Literacy	ELE 2001	3		EN4259
8	EN 3291	Intercultural Business Communication	ELE 2000	3		
9	EN 3295	English for Online Business	ELE 1002	3		
10	EN 4232	Business Conversation	EN 3291 or ELE 2001	3		
	BUSINESS CHINESE (9 COURSES / 27 CREDITS)					
1	CIB 2433	Oral Comprehension and Expression in Chinese I	CN 1401	3		
2	CIB 2434	Oral Comprehension and Expression in Chinese II	CIB 2433	3		
3	CN 2401	Chinese II	CN 1401	3		
4	CN 3436	Chinese Business Conversation I	CN 2432	3		
5	CN 3450	Introduction to Chinese Writing	ECD 3911	3		
6	ECD 2902	Developing Comprehensive Chinese	CN 2401	3		
7	ECD 3911	Progressive Chinese for Communication	ECD 2902	3		
8	ECD 3912	Communicative Chinese in Digital Media	ECD 3911	3		
9	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 ENTREPRENEURSHIP (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)		-		

* 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