

**Assumption University  
Faculty of Arts**

**Department of English for International Business  
Course Outline 1/2025**

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**Course** : EN 4292 Business Article Writing

**Credit** : 3

**Status** : Major Requirement

**Prerequisite** : ELE 2001 Advance Academic English

**Course Description:**

Theories and practice of articles and essay writing for various media.

**Lecturers: Dr. Chutamas Sundrarajun**

**Objectives of the Course:**

**This course aims:**

- (1) To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles
- (2) To emphasize on accurate expression and efficient communication of viewpoints
- (3) To have evaluative group discussions to counterbalance the writing activities in the course

**Course Learning Outcomes**

**Students will be able to:**

- (1). identify various purposes of business-related articles: to inform, respond and critique.
- (2). write well-structured business articles in various genres.
- (3). express viewpoints in a critical and analytical manner.
- (4). adapt and apply flexible writing strategies in various business writing genres.
- (5). produce more focused business documents through proofreading.

## **Teaching – Learning Activities**

- 1.Lectures
- 2.Small group discussion
- 3.Written assignments

**Requirements:** 80% Attendance (The maximum number of absences allowed is 6 periods.)

### **Mark Allocation:**

Assignments, and class participation	30%
Portfolio	20%
Midterm	20%
Final	30%
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<b>Total</b>	<b>100%</b>

### **Grading System**

**A : 85–100%**

**A- : 82–84%**

**B+ : 79–81%**

**B : 75–78%**

**B- : 72–74%**

**C+ : 69–71%**

**C : 65–68%**

**C- : 62–64%**

**D : 50–61%**

**F : 0–49%**

**Last Day to Withdraw: 19 September, 2025**

## Study Plan

Weeks	Topic(s)	Hours	Course Learning Objectives
1	<b>Course Introduction</b>  <b>Overview of the different types of articles.</b>	1.5	To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles
	<b>Overview of media texts and writing process and language features of business articles.</b>	1.5	To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles
2	<b>Language features of media texts: Advertisements</b>	1.5	To emphasize on accurate expression and efficient communication of viewpoints
	<b>Apply language features of advertisements.</b>	1.5	To emphasize on accurate expression and efficient communication of viewpoints
3	<b>Features of newspaper and magazine headlines</b>	1.5	To emphasize on accurate expression and efficient communication of viewpoints
	<b>Newspaper and magazine headlines</b>	1.5	To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles

4	Newspaper lead paragraph	1.5	To emphasize on accurate expression and efficient communication of viewpoints
	Newspaper article: Features of the body	1.5	-To emphasize on accurate expression and efficient communication of viewpoints  -To have evaluative group discussions to counterbalance the writing activities in the course
5	Writing news articles: Headlines, lead paragraph and body I	1.5	To emphasize on accurate expression and efficient communication of viewpoints
	Writing news articles: Headlines, lead paragraph and body II	1.5	To emphasize on accurate expression and efficient communication of viewpoints
6	Introduce magazine articles/stories (Feature section)	1.5	To emphasize on accurate expression and efficient communication of viewpoints
	Magazines articles	1.5	To emphasize on accurate expression and efficient communication of viewpoints
7.	Writing magazine articles/stories (Feature section)	1.5	To emphasize on accurate expression and efficient communication of viewpoints

	<b>Compilation of news article portfolio (editing process)</b>	<b>1.5</b>	<b>To emphasize on accurate expression and efficient communication of viewpoints</b>
<b>8.</b>	<b>Presentation and submission of news article portfolio</b>	<b>1.5</b>	<b>To have evaluative group discussions to counterbalance the writing activities in the course</b>
	<b>Presentation and submission of news article portfolio</b> <b>Midterm-Exam Review</b>	<b>1.5</b>	<b>To have evaluative group discussions to counterbalance the writing activities in the course</b>
<b>Midterm</b>			<b>6 August, 2025 (9.00-11.00)</b>

<b>Week</b>	<b>Topic(s)</b>	<b>Hours</b>	<b>Course Learning Objectives</b>
<b>9</b>	<b>Introduction-features of types of Reviews</b>	<b>1.5</b>	<b>To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles</b>
	<b>Restaurant review</b>	<b>1.5</b>	<b>To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles</b>
<b>10</b>	<b>Writing restaurant review</b>	<b>1.5</b>	<b>To emphasize on accurate expression and efficient communication of viewpoints</b>
	<b>Attraction review</b>	<b>1.5</b>	<b>To prepare theoretical and practical aspects of various popular articles of media to</b>

			serve as foundations for practice in writing correctly structured articles
11	Writing attraction review	1.5	To emphasize on accurate expression and efficient communication of viewpoints
	Business article review	1.5	To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles
12	Writing business article review practice I	1.5	To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles
	Writing business article review practice II	1.5	To have evaluative group discussions to counterbalance the writing activities in the course
13	Product Review	1.5	To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles
	Writing Product Review	1.5	To emphasize on accurate expression and efficient communication of viewpoints
14	Event review	1.5	To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles

	Writing event review	1.5	To emphasize on accurate expression and efficient communication of viewpoints
15	Presentation and submission of article reviews portfolio	1.5	<p>To emphasize on accurate expression and efficient communication of viewpoints</p> <p>To have evaluative group discussions to counterbalance the writing activities in the course</p>
	<p>Presentation and submission of article reviews portfolio</p> <p>Final Exam Review</p>	1.5	<p>To emphasize on accurate expression and efficient communication of viewpoints</p> <p>To have evaluative group discussions to counterbalance the writing activities in the course</p>
Final			10 October, 2025 (9.00-12.00)

## PLAGIARISM

**Plagiarism is a serious academic offence, a serious breach of ethical conduct and is unacceptable student behavior. Students who plagiarize copying words or ideas without acknowledging the original writer of the words, or ideas will face disciplinary action. This will range from receiving an “F” in the subject to university suspension.**

## AU MISSION

Assumption University, an International Catholic University, is committed to be the light that leads learners and its stakeholders from all parts of the world towards wisdom, Truth, and Christian values and to discover “Treasure Within” themselves. Via effective teaching and research pedagogies of international standards as well as community engagement, the University aims to form individuals to be intellectually competent, morally sound, and spiritually enriching, accountable, righteous, and service-minded citizens; excelling in serving communities comprising of diverse cultures.

## **Au UNIQUENESS**

“An International Catholic University”

## **Au IDENTITY**

- Ethics
- English Proficiency
- Entrepreneurial Spirit

## **THEODORE MARIA SCHOOL OF ARTS**

([www.arts.au.edu](http://www.arts.au.edu))

## **VISION AND MISSION**

### **Vision**

An international community of business communicators in Thailand

### **Mission**

Theodore Maria School of Arts will ensure that: the School will...

1. Enhance business language skills
2. Promote cultural awareness
3. Foster academic networking
4. Encourage ethical standards and practices

### **TAGLINE**

เติมเต็มศิลปภาษา พัฒนาศาสตร์ธุรกิจ

**Language Education, Business Inspiration**

**ARTS ORGANIZATIONAL CULTURE: More than faculty, we are family**

- Open communication
- Mentoring system
- Dedication
- Caring
- Teamwork



- Commitment
- Resource sharing

### **Core Values**

A = Adaptability

R = Responsibility

T = Togetherness

S = Sustainability

### **Core Competencies**

Employability

Multiculturalism

Internationalization

### **Quality Assurance Process**

Students should understand and apply the Quality Assurance Process in their study. The Plan-Do-Check-Act Cycle (PDCA) provides an easy but effective approach for problem solving and managing change, ensuring that ideas are appropriately tested before the full implementation. It can be used in all sorts of situations and can be clarified as follows:

**Plan:** Define the current problem, process, and issue and establish objectives and processes required to deliver the desired results.

**Do:** Implement the plans and new processes developed.

**Check:** Monitor and evaluate the implemented process by testing the results against the predetermined objectives.

**Act:** Apply actions necessary for improvement if the results require changes.

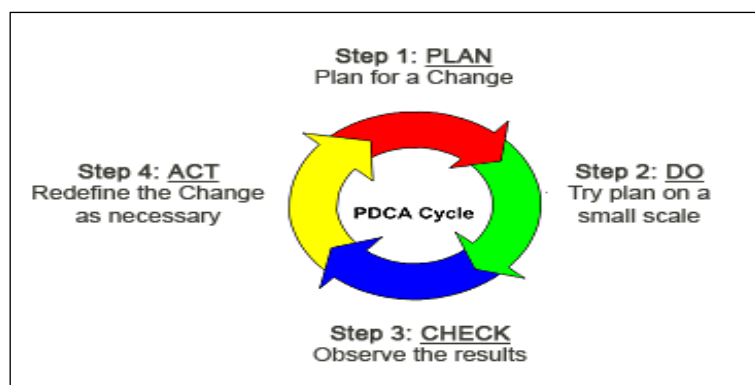


Figure 1: PDCA Cycle (<http://www.swopehealth.org>)

