

ASSUMPTION UNIVERSITY
THEODORE MARIA SCHOOL OF ARTS
DEPARTMENT OF BUSINESS JAPANESE
Course Outline 1/2025

Course:	JA3724 Aspect of Japan				
Credits:	3 credits				
Status:	Major elective course for 55xxxxx – 62xxxxx, 67xxxxx – onwards Major required course for 63xxxx – 66xxxxx				
Pre-requisite:	JA2701 Japanese II				
Lecturers:	A. Motomi Uehara (SM348)				
Course Description:	Studies about Japan in term of overall society, business aspect, business environment, and practice in Japanese organizations.				
Objectives:	This course aims to enable students to: <ol style="list-style-type: none"> 1. Understand Japanese culture and characteristics related to business area. 2. Be able to work or coordinate with Japanese people fluently and happily, including cross-culture management. 3. Distribute new knowledge through integrating the knowledge of languages, business, and culture. 4. Recognize moral and ethical characters. 				
Course Learning Outcome:	<ol style="list-style-type: none"> 1. Describe Japanese culture and characteristics related to business area. 2. Work or coordinate with Japanese people fluently and happily, including cross-culture management. 3. Integrate knowledge of languages, business, and culture. 4. Employ moral and ethical action 				
Teaching-Learning Activities:	<ol style="list-style-type: none"> 1. Lecture 2. Class discussions 3. Assignment and presentation 				
Course Requirements:	<ol style="list-style-type: none"> 1. 80% of class attendance is required. (Maximum absence = 6 times) Those who do not complete the requirements are not allowed to take the Final examination. 2. There will be a take-home assignment and an in-class presentation 				
Mark Allocation:	Assignment			20%	
	Presentation			30%	
	Vocabulary test			20%	
	Term paper			30%	
	Total			100%	
Grading:	850 – 1000	=	A	690 – 719	= C+
	820 – 849	=	A-	650 – 689	= C
	790 – 819	=	B+	620 – 649	= C-
	750 – 789	=	B	520 – 619	= D
	720 – 749	=	B-	0 – 519	= F
References:	Handouts prepared by the instructor.				

Study Plan and Schedule:

Week	Month	Date	Topic	Assignment
1	June	4	Class orientation Ice breaking activity	
		6	Living Part General Information of Japan	
2		11	Living Part Geography	
		13	Living Part Seasons and Sightseeing	
3		18	Living Part Living in Japan	
		20	Living Part History	
4		25	Living Part Events throughout a year in Japan	
		27	Living Part Traditional Culture	
5	July	2	Living Part Modern & Pop Culture	
		4	Living Part Cultural Activity 1	
6		9	Presentation 1	100 marks
		16	Working Part Practical Activity 1: Content Business	
7		18	Working Part Case study & discussion 1: Collaboration Business	
		23	Working Part Case study & discussion 2: Joint Ventures	
8		25	Vocabulary check point 1 Assignment based on the contents of W1-7	100 marks 100 marks
	Aug	8	Working Part Case study & discussion 3: Japanese companies in overseas	
9		13	Working Part Case study & discussion 4: Japanese Business Structures	
		15	Working Part Case study & discussion 5: Management styles in Japanese companies	
10		20	Working Part Case study & discussion 6: Customer Relations	
		22	Working Part Case study & discussion 7: Issues & Solutions	
11		27	Working Part Case study & discussion 8: Cross-cultural environment	
		29	Working Part Practical Activity 2: Interactive Communication	
12	Sep	3	Vocabulary check point 2 Review concept of working in/with a Japanese company	100 marks
		5	Cultural Activity 2 Assignment based on the activities	100 marks
13		10	Prepare Business Pitch	
		12	Finalize Business Pitch	
14		17	Presentation 2 (in Pitch event style)	200 marks
		19		
15		24	Review overall information of the Working Part	
		26	Summarize all case studies Term paper	300 marks

*September 19, 2025: Last day to withdraw with “W”

Au VISION 2000

Assumption University of Thailand envisions itself as:

- an international community of scholars,
- enlivened by Christian inspiration,
- engaged in the pursuit of Truth and Knowledge,
- serving human society, especially through the creative use of interdisciplinary approaches and cyber technology.

ENVISIONING Au GRADUATES

Assumption University of Thailand envisions its graduates as:

- healthy and open-minded persons, characterized by personal integrity, an independent mind, and positive thinking,
- professionally competent, willing to exercise responsible leadership for economic progress in a just society,
- able to communicate effectively with people from other nations and to participate in globalization.

Au UNIQUENESS

“An International Catholic University”

Au IDENTITY

- Ethics
- English Proficiency
- Entrepreneurial Spirit

THEODORE MARIA SCHOOL OF ARTS

(www.arts.au.edu)

VISION AND MISSION

Vision

Theodore Maria School of Arts, Assumption University of Thailand envisions itself as an *outstanding international school for business language education with:*

- qualified and experienced lecturers
- applicative curriculums
- international teaching and learning environment and
- internship opportunities.

Mission

For students:

1. To acquire and applied business language skills
2. To be competent and sound individuals equipped with entrepreneurial spirit

Core Values

A = Adaptability

R = Responsibility

T = Thrivability

S = Sustainability

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.

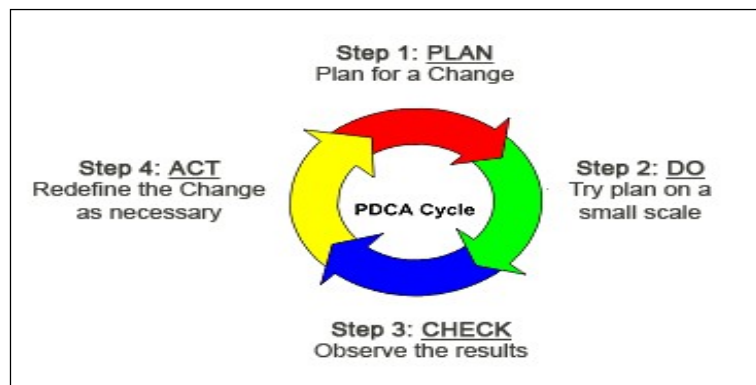


Figure 1: PDCA Cycle (<http://www.swopehealth.org>)

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.