



THEODORE MARIA SCHOOL OF **ARTS**





BACHELOR OF ARTS

PROGRAM IN BUSINESS ENGLISH

GRADUATION REQUIREMENTS

Assumption University confers the degree of Bachelor of Arts in Business English upon students who meet all of the following requirements:

1. Have completed the total number of credits of the curriculum
2. Have obtained a cumulative grade point average of at least 2.00
3. Have participated in 16 sessions of the Professional Ethics Seminar
4. Have obtained library and financial clearance from the University
5. Have demonstrated good behavior and discipline
6. English proficiency standard for undergraduate level
Prior to graduation, undergraduate students are obligated to meet the minimum English proficiency requirement specified in one of the following criteria:

Test Instruments	Required Passing Score
AU English Proficiency Assessment or	70%*
TOEFL (iBT) or	90
TOEFL (P) or	575
IELTS	6.5

*70% = Level B2 of Common European Framework of Reference for Language (CEFR)

OBJECTIVES

To produce graduates who have the characteristics, knowledge and skills as follows:

1. Have a sense of social and self-responsibility and become an ethical citizen of the society.
2. Have English proficiency necessary for business executions and be well-rounded in terms of intercultural communication.
3. Demonstrate skills and expertise in applying knowledge to real life context and solving problems creatively and efficiently
4. Be able to work and communicate effectively with both Thai and international people with respect and courtesy.



CURRICULUM STRUCTURE

Total number of credits	142 Credits
A. General Education Courses	40 Credits
Language Courses	15 Credits
Social Science Required Courses	10 Credits
Social Science Elective Courses	6 Credits
Humanities Course	3 Credits
Science and Mathematics Courses	6 Credits
B. Specialized Courses	96 Credits
Required Core Courses	30 Credits
Major Required Courses	36 Credits
Major Elective Courses	15 Credits
Minor Courses	15 Credits
C. Free Elective Courses	6 Credits

COURSES

A. General Education Courses

Language Courses 15 Credits

BG 1001	English I	3 (2-3-6)
BG 1002	English II	3 (2-3-6)
BG 2000	English III	3 (2-3-6)
BG 2001	English IV	3 (2-3-6)
GE 1403	Communication in Thai (for Thai students)	3 (3-0-6)
or		
GE 1405	Thai Language and Culture (for non-Thai students)	
or		
GE 1408	Thai Usage (for international students)	

Social Science Courses 16 Credits

(1) Social science required courses 10 Credits

BBA 2001	Human Behavior	3 (3-0-6)
BBA 1003	Introduction to Microeconomics and Personal Finance (only for Arts students)	3 (3-0-6)
GE 1204	Physical Education	1 (1-0-2)
GE 2202	Ethics	3 (3-0-6)

(2) Social science elective courses 6 Credits

Students are required to choose two of the following courses.

GE 1203	Society, Politics and Economics	3 (3-0-6)
GE 1205	ASEAN Ways	3 (3-0-6)
GE 2203	Art of Living	3 (3-0-6)
GE 2206	Personality Development	3 (3-0-6)
GE 2301	Lifestyles in Dynamic World	3 (3-0-6)
GE 2303	Building Brilliant Brain	3 (3-0-6)
CSX 2001	Introduction to Information Technology	3 (3-0-6)

or

ITX 3002	Introduction to Information Technology	3 (3-0-6)
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Humanities Course 3 Credits

GE 2102	Human Heritage and Globalization	3 (3-0-6)
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Science and Mathematics Courses 6 Credits

MA 1000	Business Mathematics and Statistics (For School of Arts, School of Communication Arts and School of Music only)	3 (3-0-6)
GE 1302	Ecology and Sustainability	3 (3-0-6)

B. Specialized Courses

Required Core Courses 30 Credits

BBA 1001	Business Exploration	3 (3-0-6)
BBA 1102	Data and Information Literacy	3 (2-2-5)
BBA 1104	Fundamentals of Marketing	3 (3-0-6)
BBA 2102	Organization and Management	3 (3-0-6)
BAC 1601	Fundamentals of Financial Accounting	3 (3-0-6)
GE 2103	Art of Reasoning	3 (3-0-6)
GL 1101	Elements of Spoken Language	3 (3-0-6)
GL 2101	Introduction to Language	3 (3-0-6)
GL 3104	Language, Culture, and Society	3 (3-0-6)
GL 3106	Trends in Business English	3 (3-0-6)

Major Required Courses 36 credits

EN 2230	Listening and Speaking	3 (3-0-6)
EN 3213	Business Communication in English	3 (3-0-6)
EN 3214	Fundamental Writing Development	3 (3-0-6)
EN 3272	Art of Translation	3 (3-0-6)
or		
EN 4254	Academic Writing (only for foreign students)	3 (3-0-6)
EN 3291	Intercultural Business Communication	3 (3-0-6)
EN 4232	Business Conversation	3 (3-0-6)
EN 4233	Public Speaking in English	3 (3-0-6)
EN 4241	Critical and Analytical Reading	3 (3-0-6)
EN 4256	Introduction to Business Research Writing	3 (3-0-6)
EN 4259	New Media Literacy	3 (3-0-6)
EN 4272	Translation in Business English	3 (3-0-6)
or		
EN 4292	Business Article Writing (only for foreign students)	3 (3-0-6)
EN 4296	Advanced Listening and Note-taking in Business	3 (3-0-6)

Major Elective Courses 15 credits

EN 3234	English Pronunciation	3 (3-0-6)
EN 3281	English for Tourism	3 (3-0-6)
EN 3283	English for International Trade	3 (3-0-6)
EN 3287	English for Office Management	3 (3-0-6)
EN 3288	English for Airline Business	3 (3-0-6)
EN 3289	English for Music Business	3 (3-0-6)
EN 3290	English for Entrepreneurship	3 (3-0-6)
EN 3292	Grammar Essentials for Professional Life	3 (3-0-6)
EN 3293	English for Human Resources	3 (3-0-6)
EN 3294	English for Hotel Services	3 (3-0-6)
EN 3295	English for Online Business	3 (3-0-6)
EN 3296	English for Diplomatic Affairs	3 (3-0-6)
EN 4254	Academic Writing (only for foreign students)	3 (3-0-6)
EN 4262	Reading of Modern Viewpoints	3 (3-0-6)
EN 4292	Business Article Writing (only for foreign Students)	3 (3-0-6)
EN 4294	Business English Internship I	3 (3-0-6)
EN 4295	Business English Internship II	3 (3-0-6)

Minor Courses 15 Credits

1. Business Chinese

Minor Required Courses 12 Credits

CN 1400	Introduction to Chinese	3 (3-0-6)
CN 1401	Chinese I	3 (3-0-6)
CN 2401	Chinese II	3 (3-0-6)
CN 2402	Chinese III	3 (3-0-6)

Minor Elective Courses 3 Credits

Students can take any courses from the Department of Business Chinese upon completion of the prerequisites (if any).

2. Business French

Minor Required Courses 15 Credits

FR 1510	French I	4 (3-2-6)
FR 1511	French II	4 (3-2-6)
FR 2512	French III	4 (3-2-6)
FR 3537	Communicative Skills in French	3 (3-0-6)
or		
FR 3539	French for Workplace Communication	3 (3-0-6)

Students can take any courses from the Department of Business French upon completion of the prerequisites (if any).



3. Business Japanese

Minor Required Courses		12 Credits
JA 1700	Introduction to Japanese	3 (3-0-6)
JA 1701	Japanese I	3 (3-0-6)
JA 2701	Japanese II	3 (3-0-6)
JA 2702	Japanese III	3 (3-0-6)

Minor Elective Courses **3 Credits**
Students can take any courses from the Department of Business Japanese upon completion of the prerequisites (if any).

4. Thai (Only for international students)

Minor Required Courses		15 Credits
TH 1500	Introduction to Thai	3 (3-0-6)
TH 1501	Thai Language I	3 (3-0-6)
TH 2501	Thai Language II	3 (3-0-6)
TH 2502	Thai Language III	3 (3-0-6)
TH 3501	Advanced Reading	3 (3-0-6)

5. Business Economics

Minor Required Courses		15 Credits
BEC 1401	Thinking as an Economist	3 (3-0-6)
BEC 2102	Economic Decision Making for Management	3 (3-0-6)
BEC 2303	Fundamentals of Econometrics	3 (3-0-6)
BEC 2304	Business and Economic Forecasting	3 (3-0-6)
BEC 3101	Firms, Competition and Market Structure	3 (3-0-6)

6. Entrepreneurship and Innovation Management

Minor Required Courses		15 Credits
BEN 3001	Entrepreneur and Innovation	3 (3-0-6)
BEN 3201	Innovation and Design Thinking	3 (3-0-6)
BEN 3202	Entrepreneurial Commercialization	3 (3-0-6)
BEN 3303	Entrepreneurial Leadership	3 (3-0-6)
BEN 4315	Family Business Management	3 (3-0-6)

7. Finance

Minor Required Courses		15 Credits
BBA 2103	Corporate Finance	3 (3-0-6)
BFN 3211	Investment Strategy and Applied Valuation	3 (3-0-6)
BFN 3212	Financial Reporting and Analysis	3 (3-0-6)
BFN 3221	Business and Economic Analysis for Decision Making	3 (3-0-6)
BFN 3223	Advanced Financial Management	3 (3-0-6)

8. Hospitality and Tourism Management

Minor Required Courses		15 Credits
BHT 3201	Introduction to Hospitality and Tourism Management	3 (3-0-6)
BHT 3202	Consumer Behavior in Hospitality and Tourism	3 (3-0-6)
BHT 3203	Food and Beverage Management	3 (3-0-6)
BHT 3204	Personality and Communication in Hospitality and Tourism	3 (3-0-6)
BHT 3205	Marketing for Hospitality and Tourism	3 (3-0-6)

9. International Business Management

Minor Required Courses		15 Credits
BIB 3201	Cross Cultural Human Resource Management	3 (3-0-6)
BIB 3202	Export-Import Policy and Strategy	3 (3-0-6)
BIB 3203	Global Business in Practice	3 (3-0-6)
BIB 3204	International Management	3 (3-0-6)
BIB 4209	International Strategic Management	3 (3-0-6)

10. Insurance

Minor Required Courses		15 Credits
BIR 3211	Risk Management and Insurance	3 (3-0-6)
BIR 3221	Property Insurance	3 (3-0-6)
BIR 3222	Casualty Insurance	3 (3-0-6)
BIR 3223	Life Assurance	3 (3-0-6)
BIR 4311	Employee Benefits	3 (3-0-6)



11. Marketing

Minor Required Courses	15 Credits
BMK 3201 Consumer Behavior	3 (3-0-6)
BMK 3202 Digital Marketing	3 (3-0-6)
BMK 3203 Brand Driven Innovation	3 (3-0-6)
BMK 3204 Competitive Analysis and Strategy	3 (3-0-6)
BMK 4302 Contemporary Issues in Marketing	3 (3-0-6)

12. Digital Business Management

Minor Required Courses	15 Credits
BDM 3201 Digital Business	3 (2-2-5)
BDM 3202 Digital Commerce	3 (2-2-5)
BDM 3203 Cyber security	3 (2-2-5)
BDM 3204 Enterprise Resource Planning	3 (2-2-5)
BDM 3205 Information Systems Strategy, Management, and Acquisition	3 (2-2-5)

13. Real Estate

Minor Required Courses	15 Credits
BRE 3201 Real Estate Business	3 (3-0-6)
BRE 3202 Real Estate Law	3 (3-0-6)
BRE 3203 Real Estate Economics	3 (3-0-6)
BRE 3204 Building Design and Construction Techniques	3 (3-0-6)
BRE 3205 Real Estate Development	3 (3-0-6)

14. Supply Chain Management

Minor Required Courses	15 Credits
BSC 3201 Logistics and Supply Chain Management	3 (3-0-6)
BSC 3202 Supply Chain Innovation and Technology	3 (3-0-6)
BSC 3203 Lean Manufacturing and Agile Supply Chain	3 (3-0-6)
BSC 3204 International Transportation and Distribution Management	3 (3-0-6)
BSC 3205 Warehousing and Material Handling	3 (3-0-6)

15. Communication Arts

Minor Required Courses	15 Credits
CA 1021 Introduction to Advertising and Branding	3 (3-0-6)
CA 1023 Introduction to Live Event Creation and Management	3 (2-2-5)
CA 1024 Introduction to Digital Media Communication	3 (2-2-5)
ART 1208 Computer Graphic Foundation	3 (2-2-5)
ART 2311 Photography	3 (2-2-5)

16. Music Entrepreneurship

Minor Required Courses	15 Credits
MB 2433 Computer Application for Musicians	3 (1-4-4)
MB 2531 Music Business	3 (3-0-6)
MB 2532 Music Industry	3 (3-0-6)
MS 1301 Musical Skills I	2 (3-2-1)
MS 1302 Musical Skills II	2 (3-2-1)
MS 2301 Musical Skills III	2 (3-2-1)

C. Free Elective Course 6 Credits

Students can take free elective courses of 6 credits from any faculty in Assumption University upon completion of the prerequisites (if any).

STUDY PLAN

FIRST YEAR

First Semester

Code	Subjects	Credits
BG 1001	English I	3 (2-3-6)
BBA 1001	Business Exploration	3 (3-0-6)
GE 2013	Art of Reasoning	3 (3-0-6)
GE 1204	Physical Education	1 (1-0-2)
GE 1403	Communication in Thai	3 (3-0-6)
or		
GE 1405	Thai Language and Culture (only for non-Thai students)	
or		
GE 1408	Thai Usage (only for Thai students from international schools)	
GE 1302	Ecology and Sustainability	3 (3-0-6)
Total		16 (15-3-32)

Second Semester

BG 1002	English II	3 (2-3-6)
GE 2102	Human Heritage and Globalization	3 (3-0-6)
BBA 1104	Fundamentals of Marketing	3 (3-0-6)
BBA 1003	Introduction to Microeconomics and Personal Finance (only for Arts students)	3 (3-0-6)
GL 1101	Elements of Spoken Language	3 (3-0-6)
	One Social Science Elective Course	3 (3-0-6)
Total		18 (17-3-36)

SECOND YEAR

First Semester

BG 2000	English III	3 (2-3-6)
BBA 1102	Data and Information Literacy	3 (2-2-5)
BBA 2102	Organization Management	3 (3-0-6)
EN 2230	Listening and Speaking	3 (3-0-6)
GL 2101	Introduction to Language	3 (3-0-6)
	One Free Elective	3 (3-0-6)
Total		18 (17-5-36)

Second Semester

BG 2001	English IV	3 (2-3-6)
GE 2202	Ethics	3 (3-0-6)
EN 3214	Fundamental Writing Development	3 (3-0-6)
MA 1000	Business Mathematics and Statistics	3 (3-0-6)
	One Free Elective Course	3 (3-0-6)
	One Social Science Elective Course	3 (3-0-6)
Total		18 (17-3-36)

THIRD YEAR

First Semester

BBA 2001	Human Behavior	3 (3-0-6)
GL 3104	Language, Culture and Society	3 (3-0-6)
EN 3213	Business Communication in English	3 (3-0-6)
EN 3272	Art of Translation	3 (3-0-6)
or		
EN 4254	Academic Writing (only for foreign students)	
EN 3291	Intercultural Business Communication	3 (3-0-6)
	One Minor Course	3 (3-0-6)
Total		18 (18-0-36)

Second Semester

GL 3106	Trends in Business English	3 (3-0-6)
EN 4272	Translation in Business English	3 (3-0-6)
or		
EN 4292	Business Article Writing (only for foreign students)	
EN 4232	Business Conversation	3 (3-0-6)
	One Major Elective Course	3 (3-0-6)
	One Major Elective Course	3 (3-0-6)
	One Minor Course	3 (3-0-6)
Total		18 (18-0-36)

FOURTH YEAR

First Semester

EN 4296	Advanced Listening and Note-taking in Business	3 (3-0-6)
EN 4259	New Media Literacy	3 (3-0-6)
BAC 1601	Fundamentals of Financial Accounting	3 (3-0-6)
	One Major Elective Course	3 (3-0-6)
	One Minor Course	3 (3-0-6)
	One Minor Course	3 (3-0-6)
Total		18 (18-0-36)

Second Semester

EN 4233	Public Speaking in English	3 (3-0-6)
EN 4241	Critical and Analytical Reading	3 (3-0-6)
EN 4256	Introduction to Business Research Writing	3 (3-0-6)
	One Major Elective Course	3 (3-0-6)
	One Major Elective Course	3 (3-0-6)
	One Minor Elective Course	3 (3-0-6)
Total		18 (18-0-36)



BACHELOR OF ARTS

PROGRAM IN BUSINESS FRENCH

GRADUATION REQUIREMENTS

Assumption University confers the degree of Bachelor of Arts in Business French upon students who meet all of the following requirements:

1. Have completed the total number of credits of the curriculum
2. Have obtained a cumulative grade point average of at least 2.00
3. Have participated in 16 sessions of the Professional Ethics Seminar
4. Have obtained library and financial clearance from the University
5. Have demonstrated good behavior and discipline
6. English proficiency standard for undergraduate level Prior to graduation, undergraduate students are obligated to meet the minimum English proficiency requirement specified in one of the following criteria

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TOEFL (P) or	575
IELTS	6.5

*70% = Level B2 of Common European Framework of Reference for Language (CEFR)

OBJECTIVES

To produce graduates who have the characteristics, knowledge and skills as follows:

1. Have a sense of social and self-responsibility and become ethical citizens of the society.
2. Have up-to-date and business language skills both in French and in English for listening, speaking, reading and writing.
3. Demonstrate skills and expertise in applying the knowledge to real life context and solving problems creatively and efficiently
4. Able to work and communicate effectively with both Thai and international people with respect and courtesy.
5. Able to use computer and other technologies in communicating and presenting information.



CURRICULUM STRUCTURE

Total number of credits	142 Credits
A. General Education Courses	37 Credits
Language Courses	15 Credits
Social Science Courses	10 Credits
Humanities Courses	6 Credits
Science and Mathematics Courses	6 Credits
B. Specialized Courses	99 Credits
Core Courses	30 Credits
Major Required Courses	45 Credits
Major Elective Courses	9 Credits
Minor Courses	15 Credits
C. Free Elective Courses	6 Credits

COURSES

A. General Education Courses

Language Courses 15 Credits

BG 1001	English I	3 (2-3-6)
BG 1002	English II	3 (2-3-6)
BG 2000	English III	3 (2-3-6)
BG 2001	English IV	3 (2-3-6)
GE 1403	Communication in Thai (for Thai students)	3 (2-3-6)

or

GE 1405	Thai Language and Culture (for non-Thai students)	3 (2-3-6)
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Social Science Courses 10 Credits

(1) Social Science required courses 7 Credits

BBA 1003	Introduction to Microeconomics and Personal Finance	3 (3-0-6)
GE 1201	Information Literacy Skills	1 (1-0-2)
or		
GE 1204	Physical Education	
GE 2202	Ethics	3 (3-0-6)

(2) Social Science elective Courses 3 Credits

Students are required to choose one of the following courses.

GE 1203	Society, Politics and Economics	3 (3-0-6)
GE 1205	ASEAN Ways	3 (3-0-6)
GE 2203	Art of Living	3 (3-0-6)
GE 2206	Personality Development	3 (3-0-6)
GE 2301	Lifestyles in Dynamic World	3 (3-0-6)
GE 2303	Building Brilliant Brain	3 (3-0-6)
CSX 2001	Introduction to Information Technology	3 (3-0-6)

or

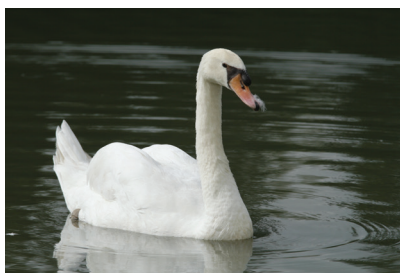
ITX 3002	Introduction to Information Technology	
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Humanities Courses 6 Credits

GE 1104	Thai Historical Perspectives	3 (3-0-6)
GE 2102	Human Heritage and Globalization	3 (3-0-6)

Science and Mathematics Courses 6 Credits

GE 1302	Ecology and Sustainability	3 (3-0-6)
MA 1000	Business Mathematics and Statistics	3 (3-0-6)



B. Specialized Courses

(1) Core Courses 30 Credits

BAC 1601	Fundamentals of Financial Accounting	3 (3-0-6)
BBA 1001	Business Exploration	3 (3-0-6)
BBA 1102	Data and Information Literacy	3 (2-2-5)
BBA 1104	Fundamentals of Marketing	3 (3-0-6)
BBA 2001	Human Behavior	3 (3-0-6)
BBA 2102	Organization and Management	3 (3-0-6)
GE 2103	Art of Reasoning	3 (3-0-6)
GL 1101	Elements of Spoken Language	3 (3-0-6)
GL 2101	Introduction to Language	3 (3-0-6)
GL 3104	Language, Culture and Society	3 (3-0-6)

(2) Major Required Courses 45 credits

FR 1510	French I	4 (3-2-6)
FR 1511	French II	4 (3-2-6)
FR 2512	French III	4 (3-2-6)
FR 2513	French IV	4 (3-2-6)
FR 2514	French Pronunciation	3 (3-0-6)
FR 3501	Business French I	3 (3-0-6)
FR 3512	Business Communication in French	3 (3-0-6)
FR 3514	Writing Workshop	2 (1-2-2)
FR 3530	Oral Comprehension and Expression	3 (3-0-6)
FR 3570	Translation: French-Thai (for Thai students)	3 (3-0-6)
or		
FR 3532	French Conversation and Discussion (for foreign students)	
FR 4502	Business French II	3 (3-0-6)
FR 4543	Reading French Media	3 (3-0-6)
FR 4573	Aspects of French-Speaking Countries	3 (3-0-6)
FR 4590	Seminar	3 (3-0-6)

(3) Major Elective Courses 9 credits

FR 3537	Communicative Skills in French	3 (3-0-6)
FR 3539	French for Workplace Communication	3 (3-0-6)
FR 3581	French for Tourism	3 (3-0-6)
FR 3583	French for Hotel Services	3 (3-0-6)
FR 4540	Reading in Business French	3 (3-0-6)
FR 4541	Business French Internship	3 (3-0-6)
FR 4572	Translation in Business French	3 (3-0-6)
FR 4591	Selected Topics in French Studies	3 (3-0-6)

(4) Minor Courses

15 Credits

Digital Business Management

Minor Required Courses 15 Credits

BDM 3201	Digital Business	3 (2-2-5)
BDM 3202	Digital Commerce	3 (2-2-5)
BDM 3203	Cybersecurity	3 (2-2-5)
BDM 3204	Enterprise Resource Planning	3 (2-2-5)
BDM 3205	Information Systems Strategy, Management, and Acquisition	3 (2-2-5)

Business Economics

Minor Required Courses 15 Credits

BEC 1401	Thinking as an Economist	3 (3-0-6)
BEC 2102	Economic Decision Making for Management	3 (3-0-6)
BEC 2303	Fundamentals of Econometrics	3 (3-0-6)
BEC 2304	Business and Economic Forecasting	3 (3-0-6)
BEC 3101	Firms, Competition and Market Structure	3 (3-0-6)

Entrepreneur and Innovation Management

Minor Required Courses 15 Credits

BEN 3001	Entrepreneur and Innovation	3 (3-0-6)
BEN 3201	Innovation and Design Thinking	3 (3-0-6)
BEN 3202	Entrepreneurial Commercialization	3 (3-0-6)
BEN 3303	Entrepreneurial Leadership	3 (3-0-6)
BEN 4315	Family Business Management	3 (3-0-6)

Finance

Minor Required Courses 15 Credits

BBA 2103	Corporate Finance	3 (3-0-6)
BFN 3211	Investment Strategy and Applied Valuation	3 (3-0-6)
BFN 3212	Financial Reporting and Analysis	3 (3-0-6)
BFN 3221	Business and Economic Analysis for Decision Making	3 (3-0-6)
BFN 3223	Advanced Financial Management	3 (3-0-6)

Hospitality and Tourism Management

Minor Required Courses 15 Credits

BHT 3201	Introduction to Hospitality and Tourism Management	3 (3-0-6)
BHT 3202	Consumer Behavior in Hospitality and Tourism	3 (3-0-6)
BHT 3203	Food and Beverage Management	3 (3-0-6)
BHT 3204	Personality and Communication in Hospitality and Tourism	3 (3-0-6)
BHT 3205	Marketing in Hospitality and Tourism	3 (3-0-6)



International Business Management

Minor Required Courses		15 Credits
BIB 3201	Cross Cultural Human Resource Management	3 (3-0-6)
BIB 3202	Export-Import Policy and Strategy	3 (3-0-6)
BIB 3203	Global Business in Practice	3 (3-0-6)
BIB 3204	International Management	3 (3-0-6)
BIB 4209	International Strategic Management	3 (3-0-6)

Insurance

Minor Required Courses		15 Credits
BIR 3211	Risk Management and Insurance	3 (3-0-6)
BIR 3221	Property Insurance	3 (3-0-6)
BIR 3222	Casualty Insurance	3 (3-0-6)
BIR 3223	Life Assurance	3 (3-0-6)
BIR 4311	Employee Benefits	3 (3-0-6)

Marketing

Minor Required Courses		15 Credits
BMK 3201	Consumer Behavior	3 (3-0-6)
BMK 3202	Digital Marketing	3 (3-0-6)
BMK 3203	Brand Driven Innovation	3 (3-0-6)
BMK 3204	Competitive Analysis and Strategy	3 (3-0-6)
BMK 4302	Contemporary Issues in Marketing	3 (3-0-6)

Real Estate

Minor Required Courses		15 Credits
BRE 3201	Real Estate Business	3 (3-0-6)
BRE 3202	Real Estate Law	3 (3-0-6)
BRE 3203	Real Estate Economics	3 (3-0-6)
BRE 3204	Building Design and Construction Techniques	3 (3-0-6)
BRE 3205	Real Estate Development	3 (3-0-6)

Supply Chain Management

Minor Required Courses		15 Credits
BSC 3201	Logistics and Supply Chain Management	3 (3-0-6)
BSC 3202	Supply Chain Innovation and Technology	3 (3-0-6)
BSC 3203	Lean Manufacturing and Agile Supply Chain	3 (3-0-6)
BSC 3204	International Transportation and Distribution Management	3 (3-0-6)
BSC 3205	Warehousing and Material Handling	3 (3-0-6)

Communication Arts

Minor Required Courses		15 Credits
ART 1208	Computer Graphic Foundation	3 (2-2-5)
ART 2311	Photography	3 (2-2-5)
CA 1021	Introduction to Advertising and Branding	3 (3-0-6)
CA 1023	Introduction to Live Event Creation and Management	3 (2-2-5)
CA 1024	Introduction to Digital Media Communication	3 (2-2-5)



Business Chinese

Minor Required Courses

12 Credits

CN 1400	Introduction to Chinese	3 (3-0-6)
CN 1401	Chinese I	3 (3-0-6)
CN 2401	Chinese II	3 (3-0-6)
CN 2402	Chinese III	3 (3-0-6)

Minor Elective Courses

3 Credits

Students can choose any course from the Department of Business Chinese upon completion of the prerequisites (if any).

Business English

Minor Required Courses

12 Credits

EN 2230	Listening and Speaking	3 (3-0-6)
EN 3214	Fundamental Writing Development	3 (3-0-6)
EN 3213	Business Communication in English	3 (3-0-6)
EN 4232	Business Conversation	3 (3-0-6)

Minor Elective Courses

3 Credits

Students can choose any course from the Department of Business English upon completion of the prerequisites (if any).

Business Japanese

Minor Required Courses

12 Credits

JA 1700	Introduction to Japanese	3 (3-0-6)
JA 1701	Japanese I	3 (3-0-6)
JA 2701	Japanese II	3 (3-0-6)
JA 2702	Japanese III	3 (3-0-6)

Minor Elective Courses

3 Credits

Students can choose any course from the Department of Business Japanese upon completion of the prerequisites (if any).

Music Entrepreneurship

Minor Required Courses

15 Credits

MB 2433	Computer Application for Musicians	3 (1-4-4)
MB 2531	Music Business	3 (3-0-6)
MB 2532	Music Industry	3 (3-0-6)
MS 1301	Musical Skills I	2 (3-2-1)
MS 1302	Musical Skills II	2 (3-2-1)
MS 2301	Musical Skills III	2 (3-2-1)

C. Free Elective Courses

6 Credits

Students can choose free elective courses of 6 credits from any faculty in Assumption University upon completion of the prerequisites (if any).

STUDY PLAN

FIRST YEAR

First Semester

Code	Subjects	Credits
BBA 1001	Business Exploration	3 (3-0-6)
BG 1001	English I	3 (2-3-6)
FR 1510	French I	4 (3-2-6)
GE 1104	Thai Historical Perspectives	3 (3-0-6)
GE 1201	Information Literacy Skills	1 (1-0-2)
or		
GE 1204	Physical Education	
GE 1403	Communication in Thai	3 (3-0-6)
or		
GE 1405	Thai Language and Culture (for foreign students)	
Total		17 (15-5-32)

Second Semester

BBA 1102	Data and Information Literacy	3 (2-2-5)
BG 1002	English II	3 (2-3-6)
FR 1511	French II	4 (3-2-6)
GE 1302	Ecology and Sustainability	3 (3-0-6)
GL 1101	Elements of Spoken Language	3 (3-0-6)
MA 1000	Business Mathematics and Statistics	3 (3-0-6)
Total		19 (16-7-35)

SECOND YEAR

First Semester

BBA 1104	Fundamentals of Marketing	3 (3-0-6)
BBA 2001	Human Behavior	3 (3-0-6)
BG 2000	English III	3 (2-3-6)
FR 2512	French III	4 (3-2-6)
GE 2202	Ethics	3 (3-0-6)
GE 2102	Human Heritage and Globalization	3 (3-0-6)
Total		19 (17-5-36)

Second Semester

BBA 1003	Introduction to Microeconomics and Personal Finance	3 (3-0-6)
BG 2001	English IV	3 (2-3-6)
FR 2514	French Pronunciation	3 (3-0-6)
FR 2513	French IV	4 (3-2-6)
GE 2103	Art of Reasoning	3 (3-0-6)
BBA 2102	Organization and Management	3 (3-0-6)
Total		19 (17-5-36)

THIRD YEAR

First Semester

FR 3501	Business French I	3 (3-0-6)
FR 3514	Writing Workshop	2 (1-2-2)
FR 3530	Oral Comprehension and Expression	3 (3-0-6)
GL 2101	Introduction to Language	3 (3-0-6)
	One Minor Course	3 (3-0-6)
	One Major Elective Course	3 (3-0-6)
Total		17 (16-2-32)

Second Semester

FR 3512	Business Communication in French	3 (3-0-6)
FR 3570	Translation: French-Thai (for Thai students)	3 (3-0-6)
or		
FR 3532	French Conversation and Discussion (for foreign students)	
GL 3104	Language, Culture and Society	3 (3-0-6)
	One Major Elective Course	3 (3-0-6)
	One Minor Course	3 (3-0-6)
	One Social Science elective course	3 (3-0-6)
Total		18 (18-0-36)

FOURTH YEAR

First Semester

BAC 1601	Fundamentals of Financial Accounting	3 (3-0-6)
FR 4502	Business French II	3 (3-0-6)
FR 4543	Reading French Media	3 (3-0-6)
FR 4573	Aspects of French-Speaking Countries	3 (3-0-6)
	One Minor Course	3 (3-0-6)
	One Free Elective Course	3 (3-0-6)
Total		18 (18-0-36)

Second Semester

FR 4590	Seminar	3 (3-0-6)
	One Major Elective Course	3 (3-0-6)
	One Free Elective Course	3 (3-0-6)
	Two Minor Courses	6 (6-0-12)
Total		15 (15-0-30)



BACHELOR OF ARTS

PROGRAM IN BUSINESS CHINESE

GRADUATION REQUIREMENTS

Assumption University confers the degree of Bachelor of Arts in Business Chinese upon students who meet all of the following requirements:

1. Have completed the total number of credits of the curriculum
2. Have obtained a cumulative grade point average of at least 2.00
3. Have participated in 16 sessions of the Professional Ethics Seminar
4. Have obtained library and financial clearance from the University
5. Have demonstrated good behavior and discipline
6. English proficiency standard for undergraduate level Prior to graduation, undergraduate students are obligated to meet the minimum English proficiency requirement specified in one of the following criteria:

Test Instruments	Required Passing Score
AU English Proficiency Assessment or	70%*
TOEFL (iBT) or	90
TOEFL (P) or	575
IELTS	6.5

*70% = Level B2 of Common European Framework of Reference for Language (CEFR)

OBJECTIVES OF CURRICULUM

To produce graduates who have the characteristics, knowledge and skills as follows:

1. Have personal integrity, positive attitude and a sense of social and self responsibility.
2. Have Chinese and English proficiency necessary for business executions.
3. Have analytical and critical skills, initiative and ability to apply knowledge to real practice.
4. Have ability to work and communicate with both Thai and international people with respect and courtesy
5. Have computer and information technology skills.



CURRICULUM STRUCTURE

Total number of credits	142 Credits
A. General Education Courses	37 Credits
Language Courses	15 Credits
Social Science Courses	13 Credits
Humanities Course	3 Credits
Science and Mathematics Courses	6 Credits
B. Specialized Courses	99 Credits
Core Courses	21 Credits
Major Required Courses	48 Credits
Major Elective Courses	15 Credits
Minor Courses	15 Credits
C. Free Elective Courses	6 Credits

COURSES

A. General Education Courses

Language Courses		15 Credits
BG 1001	English I	3 (2-3-6)
BG 1002	English II	3 (2-3-6)
BG 2000	English III	3 (2-3-6)
BG 2001	English IV	3 (2-3-6)
GE 1403	Communication in Thai (for Thai students)	3 (3-0-6)
or		
GE 1405	Thai Language and Culture (for non-Thai students)	3 (3-0-6)
Social Science Courses		13 Credits
Social Science Required Courses		7 Credits
BBA 2001	Human Behavior	3 (3-0-6)
GE 1201	Information and Literacy Skills	1 (1-0-3)
or		
GE 1204	Physical Education	1 (1-0-2)
GE 2202	Ethics	3 (3-0-6)

Social Science Elective Courses 6 Credits

Students are required to choose two of the following courses.

GE 1203	Society, Politics and Economics	3 (3-0-6)
GE 1205	ASEAN Ways	3 (3-0-6)
GE 1302	Ecology and Sustainability	3 (3-0-6)
GE 2102	Human Heritage and Globalization	3 (3-0-6)
GE 2203	Art of Living	3 (3-0-6)
GE 2206	Personality Development	3 (3-0-6)
GE 2303	Building Brilliant Brain	3 (3-0-6)
CSX 2001	Introduction to Information Technology	3 (3-0-6)
or		
ITX 3002	Introduction to Information Technology	3 (3-0-6)

Humanities Courses 3 Credits

GE 1104	Thai Historical Perspectives	3 (3-0-6)
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Science and Mathematics Courses 6 Credits

MA 1000	Business Mathematics and Statistics	3 (3-0-6)
GE 2301	Lifestyles in Dynamic World	3 (3-0-6)

B. Specialized Courses

Core Course 21 Credits

BAC 1601	Fundamentals of Financial Accounting	3 (3-0-6)
BBA 1001	Business Exploration	3 (3-0-6)
BBA 1003	Introduction to Microeconomics and Personal Finance	3 (3-0-6)
BBA 1102	Data and Information Literacy	3 (2-2-5)
BBA 1104	Fundamentals of Marketing	3 (3-0-6)
BBA 2102	Organization and Management	3 (3-0-6)
GL 1101	Elements of Spoken Language	3 (3-0-6)

Major Required Courses 48 credits

CN 1400	Introduction to Chinese	3 (3-0-6)
CN 1401	Chinese I	3 (3-0-6)
CN 1430	Listening and Speaking in Chinese I	1 (1-0-2)
CN 1431	Listening and Speaking in Chinese II	1 (1-0-2)
CN 2401	Chinese II	3 (3-0-6)
CN 2402	Chinese III	3 (3-0-6)
CN 2431	Chinese Oral Comprehension and Expression I	2 (2-0-4)
CN 2432	Chinese Oral Comprehension and Expression II	2 (2-0-4)
CN 3403	Chinese IV	3 (3-0-6)
CN 3436	Chinese Business Conversation I	3 (3-0-6)
CN 3437	Chinese Business Conversation II	3 (3-0-6)
CN 3450	Introduction to Chinese Writing	3 (3-0-6)
CN 3451	Communicative Writing in Chinese	3 (3-0-6)
CN 3463	Introduction to Chinese Culture	3 (3-0-6)
CN 3470	Translation I: Chinese-Thai	3 (3-0-6)
or		
CN 3441	Chinese Reading and Oral Report (Only for foreign students)	
CN 4442	Reading in Chinese Newspapers	3 (3-0-6)
CN 4452	Business Writing in Chinese	3 (3-0-6)
CN 4471	Translation II: Thai-Chinese	3 (3-0-6)
or		
CN 4440	Reading in Business Chinese (Only for foreign students)	

Major Elective Courses 15 credits

CN 3420	Integrated Chinese Skills	3 (3-0-6)
CN 3433	Chinese from Audio-Visual Media	3 (3-0-6)
CN 3441	Chinese Reading and Oral Report	3 (3-0-6)
CN 3481	Chinese for Tourism	3 (3-0-6)
CN 3485	Chinese for Hotel Services	3 (3-0-6)
CN 3483	Chinese for Service Industries	3 (3-0-6)
CN 3484	Chinese for Office Management	3 (3-0-6)
CN 4433	Public Speaking in Chinese	3 (3-0-6)
CN 4436	Advanced Business Conversation in Chinese	3 (3-0-6)
CN 4440	Reading in Business Chinese	3 (3-0-6)
CN 4460	Survey of Chinese Literature	3 (3-0-6)
CN 4491	Seminar on Selected Topics	3 (3-0-6)
CN 4493	Business Chinese Internship	3 (0-9-3)

Minor Courses 15 Credits

Digital Business Management

Minor Required Courses 15 Credits

BDM 3201	Digital Business	3 (2-2-5)
BDM 3202	Digital Commerce	3 (2-2-5)
BDM 3203	Cybersecurity	3 (2-2-5)
BDM 3204	Enterprise Resource Planning	3 (2-2-5)
BDM 3205	Information Systems Strategy, Management, and Acquisition	3 (2-2-5)

Business Economics

Minor Required Courses 15 Credits

BEC 1401	Thinking as an Economist	3 (3-0-6)
BEC 2102	Economic Decision Making for Management	3 (3-0-6)
BEC 2303	Fundamentals of Econometrics	3 (3-0-6)
BEC 2304	Business and Economic Forecasting	3 (3-0-6)
BEC 3101	Firms, Competition and Market Structure	3 (3-0-6)

Entrepreneur and Innovation Management

Minor Required Courses 15 Credits

BEN 3001	Entrepreneur and Innovation	3 (3-0-6)
BEN 3201	Innovation and Design Thinking	3 (3-0-6)
BEN 3202	Entrepreneurial Commercialization	3 (3-0-6)
BEN 3303	Entrepreneurial Leadership	3 (3-0-6)
BEN 4315	Family Business Management	3 (3-0-6)



Finance

Minor Required Courses		15 Credits
BBA 2103	Corporate Finance	3 (3-0-6)
BFN 3211	Investment Strategy and Applied Valuation	3 (3-0-6)
BFN 3212	Financial Reporting and Analysis	3 (3-0-6)
BFN 3221	Business and Economic Analysis for Decision Making	3 (3-0-6)
BFN 3223	Advanced Financial Management	3 (3-0-6)

Hospitality and Tourism Management

Minor Required Courses		15 Credits
BHT 3201	Introduction to Hospitality and Tourism Management	3 (3-0-6)
BHT 3202	Consumer Behavior in Hospitality and Tourism	3 (3-0-6)
BHT 3203	Food and Beverage Management	3 (3-0-6)
BHT 3204	Personality and Communication in Hospitality and Tourism	3 (3-0-6)
BHT 3205	Marketing in Hospitality and Tourism	3 (3-0-6)

International Business Management

Minor Required Courses		15 Credits
BIB 3201	Cross Cultural Human Resource Management	3 (3-0-6)
BIB 3202	Export-Import Policy and Strategy	3 (3-0-6)
BIB 3203	Global Business in Practice	3 (3-0-6)
BIB 3204	International Management	3 (3-0-6)
BIB 4209	International Strategic Management	3 (3-0-6)

Insurance

Minor Required Courses		15 Credits
BIR 3211	Risk Management and Insurance	3 (3-0-6)
BIR 3221	Property Insurance	3 (3-0-6)
BIR 3222	Casualty Insurance	3 (3-0-6)
BIR 3223	Life Assurance	3 (3-0-6)
BIR 4311	Employee Benefits	3 (3-0-6)

Marketing

Minor Required Courses		15 Credits
BMK 3201	Consumer Behavior	3 (3-0-6)
BMK 3202	Digital Marketing	3 (3-0-6)
BMK 3203	Brand Driven Innovation	3 (3-0-6)
BMK 3204	Competitive Analysis and Strategy	3 (3-0-6)
BMK 4302	Contemporary Issues in Marketing	3 (3-0-6)

Real Estate

Minor Required Courses		15 Credits
BRE 3201	Real Estate Business	3 (3-0-6)
BRE 3202	Real Estate Law	3 (3-0-6)
BRE 3203	Real Estate Economics	3 (3-0-6)
BRE 3204	Building Design and Construction Techniques	3 (3-0-6)
BRE 3205	Real Estate Development	3 (3-0-6)

Supply Chain Management

Minor Required Courses		15 Credits
BSC 3201	Logistics and Supply Chain Management	3 (3-0-6)
BSC 3202	Supply Chain Innovation and Technology	3 (3-0-6)
BSC 3203	Lean Manufacturing and Agile Supply Chain	3 (3-0-6)
BSC 3204	International Transportation and Distribution Management	3 (3-0-6)
BSC 3205	Warehousing and Material Handling	3 (3-0-6)

Communication Arts

Minor Required Courses		15 Credits
ART 1208	Computer Graphic Foundation	3 (2-2-5)
ART 2311	Photography	3 (2-2-5)
CA 1021	Introduction to Advertising and Branding	3 (3-0-6)
CA 1023	Introduction to Live Event Creation and Management	3 (2-2-5)
CA 1024	Introduction to Digital Media Communication	3 (2-2-5)



12. Music Entrepreneurship

Minor Required Courses		15 Credits
MB 2433	Computer Application for Musicians	3 (1-4-4)
MB 2531	Music Business	3 (3-0-6)
MB 2532	Music Industry	3 (3-0-6)
MS 1301	Musical Skills I	2 (3-2-1)
MS 1302	Musical Skills II	2 (3-2-1)
MS 2301	Musical Skills III	2 (3-2-1)

13. Business English

Minor Required Courses		12 Credits
EN 2230	Listening and Speaking	3 (3-0-6)
EN 3214	Fundamental Writing Development	3 (3-0-6)
EN 3213	Business Communication in English	3 (3-0-6)
EN 4232	Business Conversation	3 (3-0-6)

Minor Elective Courses 3 Credits

Students can take any course from the Department of Business English upon completion of the prerequisites (if any).

14. Business French

Minor Required Courses		12 Credits
FR 1510	French I	4 (3-2-6)
FR 1511	French II	4 (3-2-6)
FR 2512	French III	4 (3-2-6)

Minor Elective Courses 3 Credits

FR 3537	Communicative Skills in French	3 (3-0-6)
or		
FR 3539	French for Workplace Communication	3 (3-0-6)

15. Business Japanese

Minor Required Courses		12 Credits
JA 1700	Introduction to Japanese	3 (3-0-6)
JA 1701	Japanese I	3 (3-0-6)
JA 2701	Japanese II	3 (3-0-6)
JA 2702	Japanese III	3 (3-0-6)

Minor Elective Courses 3 Credits

Students can take any course from the Department of Business Japanese upon completion of the prerequisites (if any).

C. Free Elective Courses 6 Credits

Students can take free elective courses of 6 credits from any faculty in Assumption University upon completion of the prerequisites (if any).

Free elective courses of the Department which are offered to non Business Chinese Major:

CN 0400	Chinese for Beginners I	3 (3-0-6)
CN 0401	Chinese for Beginners II	3 (3-0-6)

STUDY PLAN

FIRST YEAR

First Semester

Code	Subjects	Credits
BG 1001	English I	3 (2-3-6)
GE 1104	Thai Historical Perspectives	3 (3-0-6)
GE 1201	Information and Literacy Skills	1 (1-0-3)
or		
GE 1204	Physical Education	1 (1-0-2)
GE 2301	Lifestyles in Dynamic World	3 (3-0-6)
GE 1403	Communication in Thai	3 (3-0-6)
or		
GE 1405	Thai Language and Culture (Only for foreign students)	3 (3-0-6)
CN 1400	Introduction to Chinese	3 (3-0-6)
CN 1430	Listening and Speaking in Chinese I	1 (1-0-2)
Total		17 (16-3-35)

Second Semester

BG 1002	English II	3 (2-3-6)
BBA 2001	Human Behavior	3 (3-0-6)
GL 1101	Elements of Spoken Language	3 (3-0-6)
MA 1000	Business Mathematics and Statistics	3 (3-0-6)
BBA 1001	Business Exploration	3 (3-0-6)
CN 1401	Chinese I	3 (3-0-6)
CN 1431	Listening and Speaking in Chinese II	1 (1-0-2)
Total		19 (18-3-38)

SECOND YEAR

First Semester

BG 2000	English III	3 (2-3-6)
BBA 1104	Fundamentals of Marketing	3 (3-0-6)
CN 2401	Chinese II	3 (3-0-6)
CN 2431	Chinese Oral Comprehension and Expression I	2 (2-0-4)
	Two Social Science Elective Courses	6 (6-0-12)
Total		17 (16-3-34)

Second Semester

BG 2001	English IV	3 (2-3-6)
BAC 1601	Fundamentals of Financial Accounting	3 (3-0-6)
BBA 2102	Organization and Management	3 (3-0-6)
GE 2202	Ethics	3 (3-0-6)
CN 2402	Chinese III	3 (3-0-6)
CN 2432	Chinese Oral Comprehension and Expression II	2 (2-0-4)
Total		17 (16-3-34)

THIRD YEAR

First Semester

BBA 1003	Introduction to Microeconomics and Personal Finance	3 (3-0-6)
CN 3403	Chinese IV	3 (3-0-6)
CN 3436	Chinese Business Conversation	3 (3-0-6)
CN 3450	Introduction to Chinese Writing	3 (3-0-6)
CN 3470	Translation I: Chinese-Thai	3 (3-0-6)
or		
CN 3441	Chinese Reading and Oral Report (only for foreign students)	3 (3-0-6)
	One Minor Course	3 (3-0-6)
Total		18 (18-0-36)

Second Semester

CN 3437	Chinese Business Conversation II	3 (3-0-6)
CN 3451	Communicative Writing in Chinese	3 (3-0-6)
CN 3463	Introduction to Chinese Culture	3 (3-0-6)
	Two Major Elective Courses	6 (6-0-12)
	One Minor Course	3 (3-0-6)
Total		18 (18-0-36)

FOURTH YEAR

First Semester

CN 4452	Business Writing in Chinese	3 (3-0-6)
CN 4471	Translation II: Thai-Chinese	3 (3-0-6)
or		
CN 4440	Reading in Business Chinese (only for foreign students)	3 (3-0-6)
	Two Major Elective Courses	6 (6-0-12)
	One Minor Course	3 (3-0-6)
	One Free Elective Courses	3 (3-0-6)
Total		18 (18-0-36)

Second Semester

BBA 1102	Data and Information Literacy	3 (2-2-5)
CN 4442	Reading in Chinese Newspapers	3 (3-0-6)
	One Major Elective Courses	3 (3-0-6)
	Two Minor Courses	6 (6-0-12)
	One Free Elective Courses	3 (3-0-6)
Total		18 (17-2-35)



BACHELOR OF ARTS

PROGRAM IN BUSINESS JAPANESE

GRADUATION REQUIREMENTS

Assumption University confers the degree of Bachelor of Arts in Business Japanese upon students who meet all of the following requirements:

- Have completed the total number of credits of the curriculum
- Have obtained a cumulative grade point average of at least 2.00
- Have participated in 16 sessions of the Professional Ethics Seminar
- Have obtained library and financial clearance from the University
- Have demonstrated good behavior and discipline
- English proficiency standard for undergraduate level
Prior to graduation, undergraduate students are obligated to meet the minimum English proficiency requirement specified in one of the following criteria

Test Instruments	Required Passing Score
AU English Proficiency Assessment or	70%*
TOEFL (iBT) or	90
TOEFL (P) or	575
IELTS	6.5

*70% = Level B2 of Common European Framework of Reference for Language (CEFR)

OBJECTIVES OF CURRICULUM

To produce graduates who have the characteristics, knowledge and skills as follows:

1. Have a sense of social and self responsibility and become an ethical citizen of the society.
2. Have up-to-date and business language skills both in Japanese and in English for listening, speaking, reading and writing through technologies.
3. Demonstrate skills and expertise in applying knowledge to real life context and solving problems creatively and efficiently
4. Able to work and communicate effectively with both Thai and international people with respect and courtesy.
5. Able to use information technology and other technologies in communicating and presenting information.



CURRICULUM STRUCTURE

Total number of credits	142 Credits
A. General Education Courses	40 Credits
Language Courses	15 Credits
Social Science Courses	13 Credits
Humanities Courses	6 Credits
Science and Mathematics Courses	6 Credits
B. Specialized Courses	93 Credits
Core Courses	24 Credits
Major Required Courses	39 Credits
Major Elective Courses	15 Credits
Minor Courses	15 Credits
C. Free Elective Courses	9 Credits

COURSES

A. General Education Courses

Language Courses 15 Credits

BG 1001	English I	3 (2-3-6)
BG 1002	English II	3 (2-3-6)
BG 2000	English III	3 (2-3-6)
BG 2001	English IV	3 (2-3-6)
GE 1403	Communication in Thai (for Thai students)	3 (3-0-6)

or

GE 1405	Thai Language and Culture (for non-Thai students)	3 (3-0-6)
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or

GE 1408	Thai Usage (for international students)	3 (3-0-6)
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Social Science Courses 7 Credits

BBA 1003	Introduction to Microeconomics and Personal Finance	3 (3-0-6)
GE 1204	Physical Education	1 (1-0-2)
GE 2202	Ethics	3 (3-0-6)

Social Science Elective Courses 6 Credits

Students are required to choose two of the following courses.

GE 1203	Society, Politics and Economic	3 (3-0-6)
GE 1205	ASEAN Ways	3 (3-0-6)
GE 2203	Art of Living	3 (3-0-6)
GE 2206	Personality Development	3 (3-0-6)
GE 2301	Lifestyles in Dynamic World	3 (3-0-6)
GE 2303	Building Brilliant Brain	3 (3-0-6)
CSX 2001	Introduction to Information Technology	3 (3-0-6)

or		
ITX 3002	Introduction to Information Technology	3 (3-0-6)

Humanities Courses 6 Credits

GE 1104	Thai Historical Perspectives	3 (3-0-6)
GE 2102	Human Heritage and Globalization	3 (3-0-6)

Science and Mathematics Courses 6 Credits

MA 1000	Business Mathematics and Statistics	3 (3-0-6)
GE 1302	Ecology and Sustainability	3 (3-0-6)



B. Specialized Courses

Core Courses

24 Credits

BAC 1601	Fundamentals of Financial Accounting	3 (3-0-6)
BBA 1001	Business Exploration	3 (3-0-6)
BBA 1102	Data and Information Literacy	3 (2-2-5)
BBA 1104	Fundamentals of Marketing	3 (3-0-6)
BBA 2001	Human Behavior	3 (3-0-6)
BBA 2102	Organization and Management	3 (3-0-6)
GL 1101	Elements of Spoken Language	3 (3-0-6)
GL 3102	Introduction to Linguistics	3 (3-0-6)

Major Required Courses

39 credits

JA 1700	Introduction to Japanese	3 (3-0-6)
JA 1701	Japanese I	3 (3-0-6)
JA 2701	Japanese II	3 (3-0-6)
JA 2702	Japanese III	3 (3-0-6)
JA 2703	Basic Reading and Writing in Japanese I	3 (3-0-6)
JA 2704	Basic Reading and Writing in Japanese II	3 (3-0-6)
JA 3701	Intermediate Japanese Grammar	3 (3-0-6)
JA 3702	Business Japanese I	3 (3-0-6)
JA 3704	Oral Comprehension and Expression	3 (3-0-6)
JA 3724	Aspects of Japan	3 (3-0-6)
JA 4701	Reading in Business Japanese I	3 (3-0-6)
JA 4702	Business Writing in Japanese I	3 (3-0-6)
JA 4725	Translation in Business Japanese	3 (3-0-6)

Major Elective Courses

15 credits

JA 3705	Japanese for Office Management	3 (3-0-6)
JA 3721	Introduction to Japanese Linguistics	3 (3-0-6)
JA 3722	Japanese Reading and Oral Report	3 (3-0-6)
JA 3723	Introduction to Japanese Phonetics	3 (3-0-6)
JA 3726	Japanese for Tourism	3 (3-0-6)
JA 3727	Japanese for Hotels	3 (3-0-6)
JA 3728	Japanese for Airline Services	3 (3-0-6)
JA 3729	Survey of Japanese Literature	3 (3-0-6)
JA 4703	Translation I: Japanese-Thai	3 (3-0-6)
JA 4704	Translation II: Thai-Japanese	3 (3-0-6)
JA 4721	Japanese Conversation and Discussion	3 (3-0-6)
JA 4722	Reading in Business Japanese II	3 (3-0-6)
JA 4723	Business Writing in Japanese II	3 (3-0-6)
JA 4724	Business Japanese II	3 (3-0-6)
JA 4726	Public Speaking in Japanese	3 (3-0-6)

JA 4727	Seminar	3 (3-0-6)
JA 4729	Cooperative Education	6 (320 hours)

Minor Courses

15 Credits

(1) Business English

Minor Required Courses

12 Credits

EN 2230	Listening and Speaking	3 (3-0-6)
EN 3214	Fundamental Writing Development	3 (3-0-6)
EN 3213	Business Communication in English	3 (3-0-6)
EN 4232	Business Conversation	3 (3-0-6)

Minor Elective Courses

3 Credits

Students can take any courses from the Department of Business English upon completion of the prerequisites (if any).

(2) Business French

Minor Required Courses

15 Credits

FR 1510	French I	4 (3-2-6)
FR 1511	French II	4 (3-2-6)
FR 2512	French III	4 (3-2-6)
FR 3537	Communicative Skills in French	3 (3-0-6)
or		
FR 3539	French for workplace communication	3 (3-0-6)

(3) Business Chinese

Minor Required Courses

12 Credits

CN 1400	Introduction to Chinese	3 (3-0-6)
CN 1401	Chinese I	3 (3-0-6)
CN 2401	Chinese II	3 (3-0-6)
CN 2402	Chinese III	3 (3-0-6)

Minor Elective Courses

3 Credits

Students can take any courses from the Department of Business Chinese upon completion of the prerequisites (if any).

(4) Thai

Minor Required Courses

15 Credits

TH 1501	Introduction to Thai	3 (3-0-6)
TH 1502	Thai Language I	3 (3-0-6)
TH 2501	Thai Language II	3 (3-0-6)
TH 2502	Thai Language III	3 (3-0-6)
TH 3501	Advanced Reading	3 (3-0-6)
or		
TH 3502	Advanced Thai Writing	3 (3-0-6)

**(5) Business Economics****Minor Required Courses 15 Credits**

BEC 1401	Thinking as an Economist	3 (3-0-6)
BEC 2102	Economics Decision Making for Management	3 (3-0-6)
BEC 2303	Fundamental of Econometrics	3 (3-0-6)
BEC 2304	Business and Economic Forecasting	3 (3-0-6)
BEC 3101	Firms, Competition and Market Structure	3 (3-0-6)

(6) Entrepreneur and Innovation Management**Minor Required Courses 15 Credits**

BEN 3001	Entrepreneur and Innovation	3 (3-0-6)
BEN 3201	Innovation and Design Thinking	3 (3-0-6)
BEN 3202	Entrepreneurial Commercialization	3 (3-0-6)
BEN 3303	Entrepreneurial Leadership	3 (3-0-6)
BEN 4315	Family Business Management	3 (3-0-6)

(7) Finance**Minor Required Courses 15 Credits**

BBA 2103	Corporate Finance	3 (3-0-6)
BFN 3211	Investment Strategy and Applied Valuation	3 (3-0-6)
BFN 3212	Financial Reporting and Analysis	3 (3-0-6)
BFN 3221	Business and Economic Analysis for Decision Making	3 (3-0-6)
BFN 3223	Advanced Financial Management	3 (3-0-6)

(8) Hospitality and Tourism Management**Minor Required Courses 15 Credits**

BHT 3201	Introduction to Hospitality and Tourism Management	3 (3-0-6)
BHT 3202	Consumer Behavior in Hospitality and Tourism	3 (3-0-6)
BHT 3203	Food and Beverage Management	3 (3-0-6)
BHT 3204	Personality and Communication in Hospitality and Tourism	3 (3-0-6)
BHT 3205	Marketing in Hospitality and Tourism	3 (3-0-6)

(9) International Business Management**Minor Required Courses 15 Credits**

BIB 3201	Cross Cultural Human Resource Management	3 (3-0-6)
BIB 3202	Export-Import Policy and Strategy	3 (3-0-6)
BIB 3203	Global Business in Practice	3 (3-0-6)
BIB 3204	International Management	3 (3-0-6)
BIB 4209	International Strategic Management	3 (3-0-6)

(10) Insurance**Minor Required Courses 15 Credits**

BIR 3211	Risk Management and Insurance	3 (3-0-6)
BIR 3221	Property Insurance	3 (3-0-6)
BIR 3222	Casualty Insurance	3 (3-0-6)
BIR 3223	Life Assurance	3 (3-0-6)
BIR 4311	Employee Benefits	3 (3-0-6)

**(11) Marketing****Minor Required Courses 15 Credits**

BMK 3201	Consumer Behavior	3 (3-0-6)
BMK 3202	Digital Marketing	3 (3-0-6)
BMK 3203	Brand Driven Innovation	3 (3-0-6)
BMK 3204	Competitive Analysis and Strategy	3 (3-0-6)
BMK 4302	Contemporary Issues in Marketing	3 (3-0-6)

(12) Digital Business Management**Minor Required Courses 15 Credits**

BDM 3201	Digital Business	3 (2-2-5)
BDM 3202	Digital Commerce	3 (2-2-5)
BDM 3203	Cybersecurity	3 (2-2-5)
BDM 3204	Enterprise Resource Planning	3 (2-2-5)
BDM 3205	Information Systems Strategy, Management, and Acquisition	3 (3-0-6)

(13) Real Estate**Minor Required Courses 15 Credits**

BRE 3201	Real Estate Business	3 (3-0-6)
BRE 3202	Real Estate Law	3 (3-0-6)
BRE 3203	Real Estate Economics	3 (3-0-6)
BRE 3204	Building Design and Construction Techniques	3 (3-0-6)
BRE 3205	Real Estate Development	3 (3-0-6)

(14) Supply Chain Management**Minor Required Courses 15 Credits**

BSC 3201	Logistics and Supply Chain Management	3 (3-0-6)
BSC 3202	Supply Chain Innovation and Technology	3 (3-0-6)
BSC 3203	Lean Manufacturing and Agile Supply Chain	3 (3-0-6)
BSC 3204	International Transportation and Distribution Management	3 (3-0-6)
BSC 3205	Warehousing and Material Handling	3 (3-0-6)

(15) Communication Arts**Minor Required Courses 15 Credits**

CA 1021	Introduction to Advertising and Branding	3 (3-0-6)
CA 1023	Introduction to Live Event Creation and Management	3 (2-2-5)
CA 1024	Introduction to Digital Media Communication	3 (2-2-5)
ART 1208	Computer Graphic Foundation	3 (2-2-5)
ART 2311	Photography	3 (2-2-5)

(16) Music Entrepreneurship**Minor Required Courses 15 Credits**

MB 2433	Computer Application for Musicians	3 (1-4-4)
MB 2531	Music Business	3 (3-0-6)
MB 2532	Music Industry	3 (3-0-6)
MS 1301	Musical Skills I	2 (3-2-1)
MS 1302	Musical Skills II	2 (3-2-1)
MS 2301	Musical Skills III	2 (3-2-1)

C. Free Elective Courses**9 Credits**

Students can take free elective courses of 9 credits from any faculty in Assumption University upon completion of the prerequisites (if any).

(1) Business Japanese

JA 0721	Japanese for Beginners I	3 (3-0-6)
JA 0722	Japanese for Beginners II	3 (3-0-6)
JA 0723	Reading and Writing Japanese Scripts	3 (3-0-6)

STUDY PLAN

FIRST YEAR

First Semester

Code	Subjects	Credits
BG 1001	English I	3 (2-3-6)
MA 1000	Business Mathematics and Statistics	3 (3-0-6)
GE 1104	Thai Historical Perspectives	3 (3-0-6)
GE 1204	Physical Education	1 (1-0-2)
BBA 1102	Data and Information Literacy	3 (3-0-6)
GE 1403	Communication in Thai	3 (3-0-6)
or		
GE 1405	Thai Language and Culture (for non-Thai students)	
or		
GE 1408	Thai Usage (for international students)	
JA 1700	Introduction to Japanese	3 (3-0-6)
Total		19 (18-3-38)

Second Semester

BG 1002	English II	3 (2-3-6)
BBA 1001	Business Exploration	3 (3-0-6)
JA 1701	Japanese I	3 (3-0-6)
GE 1302	Ecology and Sustainability	3 (3-0-6)
GL 1101	Elements of Spoken Language	3 (3-0-6)
	One Social Science Elective Course	3 (3-0-6)
Total		18 (17-3-36)

SECOND YEAR

First Semester

BG 2000	English III	3 (2-3-6)
BBA 1104	Fundamentals of Marketing	3 (3-0-6)
JA 2701	Japanese II	3 (3-0-6)
JA 2703	Basic Reading and Writing I	3 (3-0-6)
GE 2102	Human Heritage and Globalization	3 (3-0-6)
	One Social Science Elective Course	3 (3-0-6)
Total		18 (17-3-36)

Second Semester

BG 2001	English IV	3 (2-3-6)
BAC1601	Fundamentals of Financial Accounting	3 (3-0-6)
BBA 2001	Human Behavior	3 (3-0-6)
GL 3102	Introduction to Linguistics	3 (3-0-6)
JA 2702	Japanese III	3 (3-0-6)
JA 2704	Basic Reading and Writing II	3 (3-0-6)
Total		18 (17-3-36)

THIRD YEAR

First Semester

BBA 1003	Introduction to Microeconomics and Personal Finance	3 (3-0-6)
GE 2202	Ethics	3 (3-0-6)
JA 3702	Business Japanese I	3 (3-0-6)
JA 3704	Oral Comprehension and Expression	3 (3-0-6)
JA 3724	Aspects of Japan	3 (3-0-6)
	One Minor Course	3 (3-0-6)
Total		18 (18-0-36)

Second Semester

JA 3701	Intermediate Japanese Grammar	3 (3-0-6)
JA 4701	Reading in Business Japanese I	3 (3-0-6)
BBA 2102	Organization and Management	3 (3-0-6)
	Two Major Elective Courses	6 (6-0-12)
	One Minor Course	3 (3-0-6)
Total		18 (18-0-36)

FOURTH YEAR

First Semester

JA 4702	Business Writing in Japanese I	3 (3-0-6)
JA 4725	Translation in Business Japanese	3 (3-0-6)
	One Major Elective Course	3 (3-0-6)
	Two Minor Courses	6 (6-0-12)
	One Free Elective Course	3 (3-0-6)
Total		18 (18-0-36)

Second Semester

	Two Major Elective Courses	6 (6-0-12)
	One Minor Course	3 (3-0-6)
	Two Free Elective Courses	6 (6-0-12)
Total		15 (15-0-30)

STUDY PLAN

For student who will take JA4729 Cooperative Education in the second semester of Fourth year

FIRST YEAR

First Semester

Code	Subjects	Credits
BG 1001	English I	3 (2-3-6)
MA 1000	Business Mathematics and Statistics	3 (3-0-6)
GE 1104	Thai Historical Perspectives	3 (3-0-6)
GE 1204	Physical Education	1 (1-0-2)
BBA 1102	Data and Information Literacy	3 (3-0-6)
GE 1403	Communication in Thai	3 (3-0-6)
or		
GE 1405	Thai Language and Culture (for non-Thai students)	
or		
GE 1408	Thai Usage (for international students)	
JA 1700	Introduction to Japanese	3 (3-0-6)
Total		19 (18-3-38)

Second Semester

BG 1002	English II	3 (2-3-6)
BBA 1001	Business Exploration	3 (3-0-6)
JA 1701	Japanese I	3 (3-0-6)
GE 1302	Ecology and Sustainability	3 (3-0-6)
GL 1101	Elements of Spoken Language	3 (3-0-6)
	One Social Science Elective Course	3 (3-0-6)
Total		18 (17-3-36)

SECOND YEAR

First Semester

BG 2000	English III	3 (2-3-6)
BBA 1104	Fundamentals of Marketing	3 (3-0-6)
JA 2701	Japanese II	3 (3-0-6)
JA 2703	Basic Reading and Writing I	3 (3-0-6)
GE 2102	Human Heritage and Globalization	3 (3-0-6)
	One Social Science Elective Course	3 (3-0-6)
Total		18 (17-3-36)

Second Semester

BG 2001	English IV	3 (2-3-6)
BAC1601	Fundamentals of Financial Accounting	3 (3-0-6)
BBA 2001	Human Behavior	3 (3-0-6)
GL 3102	Introduction to Linguistics	3 (3-0-6)
JA 2702	Japanese III	3 (3-0-6)
JA 2704	Basic Reading and Writing II	3 (3-0-6)
Total		18 (17-3-36)

THIRD YEAR

First Semester

BBA 1003	Introduction to Microeconomics and Personal Finance	3 (3-0-6)
GE 2202	Ethics	3 (3-0-6)
JA 3702	Business Japanese I	3 (3-0-6)
JA 3704	Oral Comprehension and Expression	3 (3-0-6)
JA 3724	Aspects of Japan	3 (3-0-6)
	Two Minor Course	6 (6-0-12)
Total		21 (21-0-42)

Second Semester

JA 3701	Intermediate Japanese Grammar	3 (3-0-6)
JA 4701	Reading in Business Japanese I	3 (3-0-6)
BBA 2102	Organization and Management	3 (3-0-6)
	Two Major Elective Courses	6 (6-0-12)
	One Minor Course	3 (3-0-6)
	One Free Elective Course	3 (3-0-6)
Total		21 (21-0-42)

FOURTH YEAR

First Semester

JA 4702	Business Writing in Japanese I	3 (3-0-6)
JA 4725	Translation in Business Japanese	3 (3-0-6)
	One Major Elective Course	3 (3-0-6)
	Two Minor Courses	6 (6-0-12)
	One Free Elective Course	6 (6-0-12)
Total		21 (21-0-42)

Second Semester

JA 4729	Cooperative Education	6 (320 hrs.)
Total		6 (320 hrs.)