

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:

- 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 f om the University
- 5. Have demonstrated good behavior and discipline
- 6. English proficiency standa d for undergraduate level Prior to graduation, undergraduate students are obligated to meet the minimum English proficienc requirement specified in one of the followin criteria:

Test Instruments	Required Passing Score
AU English Proficienc 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.
- Have English proficiency necessary for busines executions and be well-rounded in terms of intercultural communication.
- Demonstrate skills and expertise in applying knowledge to real life context and solving problems creatively and efficiently
- 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 BG 1002 BG 2000	English I English II English III	3 (2-3-6) 3 (2-3-6) 3 (2-3-6)
BG 2001 GE 1403	English IV Communication in Thai (for Thai students)	3 (2-3-6) 3 (3-0-6)
or GE 1405	Thai Language and Culture (for non-Thai students)	
or GE 1408	Thai Usage (for international stud	ents)
Social Sci	ence Courses	16 Credits
	science required courses Human Behavior	16 Credits 10 Credits 3 (3-0-6) 3 (3-0-6)

	science elective courses are required to choose two of the t	6 Credits following
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)
Humanitie	s Course	3 Credits
GE 2102	Human Heritage and Globalization	3 (3-0-6)







Science o	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 BBA 2102	Fundamentals of Marketing Organization and Management	3 (3-0-6) 3 (3-0-6)
BAC 1601	Fundamentals of Financial	3 (3-0-6)
	Accounting	
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 GL 3106	Language, Culture, and Society Trends in Business English	3 (3-0-6) 3 (3-0-6)

Major Required Courses 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) EN 4254 Academic Writing 3 (3-0-6) (only for foreign students) EN 3291 Intercultural Business 3 (3-0-6) Communication EN 4232 Business Conversation 3 (3-0-6) EN 4233 Public Speaking in English 3 (3-0-6) 3 (3-0-6) FN 4241 Critical and Analytical Reading

EN 4241	Introduction to Business Research	3 (3-0-6)
EN 4259	Writing New Media Literacy	3 (3-0-6)
EN 4272	Translation in Business English	3 (3-0-6)
or EN 4292	Business Article Writing	3 (3-0-6)
EN 4296	(only for foreign students) 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	3 (3-0-6)
	Professional Life	
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	3 (3-0-6)
	(only for foreign students)	
EN 4262	Reading of Modern Viewpoints	3 (3-0-6)
EN 4292	Business Article Writing	3 (3-0-6)
	(only for foreign Students)	
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

36 credits

Minor Red	quired 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	3 (3-0-6)
		Communication	, ,

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

6. Entrepreneurship and Innovation Management

Minor Requ	uired 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 Commercializatio	n 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 Cr				
BBA 2103	Corporate Finance	3 (3-0-6)		
BFN 3211	Investment Strategy and Applied	3 (3-0-6)		
	Valuation			
BFN 3212	Financial Reporting and Analysis	3 (3-0-6)		
BFN 3221	Business and Economic Analysis	3 (3-0-6)		
	for Decision Making			
BFN 3223	Advanced Financial Manageme	nt 3 (3-0-6)		

8. Hospitality and Tourism Management

Minor Rec	uired Courses	15 Credits
	Introduction to Hospitality	3 (3-0-6)
5 020.	and Tourism Management	0 (0 0 0)
BHT 3202	Consumer Behavior in Hospitality	3 (3-0-6)
	and Tourism	, ,
BHT 3203	Food and Beverage Manageme	ent 3 (3-0-6)
BHT 3204	Personality and Communication	3 (3-0-6)
	in Hospitality and Tourism	
BHT 3205	Marketing for Hospitality and	3 (3-0-6)
	Tourism	

9. International Business Management

Minor Rec	15 Credits	
BIB 3201	Cross Cultural Human	3 (3-0-6)
	Resource Management	
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	3 (3-0-6)
	Management	

10. Insurance

Minor Rec	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 Req	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	y 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,	3 (2-2-5)
	Management, and Acquisition	

13. Real Estate

Minor Required Courses 1			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	3 (3-0-6)
		Techniques	
	BRE 3205	Real Estate Development	3 (3-0-6)

14. Supply Chain Management

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

15. Communication Arts

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

16. Music Entrepreneurship

Minor Rec	15 Credits	
MB 2433	Computer Application for	3 (1-4-4)
	Musicians	
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 Ele	6 Credits	

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

FIRST YEAR

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 studen from international schools)	ts
GE 1302	Ecology and Sustainability Total	3 (3-0-6) 16 (15-3-32)
Second S	emester	

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

SECOND YEAR

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)

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

THIRD YEAR

н	-1	rc:	t١	ìe.	m	ct	r

BBA 2001	Human Behavior	3 (3-0-6)
GL 3104	Language, Culture and Society	3 (3-0-6)
EN 3213	Business Communication in English	h 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	3 (3-0-6)
	Communication	
	One Minor Course	3 (3-0-6)
	Total 18	3 (18-0-36)

Trends in Business English	3 (3-0-6)
Translation in Business English	3 (3-0-6)
Business Article Writing	
(only for foreign students)	
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)
	Translation in Business English Business Article Writing (only for foreign students) Business Conversation One Major Elective Course One Major Elective Course One Minor Course

FOURTH YEAR

First Semester

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

- 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 f om the University
- 5. Have demonstrated good behavior and discipline
- 6. English proficiency standa d for undergraduate level Prior to graduation, undergraduate students are obligated to meet the minimum English proficiency equirement specified i one of the following criteria

Test Instruments	Required Passing Score
AU English Proficienc 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 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.
- 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

15 Credits

COURSES

Language Courses

A. General Education Courses

BG 1001 BG 1002 BG 2000	English I English II English III	3 (2-3-6) 3 (2-3-6) 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)
Social Sci	ence Courses	10 Credits
	ence Courses Science required courses	10 Credits 7 Credits
	Science required courses	
(1)Social S	Science required courses Introduction to Microeconomics and Personal Finance	7 Credits
(1)Social S BBA 1003	Science required courses Introduction to Microeconomics and Personal Finance	7 Credits 3 (3-0-6)

(2)Social Students of Courses.	3 Credits ollowing	
GE 1203 GE 1205 GE 2203 GE 2206 GE 2301 GE 2303 CSX 2001	Society, Politics and Economics ASEAN Ways Art of Living Personality Development Lifestyles in Dynamic World Building Brilliant Brain Introduction to Information Technology	3 (3-0-6) 3 (3-0-6) 3 (3-0-6) 3 (3-0-6) 3 (3-0-6) 3 (3-0-6)
or ITX 3002	Introduction to Information Techno	ology
Humanitie	es Courses	6 Credits
GE 1104 GE 2102	Thai Historical Perspectives Human Heritage and Globalization	` ,
Science o	and Mathematics Courses	6 Credits
GE 1302 MA 1000	Ecology and Sustainability Business Mathematics and Statistics	` ,







B. Specialized Courses

FR 3581

FR 4540

FR 4541

FR 4572

FR 4591

French for Tourism

Reading in Business French

Translation in Business French

Selected Topics in French Studies 3 (3-0-6)

Business French Internship

FR 3583 French for Hotel Services

(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 Frenc	
FR 3514	Writing Workshop	2 (1-2-2)
FR 3530	Oral Comprehension and Expression	3 (3-0-6)
FR 3570	Translation: French-Thai	3 (3-0-6)
110070	(for Thai students)	0 (0 0 0)
or	(161 marsiedems)	
FR 3532	French Conversation and Discussi (for foreign students)	on
FR 4502	Business French II	3 (3-0-6)
FR 4543	Reading French Media	3 (3-0-6)
FR 4543	Aspects of French-Speaking	3 (3-0-6)
FK 43/3	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	3 (3-0-6)
	Communication	. ()
ED 2501	Fuere ala fau Taccuiana	2 (2 0 /)

(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,	3 (2-2-5)
Management, and Acquisition	

Business Economics

Minor Required Courses 15			15 Credits
	BEC 1401	Thinking as an Economist	3 (3-0-6)
	BEC 2102	Economic Decision Making	3 (3-0-6)
		for Management	
	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	3 (3-0-6)
		Structure	

Entrepreneur and Innovation Management

Minor Rec	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	n 3 (3-0-6)
BEN 3303	Entrepreneurial Leadership	3 (3-0-6)
BEN 4315	Family Business Management	3 (3-0-6)

Finance

3 (3-0-6)

3 (3-0-6)

3 (3-0-6)

3 (3-0-6)

3 (3-0-6)

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

Hospitality and Tourism Management

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



International Business Management

Minor Red	15 Credits	
BIB 3201	Cross Cultural Human	3 (3-0-6)
	Resource Management	
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	3 (3-0-6)
	Management	

Insurance

Minor Req	uired 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			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	3 (3-0-6)
		Strategy	
	BMK 4302	Contemporary Issues in Marketing	3 (3-0-6)

Real Estate

Minor Rec	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	3 (3-0-6)
	Techniques	
BRE 3205	Real Estate Development	3 (3-0-6)

Supply Chain Management

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

Communication Arts

Minor Req	uired 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	3 (3-0-6)
	Branding	
CA 1023	Introduction to Live Event Creation	n 3 (2-2-5)
	and Management	
CA 1024	Introduction to Digital Media	3 (2-2-5)
	Communication	



Business Chinese

Minor Rec	quired Courses	12 Credits
CN 1401 CN 2401	Introduction to Chinese Chinese I Chinese II Chinese III	3 (3-0-6) 3 (3-0-6) 3 (3-0-6) 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 Req	uired Courses	12 Credits
EN 2230	Listening and Speaking	3 (3-0-6)
EN 3214	Fundamental Writing	3 (3-0-6)
	Development	
EN 3213	Business Communication in English	n 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 Red	quired Courses	15 Credits
MB 2433	Computer Application for	3 (1-4-4)
	Musicians	
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 El	ective 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).

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 Semeste

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

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	3 (3-0-6)
	Globalization	
	Total	19 (17-5-36)

Second Semester

BBA 1003	Introduction to Microeconomi	cs 3 (3-0-6)
	and Personal Finance	
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 Manageme	nt 3 (3-0-6)
	Total 1	9 (17-5-36)

THIRD YEAR

First Semeste

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 One Minor Course One Major Elective Course Total	3 (3-0-6) 3 (3-0-6) 3 (3-0-6) 17 (16-2-32)

Second Semester

000000		
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 Societ One Major Elective Course One Minor Course One Social Science elective	y 3 (3-0-6) 3 (3-0-6) 3 (3-0-6) 3 (3-0-6)
	course Total 1	8 (18-0-36)

FOURTH YEAR

First Semeste

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

Second Semester

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



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:

- 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 f om the University
- 5. Have demonstrated good behavior and discipline
- 6. English proficiency standa d for undergraduate level Prior to graduation, undergraduate students are obligated to meet the minimum English proficiency equirement specified i one of the following criteria:

Test Instruments	Required Passing Score
AU English Proficienc 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 fo business executions.
- 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 Social Science Courses Humanities Course Science and Mathematics Courses	15 Credits 13 Credits 3 Credits 6 Credits
B. Specialized Courses	99 Credits
Core Courses Major Required Courses Major Elective Courses Minor Courses	21 Credits 48 Credits 15 Credits 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 BG 2001	English III English IV	3 (2-3-6) 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)
	ence Courses ence Required Courses	13 Credits 7 Credits
BBA 2001	Human Behavior	3 (3-0-6)
GE 1201 or	Information and Literacy Skills	1 (1-0-3)
GE 1204	Physical Education	1 (1-0-2)
GE 2202	Ethics	3 (3-0-6)

	re required to choose two of the fo	ollowing
GE 1203 GE 1205 GE 1302 GE 2102 GE 2203 GE 2206 GE 2303 CSX 2001	Society, Politics and Economics ASEAN Ways Ecology and Sustainability Human Heritage and Globalization Art of Living Personality Development Building Brilliant Brain Introduction to Information Technology	3 (3-0-6) 3 (3-0-6) 3 (3-0-6) 3 (3-0-6) 3 (3-0-6) 3 (3-0-6) 3 (3-0-6)
or ITX 3002 Humanitie :	Introduction to Information Technology	3 (3-0-6) 3 Credits
GE 1104	Thai Historical Perspectives	3 (3-0-6)







Science a	nd 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. Special	ized Courses	
Core Cou	rse	21 Credits
BAC 1601	Fundamentals of Financial	3 (3-0-6)

Core Cour	'se	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	2 (2-0-4)
	and Expression I	
CN 2432	Chinese Oral Comprehension	2 (2-0-4)
	and Expression II	
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 Chines	, ,
CN 3463	Introduction to Chinese Culture	3 (3-0-6)
CN 3470	Translation I: Chinese-Thai	3 (3-0-6)
or CNI 2441		.1
CN 3441	Chinese Reading and Oral Report (Only for foreign students)	Т
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 Medic	3 (3-0-6)
CN 3441	Chinese Reading and Oral Repor	t 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 Managemen	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 1		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,	3 (2-2-5)
Management, and Acquisition	

Business Economics

Minor Required Courses 15		15 Credits
BEC 1401	Thinking as an Economist	3 (3-0-6)
BEC 2102	Economic Decision Making	3 (3-0-6)
	for Management	
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	3 (3-0-6)
	Structure	

Entrepreneur and Innovation Management

Minor Required Courses 15		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	n 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 1			15 Credits
	BBA 2103	Corporate Finance	3 (3-0-6)
	BFN 3211	Investment Strategy and	3 (3-0-6)
		Applied Valuation	
	BFN 3212	Financial Reporting and Analysis	3 (3-0-6)
	BFN 3221	Business and Economic Analysis	3 (3-0-6)
		for Decision Making	
	BFN 3223	Advanced Financial Manageme	nt 3 (3-0-6)

Hospitality and Tourism Management

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

International Business Management

Minor Required Courses 15			15 Credits	
	BIB 3201	Cross Cultural Human	3 (3-0-6)	
		Resource Management		
	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	3 (3-0-6)	
		Management		

Insurance

Minor Red	juired Courses	15 Credits
	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 Req	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	3 (3-0-6)
	Strategy	
BMK 4302	Contemporary Issues in Marketing	3 (3-0-6)

Real Estate

Minor Req	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	3 (3-0-6)
	Techniques	
BRE 3205	Real Estate Development	3 (3-0-6)

Supply Chain Management

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

Communication Arts

Minor Red	uired 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	3 (3-0-6)
	Branding	
CA 1023	Introduction to Live Event Creation	า 3 (2-2-5)
	and Management	
CA 1024	Introduction to Digital Media	3 (2-2-5)
	Communication	



12. Music Entrepreneurship

Minor Required Courses			15 Credits	
	MB 2433	Computer Application for	3 (1-4-4)	
		Musicians		
	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 Req	uired Courses	12 Credits
EN 2230	Listening and Speaking	3 (3-0-6)
EN 3214	Fundamental Writing	3 (3-0-6)
	Development	
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 Red FR 1510 FR 1511 FR 2512	quired Courses French I French II French III	12 Credits 4 (3-2-6) 4 (3-2-6) 4 (3-2-6)
FR 3537	ctive Courses Communicative Skills in French	3 Credits 3 (3-0-6)
or FR 3539	French for Workplace Communication	3 (3-0-6)

15. Business Japanese

Minor Red	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:

011010410	riori bosii ioss Oriii ioso iviajor.	
CN 0400	Chinese for Beginners I	3 (3-0-6)
CN 0401	Chinese for Beginners II	3 (3-0-6)

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 or	Information and Literacy Skills	1 (1-0-3)
GE 1204	Physical Education	1 (1-0-2)
GE 2301	Lifestyles in Dynamic World	3 (3-0-6)
GE 1403 or	Communication in Thai	3 (3-0-6)
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 Chine	ese 1 (1-0-2)
	Total	17 (16-3-35)

Second Semeste

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

	Total	17 (16-3-34)
	Two Social Science Elective Courses	6 (6-0-12)
	and Expression I	/ // 0.10\
CN 2431	Chinese Oral Comprehension	2 (2-0-4)
CN 2401	Chinese II	3 (3-0-6)
BBA 1104	Fundamentals of Marketing	3 (3-0-6)
BG 2000	English III	3 (2-3-6)

Second Semester

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

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 Repo	rt 3 (3-0-6)
	(only for foreign students)	
	One Minor Course	3 (3-0-6)
	Total 18	8 (18-0-36)

Second Semester

CN 3437	Chinese Business Conversation II	3 (3-0-6)
CN 3451	Communicative Writing in Chine	
CN 3463	Introduction to Chinese Culture	3 (3-0-6)
CIN 3463		
	Two Major Elective Courses	6 (6-0-12)
	One Minor Course	3 (3-0-6)
	Total 1	8 (18-0-36)

FOURTH YEAR

First Semester

	One Free Elective Courses Total	3 (3-0-6) 18 (18-0-36)
	One Minor Course	3 (3-0-6)
	Two Major Elective Courses	6 (6-0-12)
CN 4440	Reading in Business Chinese (only for foreign students)	3 (3-0-6)
or		0 (0 0 0)
CN 4452 CN 4471	Business Writing in Chinese Translation II: Thai-Chinese	3 (3-0-6) 3 (3-0-6)
011450	B : 24:11: : GI:	0.40.0

Second Semeste

Data and Information Literacy	3 (2-2-5)
Reading in Chinese Newspaper	s 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)
	Two Minor Courses One Free Elective Courses



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 f om the University
- Have demonstrated good behavior and discipline
- English proficiency standa d for undergraduate level Prior to graduation, undergraduate students are obligated to meet the minimum English proficienc requirement specified in one of the following criteria

Test Instruments	Required Passing Score
AU English Proficienc 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.
- Have up-to-date and business language skills both in Japanese and in English for listening, speaking, reading and writing through technologies.
- Demonstrate skills and expertise in applying knowledge to real life context and solving problems creatively and efficiently
- Able to work and communicate effectively with both Thai and international people with respect and courtesy.
- 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 or	The second second second Coultings	
GE 1405	Thai Language and Culture	
or	(for non-Thai students)	
GE 1408	Thai Usage (for international stud	lents)
Social Scie	ence 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)
0 2 2202	200	0 (0 0 0)

	ence Elective Courses are required to choose two of the fo	6 Credits ollowing	
GE 1203 GE 1205 GE 2203 GE 2206 GE 2301 GE 2303 CSX 2001	Society, Politics and Economic ASEAN Ways Art of Living Personality Development Lifestyles in Dynamic World Building Brilliant Brain Introduction to Information Technology	3 (3-0-6) 3 (3-0-6) 3 (3-0-6) 3 (3-0-6) 3 (3-0-6) 3 (3-0-6)	
or ITX 3002	Introduction to Information Technology	3 (3-0-6)	
Humanitie	s Courses	6 Credits	
GE 1104 GE 2102	Thai Historical Perspectives Human Heritage and Globalization	, ,	
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 Req	uired 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 Gramma	r 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 1		15 Credits
(1) Busine Minor Rec	ss English Juired 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

Minor Required Courses		15 Creaits
FR 1510 FR 1511 FR 2512 FR 3537	French I French II French III Communicative Skills in French	4 (3-2-6) 4 (3-2-6) 4 (3-2-6) 3 (3-0-6)
or FR 3539	French for workplace communication	3 (3-0-6)

(3) Business Chinese Minor Required Courses

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 Required Courses		12 Credits
	CN 1401	Chinese I	3 (3-0-6)
	CN 2401	Chinese II	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 TH 1502 TH 2501 TH 2502 TH 3501	Introduction to Thai Thai Language I Thai Language II Thai Language III Advanced Reading	3 (3-0-6) 3 (3-0-6) 3 (3-0-6) 3 (3-0-6) 3 (3-0-6)
TH 3502	Advanced Thai Writing	3 (3-0-6)



	ss Economics uired Courses	15 Credits
BEC 1401 BEC 2102	Thinking as an Economist Economics Decision Making for Management	3 (3-0-6) 3 (3-0-6)
BEC 2303 BEC 2304	Fundamental of Econometrics Business and Economic Forecasting	3 (3-0-6) 3 (3-0-6)
BEC 3101	Firms, Competition and Market Structure	3 (3-0-6)
	eneur and Innovation Manageme uired Courses	nt 15 Credits
BEN 3001 BEN 3201 BEN 3202	Entrepreneur and Innovation Innovation and Design Thinking Entrepreneurial Commercialization	3 (3-0-6) 3 (3-0-6) 3 (3-0-6)
BEN 3303 BEN 4315	Entrepreneurial Leadership Family Business Management	3 (3-0-6) 3 (3-0-6)
(7) Financ Minor Req		15 Credits
BBA 2103 BFN 3211	Corporate Finance Investment Strategy and Applied Valuation	3 (3-0-6) 3 (3-0-6)
BFN 3212 BFN 3221	Financial Reporting and Analysis Business and Economic Analysis for Decision Making	3 (3-0-6) 3 (3-0-6)
BFN 3223	Advanced Financial Management	3 (3-0-6)

	ality and Tourism Management uired 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) Interna Minor Req	15 Credits	
BIB 3201	Cross Cultural Human Resource Management	3 (3-0-6)
BIB 3202 BIB 3203	Export-Import Policy and Strategy Global Business in Practice	3 (3-0-6) 3 (3-0-6)
BIB 3204 BIB 4209	International Management International Strategic Management	3 (3-0-6) 3 (3-0-6)
(10) Insurance Minor Required Courses 15 Credits		
BIR 3211 BIR 3221 BIR 3222 BIR 3223 BIR 4311	Risk Management and Insurance Property Insurance Casualty Insurance Life Assurance Employee Benefits	3 (3-0-6) 3 (3-0-6) 3 (3-0-6) 3 (3-0-6) 3 (3-0-6)



(11) Marke Minor Requ	eting uired Courses	15 Credits	
BMK 3201 BMK 3202 BMK 3203 BMK 3204	Consumer Behavior Digital Marketing Brand Driven Innovation Competitive Analysis and Strategy	3 (3-0-6) 3 (3-0-6) 3 (3-0-6) 3 (3-0-6)	
BMK 4302	Contemporary Issues in Marketin	g 3 (3-0-6)	
	l Business Management uired Courses	15 Credits	
BDM 3201 BDM 3202 BDM 3203 BDM 3204 BDM 3205	Digital Business Digital Commerce Cybersecurity Enterprise Resource Planning Information Systems Strategy, Management, and Acquisition	3 (2-2-5) 3 (2-2-5) 3 (2-2-5) 3 (2-2-5) 3 (3-0-6)	
	(13) Real Estate Minor Required Courses 15 Credits		
BRE 3201 BRE 3202 BRE 3203 BRE 3204	Real Estate Business Real Estate Law Real Estate Economics Building Design and Constructior Techniques Real Estate Development	3 (3-0-6) 3 (3-0-6) 3 (3-0-6) 3 (3-0-6) 3 (3-0-6)	
(14) Supply	y Chain Management	, ,	
Minor Req	uired 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)	

	nunication Arts uired 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 ART 2311	Computer Graphic Foundation Photography	3 (2-2-5) 3 (2-2-5)
	: Entrepreneurship uired 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)
Students of from any f	ective Courses can take free elective courses of S aculty in Assumption University up on of the prerequisites (if any).	
(1) Busine	ss 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)

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 or	Communication in Thai	3 (3-0-6)
GE 1405	Thai Language and Culture (for non-Thai students)	
or		
GE 1408 JA 1700	Thai Usage (for international stu Introduction to Japanese Total	udents) 3 (3-0-6) 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	3 (3-0-6)
	Course	
	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	3 (3-0-6)
	Globalization	
	One Social Science Elective	3 (3-0-6)
	Course	
	Total	18 (17-3-36)

Second Semester

BG 2001	 English IV	3 (2-3-6)
BAC1601	Fundamentals of Financial	3 (3-0-6)
	Accounting	
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 Microeconomic and Personal Finance	s 3 (3-0-6)
OF 0000		2 (2 0 ()
GE 2202	Ethics	3 (3-0-6)
JA 3702	Business Japanese I	3 (3-0-6)
JA 3704	Oral Comprehension and	3 (3-0-6)
	Expression	
JA 3724	Aspects of Japan	3 (3-0-6)
	One Minor Course	3 (3-0-6)
	Total	18 (18-0-36)

Second Semester

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

FOURTH YEAR

First Semester

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

Second Semester

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

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 or	Communication in Thai	3 (3-0-6)
GE 1405	Thai Language and Culture (for non-Thai students)	
or		
GE 1408 JA 1700	Thai Usage (for international stu Introduction to Japanese Total	udents) 3 (3-0-6) 19 (18-3-38)

Second Semester

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

SECOND YEAR

First Semester

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

Second Semester

BG 2001	English IV	3 (2-3-6)
BAC1601	Fundamentals of Financial	3 (3-0-6)
	Accounting	
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 Microeconomic and Personal Finance	s 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	3 (3-0-6)
JA 4701	Grammar	2 (2 0 7)
	Reading in Business Japanese I	3 (3-0-6)
BBA 2102	Organization and Managemen	
	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.)