

Assumption University  
Theodore Maria School of Arts  
Department of Business Chinese  
Course Outline 1/2026

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- Course Title** : CN3437 Chinese Business Conversation II
- Credit** : 3
- Status** : Major Requirement
- Prerequisite** : CN3436 Chinese Business Conversation I
- Lecturer** : A. Tan Hsiao-Hsien (Office: SM341)
- Course Description** : Further practice of conversations on business topics and development of fluency and accuracy of the speech.
- Course Objectives:** : This course aims to enable students to:
1. enhance the students' listening and speaking proficiency in the business instructed topics.
  2. know business concepts such as insurance, signing contract, customs and commodity inspection and other concepts in Chinese.
  3. achieve a high degree of efficiency in the business oral application of Chinese language in different presented settings.
  4. understand formal Chinese in business related topics.
- Course Learning Outcomes:** : After completing this course, students will be able to:
1. listen and understand business conversations.
  2. apply the knowledge of business in real situations.
  3. acquire oral proficiency in business context.
  4. use formal Chinese to discuss business topics.
- Teaching-Learning Activities** :
1. Lecture
  2. Role Play
  3. Group discussion
  4. Presentation
  5. Written assignments
- Course Requirement** :
1. To be eligible to sit for the final examination, students are required to have a minimum of 80% attendance.
  2. Students are allowed to miss a maximum of six classes per semester for reasons related to sickness, accidents, funerals, personal, and business trips. No other excuses will be accepted.
  3. Make-up classes in other sections will not be permitted without prior permission from the lecturer.

**Mark Allocation:**

Mid-term	25%	(Oral: 20; Written: 80)	100
Final	35%	(Oral: 60; Written: 80)	140
Quizzes (2)	20%		80
Assignment	10%		40
Class participation	<u>10%</u>		<u>40</u>
	100%		400

**Evaluation:**

Ranges:	85-100%= A	67-69% = C+
	82-84% = A-	60-66% = C
	79-81% = B+	57-59% = C-
	73-78% = B	50-56% = D
	70-72% = B-	0-49% = F

**Textbooks/References:**

- Huang Weizi (2017). Business Chinese Conversation (Intermediate)(L.11-20), Beijing, China: Beijing Language and Culture University Press.

**Study plan and Schedule:**

Week 1	:	Explanation of the Course Outline, and Faculty of Arts' Vision & Mission Introduction & Lesson 11: Insurance
Week 2	:	Lesson 12: Customs and Commodity Inspection
Week 3	:	Lesson 12 & Lesson 13: Credit Risk and Its Management
Week 4	:	Lesson 13: Credit Risk and Its Management
Week 5	:	Lesson 14: Signing the Contract
Week 6	:	Lesson 14: Signing the Contract & Presentation
Week 7	:	Lesson 15: Demanding Payment of a Debt
Week 8	:	<b>Review/ Quiz I &amp; Mid-term Oral Test</b>
<b>Mid-term Examination: Friday, July 31, 2026 (12:00-14:00)</b>		
Week 9	:	Lesson 16: Claim and Arbitration
Week 10	:	Lesson 17: Agency Agreement
Week 11	:	Lesson 18: International Trading Network Platform
Week 12	:	Lesson 19: Modes of Trade Promotion Abroad
Week 13	:	Lesson 19 & Role Play
Week 14	:	Lesson 20: Canton Fair
Week 15	:	<b>Final review &amp; Quiz 2 &amp; Final Oral Test (Role Play)</b>

**Final Examination: Monday, September 28, 2026 (13:00-16:00)**

**Morals and Ethics to be developed**

- Have self discipline, self and social responsibility in accordance with organizational and social rules.
- Demonstrate a high level of ethical and responsible behavior in academic and professional contexts.

**Students will not be admitted to the quizzes, mid-term exam, and final exam later than 10 minutes after quizzes and exam start.**

**Friday, September 18, 2026:** Last day to withdraw with “W” (withdrawing after this date will be given “WF”).

**Proper dress code is required for the class attendance.**

### **Au VISION 2000**

Assumption University of Thailand envisions itself as:

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

### **ENVISIONING Au GRADUATES**

Assumption University of Thailand envisions its graduates as:

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

### **AU MISSION**

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

### **Au UNIQUENESS**

“An International Catholic University”

### **Au IDENTITY**

- Ethics
- English Proficiency
- Entrepreneurial Spirit

### **THEODORE MARIA SCHOOL OF ARTS**

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

### **VISION AND MISSION**

#### **Vision**

An international community of business communicators in Thailand

#### **Mission**

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

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

#### **TAGLINE**

เติมเต็มศิลปภาษา พัฒนาศาสตร์ธุรกิจ

**Language Education, Business Inspiration**

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

- Open communication
- Mentoring system
- Dedication
- Caring
- Teamwork
- Commitment
- Resource sharing

#### **Core Values**

A = Adaptability

R = Responsibility

T = Togetherness

S = Sustainability

**Core Competencies**

- Employability
- Multiculturalism
- Internationalization

**Quality Assurance Process**

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

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

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

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

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

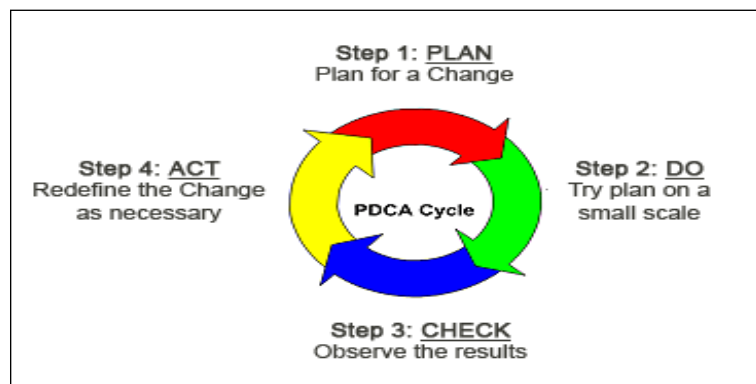


Figure 1: PDCA Cycle (<http://www.swopehealth.org>)

**Plagiarism**

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