

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

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| Course Title | : CN3483 Chinese for Service Industries |
| Credit | : 3 |
| Status | : Major Elective Course |
| Prerequisite | : CN 2402 Chinese III |
| Lecturer | : Dr. Triporn K. |
| Office | : SM222 |
| Course Description | : Vocabulary, expressions, and conversations used in service industries: airlines, hospitals, restaurants, banks, and Immigration. |
| Course Objectives | : This course aims to enable students to: <ol style="list-style-type: none">1. acquire Chinese vocabularies, expressions and conversations used in service industries.2. help students with practice of developing skills and correctness in listening, speaking, reading and writing of the Chinese language in service industries.3. learn how to access websites used in service industries to gather information, input information, making reservations and other activities in service industries.4. learn concept and expression used in making and receiving reservations in service industries. |
| Course Learning Outcomes | : After completing this course, students will be able to: <ol style="list-style-type: none">1. use Chinese vocabularies, expressions and conversations according to different situations from service industries correctly.2. improve skills and correctness in listening, speaking, reading and writing of the Chinese language in service industries.3. have computer and information technology skills in performing tasks in service industries.4. make and receive reservations and use expressions correctly in performing the role of service users and providers. |
| Teaching-Learning Activities | : <ol style="list-style-type: none">1. Lecture2. Group discussion3. Presentation4. Assignments5. Short Essay6. Role Play |
| Course Requirement | : <ol style="list-style-type: none">1. To be eligible to sit for the final examination, students are required to have a minimum of 80% attendance. 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. |

2. Make-up classes and quizzes in other sections will not be permitted without prior permission from the lecturer.

Mark Allocation:

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| Mid-term | 25% | 100 |
| Final | 35% | 140 (Written 20% 80 marks, Oral 15% 60 marks) |
| Quizzes | 20% | 80 |
| Assignments | 10% | 40 |
| Class participation | <u>10%</u> | <u>40</u> |
| | 100% | 400 |

Evaluation:

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

Study plan and Schedule:

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| Week 1 : | Explanation of Course Outline, Faculty of Arts Vision and Mission Statements, AU’s Identity and Uniqueness and PDCA Cycle. Introduction & Lesson 1 Aviation |
| Week 2 : | Lesson 1 Aviation & Lesson 2 Hotel |
| Week 3 : | Lesson 2 Hotel & Lesson 3 Travel Agency |
| Week 4 : | Lesson 3 Travel Agency |
| Week 5 : | Lesson 4 Restaurant |
| Week 6 : | Lesson 5 Car Rental Service |
| Week 7 : | Review & Quiz 1 |
| Week 8 : | Mid-term Oral Test: Presentation / Overall Review |

Mid-term Examination: Thursday, August 6, 2026: 9.00-11.00

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| Week 9 : | Go over the Mid-term Exam. / Lesson 6 Hospital |
| Week 10 : | Lesson 7 Bank |
| Week 11 : | Lesson 8 Store |
| Week 12 : | Lesson 9 Vat Refund Service |
| Week 13 : | Lesson 10 Delivery Express & Quiz 2 |
| Week 14 : | Final Oral Test: Role Play Overall Review |
| Week 15 : | Final Exam: Overall Review |

Final Examination: Tuesday, October 6, 2026: 9.00-12.00

Morals and Ethics to be developed

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

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

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

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)
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.

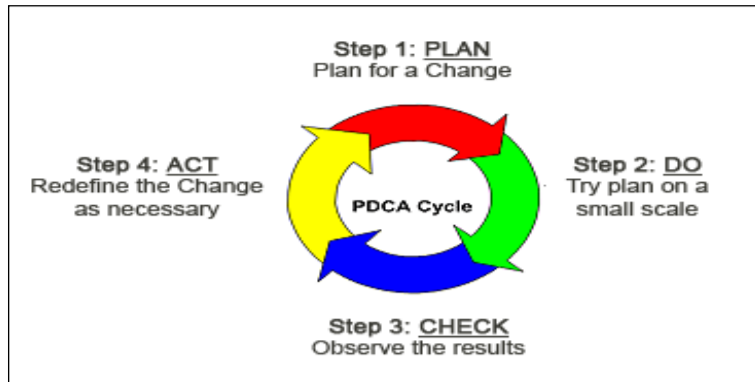


Figure 1: PDCA Cycle (<http://www.swopehealth.org>)

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.