

Assumption University
Faculty of Arts
Department of Business English
Course Outline 1/2026

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| Course | : | EN 4272 Translation in Business English |
| Credits | : | 3 |
| Status | : | Major Requirement |
| Prerequisite | : | BG 2001 English IV, <i>OR</i> EN 3272: Art of Translation, <i>OR</i> EN3270: Translation: English-Thai |
| Lecturer | : | A. Uraiphan |
| Sections | : | 401 & 402 |

Course Description: Translation of business contents in printed materials and media from English into Thai and Thai into English

Objectives: This course aims to enable students to:

1. recognize structural differences between English and Thai;
2. study and critically assess approaches to translation;
3. develop their competency of English- Thai and Thai-English translation;
4. master various skills for translating commonly used business documents.

Medium of Instruction: English and Thai

Teaching-learning Activities:

1. Lecture
2. In-Class assignments
3. Group discussion

Course Requirements:

80% Attendance and active participation is a MUST. (Maximum absence = 6 times)

Assignments

Mid-term Examination

Final Examination

Mark Allocation:

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|---------------|-------------|
| Assignment | 30% |
| Mid-term Exam | 30% |
| Final Exam | 40% |
| Total | <u>100%</u> |

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

Grade Ranges:

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|----|---------|
| A | 85–100% |
| A- | 82–84% |
| B+ | 79–81% |
| B | 75–78% |
| B- | 72–74% |
| C+ | 69–71% |
| C | 65–68% |
| C- | 62–64% |
| D | 50–61% |
| F | 0–49% |

STUDY PLAN AND SCHEDULE 1/2026

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|---------------|--|
| WEEK 1 | Course Introduction Overview of Translation |
| WEEK 2 | Language Functions and Styles (Practice 1) Text Analysis (Practice 2) |
| WEEK 3 | Informative Text Translation (Practice 3) Business Informative Text (E-T) (Worksheet 1) |
| WEEK 4 | Business Informative Text (E-T) (Worksheet 2) Business Informative Text (T-E) (Worksheet 3) |
| WEEK 5 | Business Informative Text (T-E) (Worksheet 4) News Translation (E-T) (Worksheet 5) |
| WEEK 6 | News Translation (T-E) (Worksheet 6) Company Profile (E-T) (Worksheet 7) |
| WEEK 7 | Company Profile (T-E) (Worksheet 8) Review |

Mid-term Examination [Date: 3 August 2026 Time: 09:00-11:00]
Remark: Please check again with the Office of the Registrar.

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|----------------|---|
| WEEK 8 | Error Analysis Vocative Text Translation (Practice 4) |
| WEEK 9 | Instructions and Notices (E-T) (Worksheet 9) Instructions and Notices (T-E) (Worksheet 10) |
| WEEK 10 | Publicity (E-T) (Worksheet 11) Publicity (E-T) (Worksheet 12) |
| WEEK 11 | Advertisement (E-T) (Worksheet 13) Advertisement (T-E) (Worksheet 14) |
| WEEK 12 | Expressive Text Translation (Practice 5) Business Letters (E-T) (Worksheet 15) |
| WEEK 13 | Business Letters (T-E) (Worksheet 16) Speeches (E-T) (Worksheet 17) |
| WEEK 14 | Speeches (T-E) (Worksheet 18) Supplementary Exercises |
| WEEK 15 | Review |

Final Examination [Date: 29 September 2026 Time: 13:00-16:00]
Remark: Please check again with the Office of the Registrar.