

Assumption University
Faculty of Arts

Department of English for International Business
Course Outline 1/2026

Course : EN 4292 Business Article Writing
Credit : 3
Status : Major Requirement
Prerequisite : ELE 2001 Advance Academic English

Course Description:

Theories and practice of articles and essay writing for various media.

Lecturers: Dr. Chutamas Sundrarajun

Objectives of the Course:

This course aims:

- (1) To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles
- (2) To emphasize on accurate expression and efficient communication of viewpoints
- (3) To have evaluative group discussions to counterbalance the writing activities in the course

Course Learning Outcomes

Students will be able to:

- (1). identify various purposes of business-related articles: to inform, respond and critique.
- (2). write well-structured business articles in various genres.
- (3). express viewpoints in a critical and analytical manner.
- (4). adapt and apply flexible writing strategies in various business writing genres.
- (5). use AI tools to generate, refine, and evaluate ideas for business article topics and arguments

Teaching – Learning Activities

1. Lectures
2. Small group discussion
3. Written assignments

Requirements: 80% Attendance (The maximum number of absences allowed is 6 periods.)

Mark Allocation:

Assignments, and class participation	30%
Term project	20%
Midterm	20%
Final	30%

Total	100%

Grading System

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%

Last Day to Withdraw: 18 September, 2026

Study Plan

Weeks	Topic(s)	Hours	Course Learning Objectives
1	Course Introduction Overview of the different types of articles.	1.5	To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles
	Overview of media texts and writing process and language features of business articles.	1.5	To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles
2	Language features of media texts: Advertisements	1.5	To emphasize on accurate expression and efficient communication of viewpoints
	Apply language features of advertisements.	1.5	To emphasize on accurate expression and efficient communication of viewpoints
3	Features of newspaper and magazine headlines	1.5	To emphasize on accurate expression and efficient communication of viewpoints
	Newspaper and magazine headlines	1.5	To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles

4	Newspaper lead paragraph	1.5	To emphasize on accurate expression and efficient communication of viewpoints
	Newspaper article: Features of the body	1.5	-To emphasize on accurate expression and efficient communication of viewpoints -To have evaluative group discussions to counterbalance the writing activities in the course
5	Writing news articles: Headlines, lead paragraph and body I	1.5	To emphasize on accurate expression and efficient communication of viewpoints with the use of AI tools
	Writing news articles: Headlines, lead paragraph and body II	1.5	To emphasize on accurate expression and efficient communication of viewpoints with the use of AI tools
6	Introduce magazine articles/stories (Feature section)	1.5	To emphasize on accurate expression and efficient communication of viewpoints with the use of AI tools
	Magazines articles	1.5	To emphasize on accurate expression and efficient communication of viewpoints with the use of AI tools
7.	Writing magazine articles/stories	1.5	To emphasize on accurate expression and efficient

	(Feature section)		communication of viewpoints with the use of AI tools
	News article conduct interview	1.5	To emphasize on accurate expression and efficient communication of viewpoints with the use of AI tools
8.	Presentation and submission of news article	1.5	To organize and present a portfolio of business news articles following professional formatting
	Presentation and submission of news article Midterm-Exam Review	1.5	To organize and present a portfolio of business news articles following professional formatting
Midterm			10 August, 2026 (9.00-11.00)

Week	Topic(s)	Hours	Course Learning Objectives
9	Introduction-features of types of Reviews	1.5	To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles
	Restaurant review	1.5	To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles

10	Writing restaurant review	1.5	To emphasize on accurate expression and efficient communication of viewpoints
	Attraction review	1.5	To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles
11	Writing attraction review	1.5	To emphasize on accurate expression and efficient communication of viewpoints
	Business article review	1.5	To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles
12	Writing business article review practice I	1.5	To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles
	Writing business article review practice II	1.5	To have evaluative group discussions to counterbalance the writing activities in the course
13	Product Review	1.5	To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles
	Writing Product Review	1.5	To emphasize on accurate expression and efficient communication of viewpoints

14	Event review	1.5	To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles
	Writing event review	1.5	To emphasize on accurate expression and efficient communication of viewpoints
15	Presentation and submission of article reviews	1.5	To emphasize on accurate expression and efficient communication of viewpoints To have evaluative group discussions to counterbalance the writing activities in the course
	Presentation and submission of article reviews	1.5	To emphasize on accurate expression and efficient communication of viewpoints To have evaluative group discussions to counterbalance the writing activities in the course
	Final Exam Review		
Final			9 October, 2026 (9.00-12.00)

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.

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

เติมเต็มศิลป์ภาษา 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.

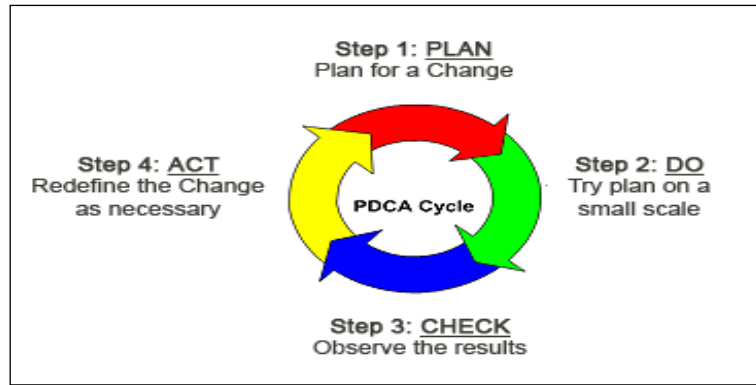


Figure 1: PDCA Cycle (<http://www.swopehealth.org>)