

ASSUMPTION UNIVERSITY
THEODORE MARIA SCHOOL OF ARTS
DEPARTMENT OF JAPANESE FOR INTERNATIONAL BUSINESS
Course Outline 1/2026

Course:	JA3727 Japanese for Hotel Services					
Credits:	3 credits					
Status:	Business Language Elective course for 673xxxxx Major Elective course for 55xxxxxx-672xxxxx					
Pre-requisite:	JA2702 Japanese III					
Lecturers:	A. Motomi Uehara (SM348)					
Course Description:	This course provides practice in the use of Japanese Language that is relevant within the framework of services in the hotel business. Specifically for hotel staff.					
Objectives:	This course aims to enable students to:					
	1. Acquire knowledge of Japanese linguistic features in vocabulary, syntax, and discourses in hospitality field					
	2. Gain skills of translation and conversation in service industries					
	3. Distribute new knowledge through integrating the knowledge of languages and service practices					
	4. Recognize moral and ethical characters					
Course Learning Outcomes:	1. Apply Japanese linguistic features in vocabulary, syntax, and discourses in hospitality field					
	2. Adapt skills of translation relating to service industries context					
	3. Integrate knowledge of language and business					
	4. Employ moral and ethical action					
Teaching-Learning Activities:	1. Lecture					
	2. Class discussions					
	3. Role-play					
Course Requirements:	1. 80% of class attendance is required. Those who do not complete the requirement are not allowed to take the Final examination.					
	2. There will be a take-home assignment.					
	3. There will be a quiz and presentations in class. *Make-up tests are not allowed.					
Mark Allocation:	Presentation				20%	
	Quiz				10%	
	Assignment				20%	
	Mid-term examination				20%	
	Final examination				30%	
	Total				100%	
Grading:	850 – 1000	=	A	690 – 719	=	C+
	820 – 849	=	A-	650 – 689	=	C
	790 – 819	=	B+	620 – 649	=	C-
	750 – 789	=	B	520 – 619	=	D
	720 – 749	=	B-	0 – 519	=	F

Study Plan and Schedule:

Week	Month	Date	Topic	Assessments
1	Jun.	5	Class orientation	
2		9	<i>Omotenashi</i> -Japanese way of service mind in the hospitality industry	
		12	Humble and Honorific words review	
3		16	Pronunciation practice and Presentation 1	20 marks
		19	Welcoming guests	
4		23	Presentation 2	20 marks
		26	Check-in	
5	Jul.	30	Presentation 3	20 marks
		3	Room facilities	
6		7	Presentation 4	20 marks
		10	Housekeeping	
7		14	Presentation 5	20 marks
		17	Guest Support Concierge	
8		21	Presentation 6	20 marks
		24	Review & Assignment 1	100 marks
			Midterm Examination August 6, 15:00 - 17:00	200 marks
9	Aug.	11	<i>Ryokan</i> and <i>Onsen</i> Introduction	
		14	Japanese accommodation and tourist information	
10		18	Concierge Role-play practice based on Assign 1	
		21	Concierge Role-play implementation as Presentation 7	20 marks
11		25	Laundry service	
		28	Presentation 8	20 marks
12	Sep.	2	Check-out	
		4	Presentation 9	20 marks
13		8	Food and Beverage service	
		11	Quiz	100 marks
14		15	Field Trip	
		18	Assignment 2	100 marks
15		22	Presentation 10	20 marks
		25	Course reflection	
			Final Examination October 7, 9:00 - 12:00	300 marks

*September 18, 2026: Last day to withdraw with “W”

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

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.

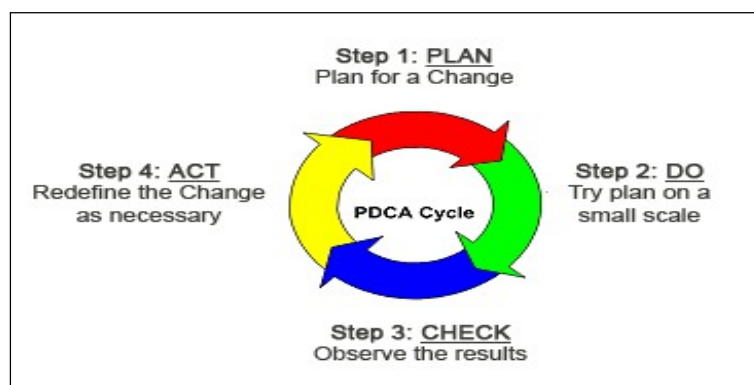


Figure 1 :PDCA Cycle)<http://www.swopehealth.org>

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.