

Assumption University  
Theodore Maria School of Arts  
Department of Japanese for International Business  
Course Outline 1/2026

---

**Course No:** JA4701 Reading in Business Japanese I  
**Credit:** 3  
**Status:** Major Required Course  
**Prerequisite:** JA3702 Business Japanese I / JIB3750 Japanese in Business Communication  
**Lecturer:** A. Kyoichi Yokota (SR346)  
**Email:** kyoichi.y@hotmail.com

**Course Description:** Reading comprehension skills of various business-related Japanese articles

**Objectives:** This course aims to enable students to:

1. Acquire skills and strategies for reading business-related articles in Japanese
2. Improve reading comprehension
3. Gain information about business-related fields of Japan
4. Increase business-related vocabulary
5. Recognize moral and ethical characters

**Course Learning Outcomes:**

1. Adapt skills and strategies for reading business-related articles in Japanese
2. Summarize business-related articles in Japanese
3. Recall and apply information about business-related field of Japan
4. Employ moral and ethical actions

**Teaching-Learning Activities:**

1. Lectures
2. Reading exercises
3. Quizzes
4. Assignments

**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. Make-up assignments or quizzes are not allowed.
3. AU dress code is required.

<b>Mark Allocation:</b>	Quizzes	150
	Homework assignments	200
	Mid-term Examination	250
	Final Examination	400

---

1000



## **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.

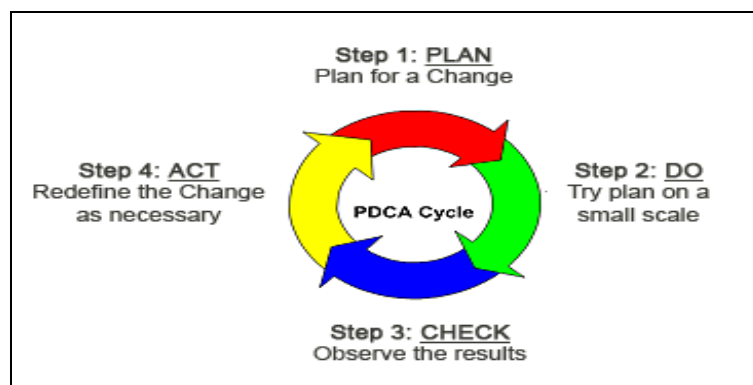


Figure 1: PDCA Cycle (<http://www.swopehealth.org>)

### 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.