Assumption University
Theodore Maria School of Arts
Department of Business Chinese
Course Outline 2/2026

Course Title	**:**	CN3436 Chinese Business Conversation I
Credit	**:**	3
Status	**:**	Major Requirement
Prerequisite	**:**	CN2432 Chinese Oral Comprehension and Expression II
Lecturer	**:**	A. Tan Hsiao Hsien (Office: SM341)
Course Description	**:**	Practice of conversations on topics related to business context.
Course Objectives	**:**	This course aims to enable students to: 1. help students with practice of conversations on business context and development of fluency and accuracy in discussion. 2. know business concepts such as purchasing, quoting prices, mode of payment and other concepts in Chinese. 3. achieve a high degree of efficiency in the oral application of Chinese language in different presented settings. 4. participating in group discussion and group activities.
Course Learning Outcomes	**:**	After completing this course, students will be able to: 1. use Chinese language in Business context efficiently. 2. apply the knowledge of business in real situations. 3. improve speaking skills in business context. 4. work together with others.
Teaching-Learning Activities	**:**	1. Lecture 2. Role Play 3. Group discussion 4. Presentation 5. Written assignments
Course Requirement	**:**	1. To be eligible to sit for the final examination, students are required to have a minimum of 80% attendance. 2. 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. 3. Make-up classes in other sections will not be permitted without prior permission from the lecturer.

Mark Allocation:

Mid-term	25%	(Oral: 20; Written: 80)	100
Final	35%	(Oral: 60; Written: 80)	140
Quizzes (2)	20%		80
Assignment	10%		40
Class participation	10%		40
	100%		400

Evaluation:

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

Textbooks/References:

1. Huang Weizi (2017). *Business Chinese Conversation I (L.1-10),* Beijing, China: Beijing Language and Culture University Press.

Study plan and Schedule:

Week	1	:	Explanation of the Course Outline, and Faculty of Arts' Vision & Mission Introduction & Lesson 1 Establishing Relationship
Week	2	:	Lesson 1 & 2 Entertaining Guests
Week	3	:	Lesson 2 & 3 First Contact
Week	4	:	Lesson 3 First Contact & Oral Practice
Week	5	:	Lesson 4 Intention of Buying and Selling
Week	6	:	Lesson 5 Holding Talks about Price
Week	7	:	**Quiz 1 / Mid-term Oral Test: Role Play**
Week	8	:	**Review**

Mid-term Examination: Tuesday, January 5, 2027 (15:00-17:00)

Week	9	:	Go over the Mid-term Exam. Lesson 6 Discussion about Variety and Quantity
Week	10	:	Lesson 6 & 7 Discount and Commission
Week	11	:	Lesson 7 & 8 Modes of Payment
Week	12	:	Lesson 8 & 9 Delivery and Shipment
Week	13	:	Lesson 9 & 10 Packing
Week	14	:	Lesson 10 Packing; Role Play / Review
Week	15	:	**Quiz 2 / Final Oral Test: Role Play**

Final Examination: Thursday, March 4, 2027 (13:00-16:00)

Morals and Ethics to be developed

(1) Have self discipline, integrity, and social responsibility in accordance with organizational and social rules.

Friday, February 19, 2027: Last day to withdraw with "W" (withdrawing after this date will be given "WF").

Proper dress code is required for the class attendance.

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.

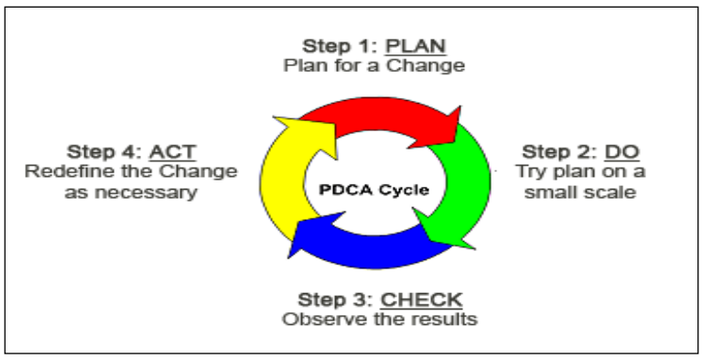


Figure 1: PDCA Cycle (http://www.swopehealth.org)

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.