Assumption University

Theodore Maria School of Arts

Department of Business Chinese

Course Outline 2/2026

Course Title : CN3437 Chinese Business Conversation II

Credit : 3

Status : Major Requirement

Prerequisite : CN3436 Chinese Business Conversation I

Lecturer : A. Tan Hsiao-Hsien (Office: SM341)

Course Description : Further practice of conversations on business topics and development of fluency and accuracy of the speech.

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

1. apply business concepts such as insurance, signing contract, customs and commodity inspection and other concepts in Chinese conversations.
2. enhance the students' communicative skill proficiency in the business instructed topics.
3. achieve a high degree of efficiency in the business oral application of Chinese language in different presented settings.
4. participate in group discussion and group activities to deal with demand or tasks in the workplace.
5. participate in activities to deal with demand or tasks in the workplace.
6. Demonstrate business ethics when doing business with Chinese people.

Course Learning Outcomes: : After completing this course, students will be able to:

1. apply the knowledge of business and Chinese oral expression to business-related tasks.
2. apply Chinese oral expression in business contexts.
3. apply presentation skills in Chinese to different business-related tasks correctly.
4. apply soft skills to deal with demands or tasks in the workplace.
5. apply entrepreneurial skills to deal with demands or tasks in the workplace.
6. apply business ethics concept when doing business with Chinese people.

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 (Intermediate)(L.11-20), 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 11: Insurance
Week	2	:	Lesson 12: Customs and Commodity Inspection
Week	3	:	Lesson 12 & Lesson 13: Credit Risk and Its Management
Week	4	:	Lesson 13: Credit Risk and Its Management
Week	5	:	Lesson 14: Signing the Contract
Week	6	:	Lesson 14: Signing the Contract & Presentation
Week	7	:	Lesson 15: Demanding Payment of a Debt
Week	8	:	**Review/ Quiz I & Mid-term Oral Test**

Mid-term Examination: Monday, January 4, 2027 (12:00-14:00)

Week	9	:	Lesson 16: Claim and Arbitration
Week	10	:	Lesson 17: Agency Agreement
Week	11	:	Lesson 18: International Trading Network Platform
Week	12	:	Lesson 19: Modes of Trade Promotion Abroad
Week	13	:	Lesson 19 & Role Play
Week	14	:	Lesson 20: Canton Fair
Week	15	:	**Final review & Quiz 2 & Final Oral Test (Role Play)**

Final Examination: Tuesday, March 2, 2027 (13:00-16:00)

Morals and Ethics to be developed

(1) Have self discipline, self and social responsibility in accordance with organizational and social rules.
(2) Demonstrate a high level of ethical and responsible behavior in academic and professional contexts.

Students will not be admitted to the quizzes, mid-term exam, and final exam later than 10 minutes after quizzes and exam start.

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.

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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.

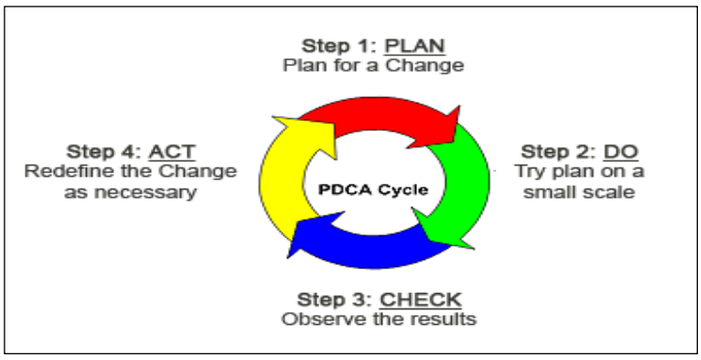


Figure 1: PDCA Cycle (http://www.swopehealth.org)

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.