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

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|---|---|---|
| Course Title | : | CN 3463 Introduction to Chinese Culture |
| Credit | : | 3 |
| Status | : | Major Requirement |
| Prerequisite | : | CN 3403 Chinese IV |
| Lecturer | : | Dr. Usama Mahapasuthanon (SM349) |
| Course Description | : | Development of Chinese culture from the Xia dynasty to the modern era focusing on significant historical events, ways of life and main accomplishments in the science, arts and literature and specific features of Chinese influence on the world. |
| Objectives | : | This course aims to enable students to:<br>1. know the outline of Chinese history and its culture.<br>2. understand Chinese accomplishments on science, arts and literature and their significance on the world.<br>3. appreciate Chinese people's ways of life. |
| Teaching-Learning Activities | : | Lecture, individual or group assignment and presentation |
| Course Requirement | : | 80% Attendance (Maximum absence = 6 times) |

Mark Allocation :

| | |
|---|---|
| 1. Final Examination | 140 (35%) |
| 2. Mid-term Examination | 100 (25%) |
| 3. Quizzes (2 times) | 80 (20%) |
| 4. Assignments | 80 (20%) |
| Total | 400 (100%) |

Evaluation :

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

Textbook : Han Jiantang, *Zhongguo Wenhua,* Beijing China: Beijing Language and Culture University Press,1999.

References : The Overseas Chinese Affairs Office of the State Council, The Office of Chinese Language Council International, *Common Knowledge about Chinese Culture*, Beijing China: Gaodeng Jiaoyu Chubanshe, 2006

**Morals and Ethics to be developed**

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

****Proper uniform is required for attendance****

# Lesson Plan 2/2026

| Week | Contents |
|---|---|
| 1 | Course Outlines, Explanation of vision and Mission of the Faculty of Arts, PDCA and Overview of China, Chinese History |
| 2 | Chinese history and its contributions |
| 3 | Chinese history and its contributions |
| 4 | Chinese history and its contributions, |
| 5 | **Quiz I**, Chinese philosophical thoughts |
| 6 | Chinese philosophical thoughts, Festivals |
| 7 | Chinese important festivals |
| 8 | Chinese important festivals, Chinese four great inventions |

----------Mid-term Examination: January 8, 2027 (12.00-14.00)----------

| | |
|---|---|
| 9 | Chinese names |
| 10 | Chinese food, Chinese tea |
| 11 | Chinese calligraphy, **Quiz II**, Chinese characters |
| 12 | Chinese paintings, Peking opera |
| 13 | Chinese martial arts, Chinese literature |
| 14 | Students' presentations, |
| 15 | Students' presentations, Revision |

----------Final Examination: March 10, 2027 (13.00-16.00)----------

**The last day to withdraw with "W" is February 19, 2027

## 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.

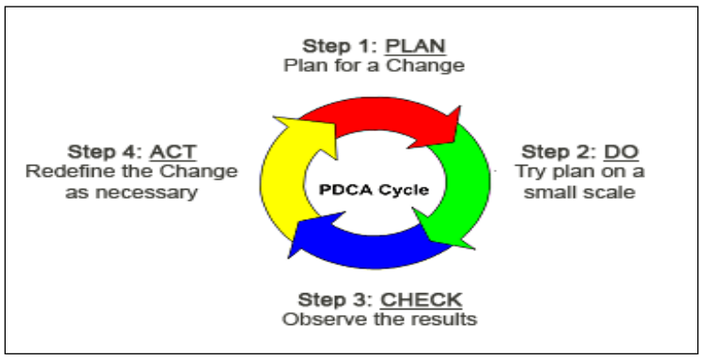



Figure 1: PDCA Cycle (http://www.swopehealth.org)

## 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.