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

Course Title	**:**	CN3483 Chinese for Service Industries
Credit	**:**	3
Status	**:**	Major Elective Course
Prerequisite	**:**	CN 2402 Chinese III
Lecturer	**:**	Dr. Triporn K.
Office	**:**	SM222
Course Description	**:**	Vocabulary, expressions, and conversations used in service industries: airlines, hospitals, restaurants, banks, and Immigration.
Course Objectives	**:**	This course aims to enable students to: 1. practice being service industries personal by applying communicative skills and correctness in listening, speaking, reading and writing of the Chinese vocabularies, expressions and conversations used in different situations in service industries . 2. learn how to access websites used in service industries to gather information, input information, making reservations and other activities in service industries then use them in conversation and presentation. 3. participate in group discussion and group activities to deal with demand or tasks in the service industries. 4. participate in activities to deal with demand or tasks in the service industries. 5. demonstrate ethical behavior and professional character when handling guests, colleagues, and workplace responsibilities in the service industries. 6. identify problems and find practical solutions in the service industries. 7. use critical thinking, effective decision-making, and digital skills to effectively address Chinese for service industries challenges.
Course Learning Outcomes	**:**	After completing this course, students will be able to: 1. use Chinese terminology and expressions in service industries correctly. 2. use Chinese vocabularies, expressions and conversations according to different situations from service industries as well as presentation techniques to complete Chinese for Service Industries tasks . 3. apply soft skills to deal with demands or tasks in the service industries. 4. apply entrepreneurial skills to deal with demands or tasks in the service industries. 5. demonstrate moral and ethical ethics required for service industries industry. 6. analyze problems related to service industries industry to derive practical solutions and present them in Chinese. 7. employ critical thinking and decision-making skills and digital skills to achieve desirable outcomes for service industries.
Teaching-Learning Activities	**:**	

1. Lecture
2. Group discussion
3. Presentation
4. Assignments
5. Short Essay
6. Role Play

Course Requirement :

1. To be eligible to sit for the final examination, students are required to have a minimum of 80% attendance.
   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.
2. Make-up classes and quizzes in other sections will not be permitted without prior permission from the lecturer.

Mark Allocation:

Mid-term	25%	100
Final	35%	140 (Written 20% 80 marks, Oral 15% 60 marks)
Quizzes	20%	80
Assignments	10%	40
Class participation	10%	40
	100%	400

Evaluation:

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

Study plan and Schedule:

Week	1	:	Explanation of Course Outline, Faculty of Arts Vision and Mission Statements, AU's Identity and Uniqueness and PDCA Cycle. Introduction & Lesson 1 Aviation
Week	2	:	Lesson 1 Aviation & Lesson 2 Hotel
Week	3	:	Lesson 2 Hotel & Lesson 3 Travel Agency
Week	4	:	Lesson 3 Travel Agency
Week	5	:	Lesson 4 Restaurant
Week	6	:	Lesson 5 Car Rental Service
Week	7	:	Review & Quiz 1
Week	8	:	**Mid-term Oral Test: Presentation / Overall Review**

Mid-term Examination: Friday, January 8, 2027: 9.00-11.00

Week	9	:	Go over the Mid-term Exam. / Lesson 6 Hospital
Week	10	:	Lesson 7 Bank
Week	11	:	Lesson 8 Store
Week	12	:	Lesson 9 Vat Refund Service
Week	13	:	Lesson 10 Delivery Express & Quiz 2
Week	14	:	**Final Oral Test: Role Play**
			Overall Review
Week	15	:	**Final Exam: Overall Review**

Final Examination: Wednesday, March 10, 2027: 9.00-12.00

Morals and Ethics to be developed

(1) Have self discipline, integrity, 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.

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

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

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.

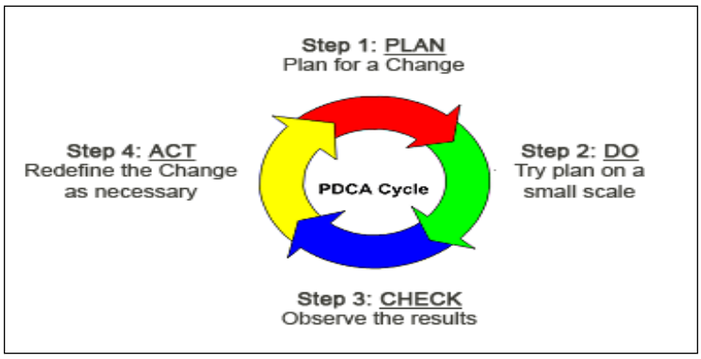


Figure 1: PDCA Cycle (http://www.swopehealth.org)

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.