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

Course Title	**:**	CN4440 Reading in Business Chinese
Credit	**:**	3
Status	**:**	Major Elective
Prerequisite	**:**	CN 3403 Chinese IV
Lecturer	**:**	A．Huixin Bi
Office		SR329
Course Description	**:**	Development of reading proficiency in business-related materials, writing summaries and reviews.
Course Objectives	**:**	This course aims to enable students to: 1. expand and practise business-related vocabularies. 2. read and understand articles concerning business and economic issues. 3. analyze, summarize and write reviews on Chinese business-related articles.
Course Learning Outcomes	**:**	After completing this course, students will be able to: 1. use Chinese business-related vocabularies correctly. 2. improve Chinese reading skills in business context. 3. enhance analytical and critical skills and apply knowledge learnt to real practice.
Teaching-Learning Activities	**:**	1. Lecture 2. Group discussion 3. Presentation 4. Assignments
Course Requirement	**:**	80% Attendance (Maximum absence = 6 times) 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.

Mark Allocation:

Mid-term	25%
Final	35%
Quizzes (2)	20%
Assignments	10%
Class participation	10%
	100%

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 %

Other Teaching Resources: Books, journals, websites, articles and other documents essential for reading

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. **Topic 1：AI 改变世界** （一）AI 对世界的最大改变 Basic conception: GDP and GNP（国民生产总值、国民总收入、人均 GDP、人均 GNI）
Week	2 :	**Topic 1: AI 改变世界** （二）当 AI 无所不能，你靠什么不可替代？ （三）AI 能演戏了，我们为什么 还要 看真人剧？ Basic conception: Cost, market share, profit（成本、市场份额、利润）
Week	3 :	**Topic 2: 平台经济** （一）即时零售与 30 分钟送达 （二）外卖骑手困在系统里 Basic conception: Big data, platform algorithms, supply chain, labor resources（大数据、平台算法、供应链、劳动力资源）
Week	4 :	**Topic 2: 平台经济** （三）直播带货——商业的个人化 **Quiz 1** Basic conception: Traffic monetization, head effect, super individual, disintermediation（流量变现、头部效应、超级个体、去中介化）
Week	5 :	**Topic 3：新能源时代** （一）光伏能源和它带来的机遇 （二）电动汽车，谁能笑到最后 Basic conception: Comparative advantage, anti-dumping, overseas expansion of enterprises, tariffs（比较优势、反倾销、企业出海、关税）
Week	6 :	**Topic 4: 新物流** （一）泰国的快递战争 （二）无人驾驶自定取货 Basic conception: Warehousing, global supply chain, cold chain distribution, freight forwarding, trade visualization（仓储、全球供应链、冷链配送、货运代理、贸易可视
Week	7 :	Review
Week	8 :	**Presentation / Overall Review**

Mid-term Examination: Friday, January 8, 2027: 15.00-17.00

Week 9 :	**Topic 5: 投资** （一）：一个属于普通人的致富机会 （二）：投资中的几个误区 Basic conception: Compound interest, asset allocation, valuation, liquidity（风险收益比、分散化投资、价值投资）
Week 10 :	**Topic 5: 投资** （三）：怎么避开越聪明越亏损的陷阱？ （四）：人生最重要的投资 Basic conception: Compound interest, asset allocation, valuation, liquidity（复利、资产配置、估值、流动性）
Week 11 :	**Topic 6: 健康经济** （一）：减肥——终身的事业 Basic conception: Market positioning, differentiated positioning, repurchase rate, consumer psychology（市场定位、差异化定位、复购率、消费心理） **Quiz 2**
Week 12 :	**Topic 6: 健康经济** （二）：存钱不如存肌肉 （三）：你买的不是健康，是广告 Basic conception: Fitness product upgrade, ODM, OEM, cross-border e-commerce（健身消费升级、ODM、OEM、跨境电商）
Week 13 :	**Topic 7: 银发经济** （一）：养老机器人 （二）：中国的一刻钟养老服务圈 Basic conception: Income expectations, disposable income, overall social consumption, and individual consumption（收入预期、可支配收入、社会总体消费、个人消费）
Week 14 :	**Presentation** **Overall Review**
Week 15 :	**Final Exam: Overall Review**

Final Examination: Thursdays, March 11, 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.
February 19, 2027: Last day to withdraw with "W" (withdrawing 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

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.

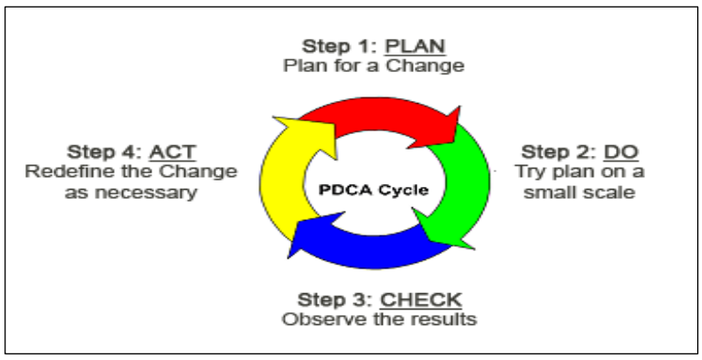


Figure 1: PDCA Cycle
(http://www.swopehealth.org)

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