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

Course No. : CN 4453 Business Writing in Chinese
Credit : 3
Status : Major Requirement
Prerequisite : CN3451 Communicative Writing in Chinese
Lecturers : A. Fang Wang (**Office: SM341**)
fangwang@au.edu

Course Description: Technical terms and formats in business writings, various forms of correspondences and business correspondences including resumes and applications.

Course Objectives: This course aims to enable students to:

1. practice technical terms and formats in different business Chinese writings forms from authentic content related to international business language contexts.
2. participate in group discussion and group activities to deal with demand or tasks in the workplace.
3. participate in activities to deal with demand or tasks in the workplace.
4. demonstrate business ethics when doing business with Chinese people.
5. analyze business problems and use business writing to propose practical solutions to problems.
6. apply critical thinking, decision-making skills and digital skills in solving different challenges to achieve desirable outcomes such as making surveys and investigation report in Chinese.
7. apply knowledge to real practice by composing their own correspondences, resumes and job application in Chinese.

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

1. use receptive and productive Chinese skills as well as presentation techniques to accomplish business-related tasks. PLO4
2. apply soft skills to deal with demands or tasks in the workplace. PLO5
3. apply entrepreneurial skills to deal with demands or tasks in the workplace. PLO5.
4. demonstrate moral and ethical characters required for professional practices when doing business with Chinese people. PLO6
5. analyze business-oriented problems to derive practical solutions and present them in Chinese. PLO7
6. employ critical thinking and decision-making skills and digital skills to achieve desirable outcomes. PLO8
7. integrate business concepts and theories with Chinese language skills in multinational contexts. PLO9

Textbook: Selections from different books and material from internet.

Teaching-Learning Activities:

1. Lecture
2. Group discussions
3. Assignments

Course Requirement: 80% Attendance (Maximum absence = 6 times)

Mark allocation:

Assignments	10 %
Class participation	10 %
Quizzes (4)	20 %
Mid-Term Exam.	25 %
Final Exam.	35 %
Total	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%

Study plan and schedule (2/2026)

Week	
1	1. Distribution & explanation of course outline and Vision & mission of Faculty of Arts. 2. Recruitment notice
2	1. Business Summary 2. How to write Business Summary
3	1. Business Plan 2. How to write Business Plan
4	1. Business Email 2. How to write Business Email & **Quiz 1**
5	1. Investigation Report 2. Investigation Report
6	1. Investigation Report 2. Investigation Report
7	1. Business letters: inquiry letter 2. Business letters: order letter & **Quiz 2**
8	1. Business letters: contact letter and claims letter 2. Writing practice

Mid-Term Examination （on Monday January 11, 2027, 15:00-17:00）

9	1. Business advertisement 2. Business advertisement
10	1. Select and write comments on classic ads 2. Select and write comments on classic ads
11	1. Notices and Announcements 2. Notices and Announcements & **Quiz 3**
12	1. Letter of intent 2. Letter of intent
13	1. Business contract

	2. Business contract
14	1. Business contract 2. Business contract & **Quiz 4**
15	1. Review and practice writing letter of intent 2. Review

Final Examination （on Friday March 12, 2027, 13:00-16:00）

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

- **The students will not be admitted to the quizzes, mid-term exam, and final exam later than 10 minutes after quizzes and exam start.**
- **The proper uniform is required for class attendance.**

1.1 Morals and Ethics to be developed in this course:

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

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.

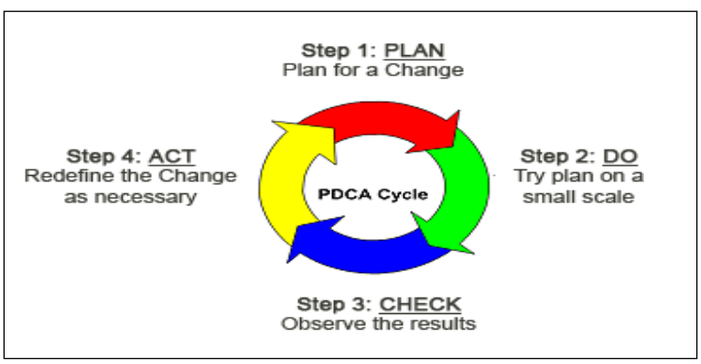


Figure 1: PDCA Cycle (http://www.swopehealth.org)

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.