Assumption University
Faculty of Arts

Department of English for International Business
Course Outline 2/2026

Course : EN 4292 Business Article Writing

Credit : 3

Status : Major Requirement

Prerequisite : ELE 2001 Advance Academic English

Course Description:

Theories and practice of articles and essay writing for various media.

Lecturers: Dr. Chutamas Sundrarajun

Objectives of the Course:
This course aims:

(1) To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles
(2) To emphasize on accurate expression and efficient communication of viewpoints
(3) To have evaluative group discussions to counterbalance the writing activities in the course

Course Learning Outcomes

Students will be able to:

(1). identify various purposes of business-related articles: to inform, respond and critique.

(2). write well-structured business articles in various genres.

(3). express viewpoints in a critical and analytical manner.

(4). adapt and apply flexible writing strategies in various business writing genres.

(5). use AI tools to generate, refine, and evaluate ideas for business article topics and arguments

Teaching – Learning Activities

1.Lectures
2.Small group discussion
3.Written assignments

Requirements: 80% Attendance (The maximum number of absences allowed is 6 periods.)

Mark Allocation:

Assignments, and class participation	40%
Term project	20%
Midterm	15%
Final	25%
Total	**100%**

Grading System

A : 85–100%

A- : 82–84%

B+ : 79–81%

B : 75–78%

B- : 72–74%

C+ : 69–71%

C : 65–68%

C- : 62–64%

D : 50–61%

F : 0–49%

Last Day to Withdraw: 19 February, 2027

Study Plan

Weeks	Topic(s)	Hours	Course Learning Objectives
1	Course Introduction Overview of the different types of articles.	1.5	To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles
	Overview of media texts and writing process and language features of business articles.	1.5	To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles
2	Language features of media texts: Advertisements	1.5	To emphasize on accurate expression and efficient communication of viewpoints
	Apply language features of advertisements.	1.5	To emphasize on accurate expression and efficient communication of viewpoints
3	Features of newspaper and magazine headlines	1.5	To emphasize on accurate expression and efficient communication of viewpoints
	Newspaper and magazine headlines	1.5	To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles

4	**Newspaper lead paragraph**	**1.5**	**To emphasize on accurate expression and efficient communication of viewpoints**
	Newspaper article: Features of the body	**1.5**	**-To emphasize on accurate expression and efficient communication of viewpoints** **-To have evaluative group discussions to counterbalance the writing activities in the course**
5	**Writing news articles: Headlines, lead paragraph and body**	**1.5**	**To emphasize on accurate expression and efficient communication of viewpoints with the use of AI tools**
	Writing news articles: Headlines, lead paragraph and body (continue)	**1.5**	**To emphasize on accurate expression and efficient communication of viewpoints with the use of AI tools**
6	**Introduce magazine articles/stories** **(Personal experience)**	**1.5**	**To emphasize on accurate expression and efficient communication of viewpoints with the use of AI tools**
	Magazines articles	**1.5**	**To emphasize on accurate expression and efficient communication of viewpoints with the use of AI tools**

	Writing magazine articles/stories (Personal experience/story)	**1.5**	**To emphasize on accurate expression and efficient communication of viewpoints with the use of AI tools**
	(Personal experience/story) **Verification session**	**1.5**	**To emphasize on accurate expression and efficient communication of viewpoints with the use of AI tools**
8.	**Presentation and submission of news article**	**1.5**	**To organize and present a portfolio of business news articles following professional formatting**
	Presentation and submission of news article **Midterm-Exam Review**	**1.5**	**To organize and present a portfolio of business news articles following professional formatting**
Midterm			**6 January 2027 (15.00-17.00)**

Week	**Topic(s)**	**Hours**	**Course Learning Objectives**
9	**Introduction-features of types of Reviews**	**1.5**	**To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles**
	University registration review/students' choice	**1.5**	**To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles**

10	**University registration review/students' choice**	**1.5**	**To emphasize on accurate expression and efficient communication of viewpoints**
	Verification session	**1.5**	
11	**Business article review**	**1.5**	**To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles**
	Business article review	**1.5**	**To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles**
12	**Writing business article review practice I**	**1.5**	**To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles**
	Writing business article review assignment	**1.5**	**To have evaluative group discussions to counterbalance the writing activities in the course**
13	**Product Review**	**1.5**	**To prepare theoretical and practical aspects of various popular articles of media to serve as foundations for practice in writing correctly structured articles**
	Writing Product Review	**1.5**	**To emphasize on accurate expression and efficient communication of viewpoints**
14	**Event review**	**1.5**	**To prepare theoretical and practical aspects of various popular articles of media to**

			serve as foundations for practice in writing correctly structured articles
	Writing event review	**1.5**	**To emphasize on accurate expression and efficient communication of viewpoints**
15	**Presentation and submission of article reviews**	**1.5**	**-To emphasize on accurate expression and efficient communication of viewpoints** **-To have evaluative group discussions to counterbalance the writing activities in the course**
	Presentation and submission of article reviews **Final Exam Review**	**1.5**	**-To emphasize on accurate expression and efficient communication of viewpoints** **-To have evaluative group discussions to counterbalance the writing activities in the course**
Final			**8 March 2027 (9.00-12.00)**

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.

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.

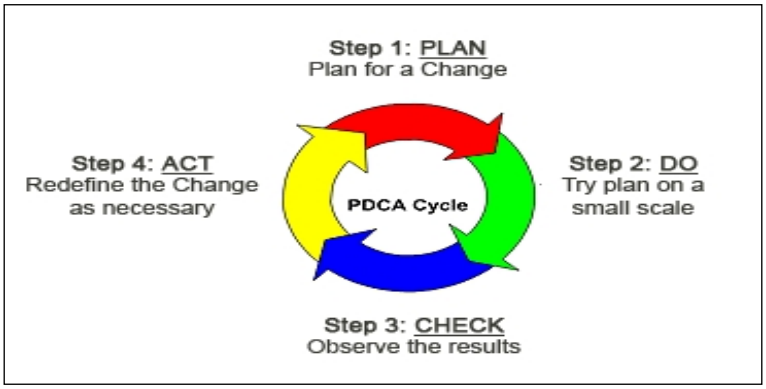


Figure 1: PDCA Cycle (http://www.swopehealth.org)