Assumption University
Theodore Maria School of Arts
Department of Japanese for International Business
Course Outline 2/2026

Course No: JA4701 Reading in Business Japanese I
Credit: 3
Status: Major Required Course
Prerequisite: JA3702 Business Japanese I / JIB3750 Japanese in Business Communication
Lecturer: A. Kyoichi Yokota (SR346)
Email: kyoichi.y@hotmail.com

Course Description: Reading comprehension skills of various business-related Japanese articles

Objectives: This course aims to enable students to:

1. Acquire skills and strategies for reading business-related articles in Japanese
2. Improve reading comprehension
3. Gain information about business-related fields of Japan
4. Increase business-related vocabulary
5. Recognize moral and ethical characters

Course Learning Outcomes:

1. Adapt skills and strategies for reading business-related articles in Japanese
2. Summarize business-related articles in Japanese
3. Recall and apply information about business-related field of Japan
4. Employ moral and ethical actions

Teaching-Learning Activities:

1. Lectures
2. Reading exercises
3. Quizzes
4. Assignments

Course Requirements:

1. 80% of class attendance is required.
   ⇒Those who do not complete the requirement are not allowed to take the Final examination.
2. Make-up assignments or quizzes are not allowed.
3. AU dress code is required.

Mark Allocation:

Quizzes	150
Homework assignments	200
Mid-term Examination	250
Final Examination	400
	1000

Textbook / References: **Original handouts**

Day / Time / Room: **Tuesday** **13:30 - 15:00** **SM205**
Thursday

Study Plan and Schedule

Week	Date	Lecture topic	Quiz
	Sec. 401		
1	November 3, 5	Orientation, Proficiency level check Reading skills and strategies 1	
2	November 10, 12	Reading skills and strategies 2	
3	November 17, 19	Newspaper structure	
4	November 24, 26	Article 1	
5	December 1, 3	Article 2	
6	December 8, 15	Article 3	Dec 8
7	December 17, 22	Article 4	
8	December 24, 29	Reading skills and strategies 3	
Midterm Examination			
9	January 12, 14	Article 5	
10	January 19, 21	Article 6	
11	January 26, 28	Article 7	Jan 26
12	February 2, 4	Article 8	
13	February 9, 11	Article 9	Feb 9
14	February 16, 18	Article 10	
15	February 23, 25	Review	
Final Examination			

⇒December 10 & 31, 2026: Holidays (No Classes)
⇒February 19, 2027: Last day to withdraw with "W"

Grading:

850～ 1,000	A	690～719	C+
820～ 849	A-	650～689	C
790～ 819	B+	620～649	C-
750～ 789	B	520～619	D
720～ 749	B-	0～519	F

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.

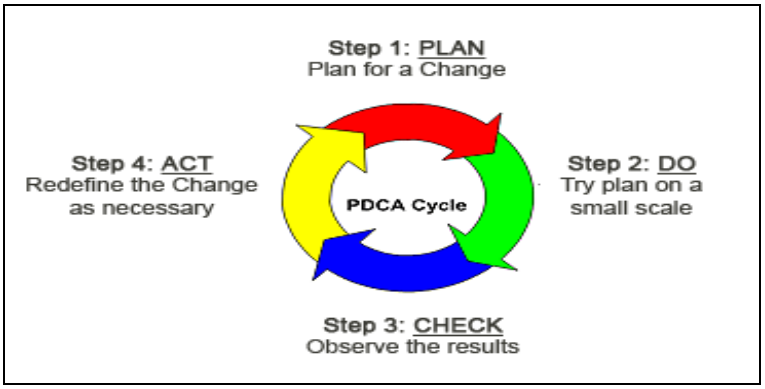


Figure 1: PDCA Cycle (http://www.swopehealth.org)

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.