



DEPARTMENT OF BUSINESS JAPANESE

OBJECTIVES

To produce graduates who have the characteristics, knowledge and skills as follows:

- Have a sense of social and self responsibility and become an ethical citizen of the society.
- Have up-to-date and business language skills both in Japanese and in English for listening, speaking, reading and writing through technologies.
- Demonstrate skills and expertise in applying knowledge to real life context and solving problems creatively and efficiently.
- Able to work and communicate effectively with both Thai and international people with respect and courtesy.
- Able to use information technology and other technologies in communicating and presenting information.

COURSES

A. General Education Courses 40 Credits

Language Courses 15 Credits

BG 1001	English I	3
BG 1002	English II	3
BG 2000	English III	3
BG 2001	English IV	3
GE 1403	Communication in Thai	3
or GE 1401	Language and Communication Skills (For International students)	3

Social Science Courses 13 Credits

BG 2400	Macroeconomics	3
BG 2401	Microeconomics	3
GE 1201	Information Literacy Skills	1
or GE 1204	Physical Education	
GE 2202	Ethics	3
MGT 2404	Managerial Psychology	3

Humanities Courses 6 Credits

GE 1101	Thai Civilization	3
GE 2101	World Civilization	3

Science and Mathematics Courses 6 Credits

BG 1200	Mathematics for Business	3
GE 1301	Environmental Science	3

B. Specialized Courses: 96 Credits

Core Courses 30 Credits

BG 1301	Fundamentals of Statistics	3
BIS 1141	Business Software Applications	0
BIS 2180	Information Technology	3
FIN 2700	Money, Banking and Financial Markets	3
GE 2103	Art of Reasoning	3
GL 1101	Elements of Spoken Language	3
GL 3102	Introduction to Linguistics	3
GL 3103	Language, Culture and Behavior	3
MGT 1101	Introduction to Business	3
MGT 2900	Principles of Management	3
MKT 2280	Principles of Marketing	3

Major Required Courses 39 Credits

JA 1700	Introduction to Japanese	3
JA 1701	Japanese I	3
JA 2701	Japanese II	3
JA 2702	Japanese III	3
JA 2703	Business Reading and Writing I	3
JA 2704	Business Reading and Writing II	3
JA 3701	Intermediate Japanese Grammar	3
JA 3702	Business Japanese I	3
JA 3704	Oral Comprehension and Expression	3
JA 4701	Reading in Business Japanese I	3
JA 4702	Business Writing in Japanese I	3
JA 4703	Translation I (Japanese-Thai)	3
or JA 4721	Japanese Conversation and Discussion (For international students)	3
JA 4704	Translation II (Thai-Japanese)	3
or JA 4725	Translation in Business Japanese (For international students)	3

Major Elective Courses 9 Credits

JA 3721	Introduction to Japanese Linguistics	3
JA 3722	Japanese Reading and Oral Report	3
JA 3723	Introduction to Japanese Phonetics	3
JA 3724	Aspects of Japan	3
JA 3725	Japanese for Secretaries	3
JA 3726	Japanese for Tourism	3
JA 3727	Japanese for Hotels	3



JA 3728	Japanese for Airline Services	3
JA 3729	Survey of Japanese Literature	3
JA 4721	Japanese Conversation and Discussion	3
JA 4722	Reading in Business Japanese II	3
JA 4723	Business Writing in Japanese II	3
JA 4724	Business Japanese II	3
JA 4725	Translation in Business Japanese	3
JA 4726	Public Speaking in Japanese	3
JA 4727	Seminar	3

Minor Courses 18 Credits

Business Chinese

Minor Required Courses 12 Credits

CN 1400	Introduction to Chinese	3
CN 1401	Chinese I	3
CN 2401	Chinese II	3
CN 2402	Chinese III	3

Minor Elective Courses 6 Credits

Students can take any courses from the Department of Business Chinese upon completion of the prerequisites (if any).

Business English

Minor Required Courses 12 Credits

EN 2230	Listening and Speaking	3
EN 3210	Business Communication in English I	3
EN 4232	Business Conversation	3
EN 4233	Public Speaking in English	3

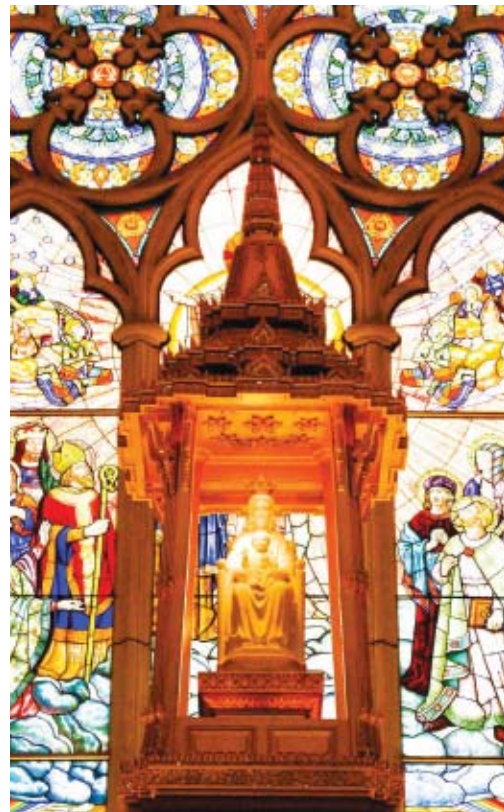
Minor Elective Courses 6 Credits

Students can take any courses from the Department of Business English upon completion of the prerequisites (if any).

Business French

Minor Required Courses 12 Credits

FR 1500	Introduction to French	3
FR 1501	French I	3
FR 2501	French II	3
FR 2502	French III	3





Minor Elective Courses 6 Credits

Students can take any courses from the Department of Business French upon completion of the prerequisites (if any).

Thai

Minor Required Courses 18 Credits

TH 1500	Introduction to Thai	3
TH 1501	Thai Language I	3
TH 2501	Thai Lang	3
TH 2502	Thai Language III	3
TH 3501	Advanced Reading	3
TH 3502	Thai Writing Development	3

Business Information Systems

Minor Required Courses 18 Credits

BIS 3315	Programming and Algorithms	3
BIS 3349	Fundamentals of Computer Graphics	3
BIS 3635	Database Systems	3
BIS 3655	Data Communications and Networking	3
BIS 3666	Information Systems Analysis and Design	3
BIS 4675	Information Systems Project Management	3

Finance and Banking

Minor Required Courses 18 Credits

FIN 3701	Corporate Finance	3
FIN 3711	Investment	3
FIN 3712	Money and Capital Markets	3
FIN 3714	Business Condition Analysis	3
FIN 4812	International Finance	3
FIN 4813	Financial Management	3

Hospitality and Tourism Management

Minor Required Courses 18 Credits

HTM 3001	Sustainable Tourism	3
HTM 3101	Introduction to Hospitality Management	3
HTM 3102	Introduction to Tourism Industry Management	3
HTM 3103	Consumer Behavior in Hospitality and Tourism Industry	3
HTM 3205	Marketing in Hospitality and Tourism	3
HTM 3211	Food and Beverage Management	3

International Business Management

Minor Required Courses 18 Credits

IBM 2702	International Business Environment	3
IBM 3711	Comparative Management	3
IBM 3713	International Management	3
IBM 3714	Export-Import Policy and Strategy	3
IBM 4811	International Strategic Management	3
MKT 3620	Global Marketing	3

Industrial Management

Minor Required Courses 18 Credits

IDM 3203	Logistics and Supply Chain Management	3
IDM 3204	Industrial Safety and Risk Management	3
IDM 4201	Manufacturing Planning and Control	3
IDM 4203	Quality Management	3
IDM 4206	Industrial Environmental Management	3
MGT 3905	Operations Management	3

Management

Minor Required Courses 18 Credits

MGT 3901	Organization Theory	3
MGT 3903	Leadership	3
MGT 3917	Innovation and Change Management	3
MGT 3923	Strategic Human Resources Management	3
MGT 3942	Organizational Behavior	3
MGT 4916	Negotiation Strategy	3

Marketing

Minor Required Courses 18 Credits

MKT 3102	Integrated Marketing Communications	3
MKT 3525	Sales Management	3
MKT 3530	Consumer Behavior	3
MKT 3837	Service and Customer Relationship	3
MKT 4730	Marketing Management	3
MKT 4809	Marketing for Services	3

C. Free Elective Courses

6 Credits

Students can take free elective courses of 6 Credits from any faculty in Assumption University upon completion of the prerequisites (if any).



STUDY PLAN

FIRST YEAR First Semester

Code	Subjects	Credits
BG 1001	English I	3
BG 1200	Mathematics for Business	3
GE 1101	Thai Civilization	3
GE 1201	Information Literacy Skills	1
or GE 1204	Physical Education	1
GE 1301	Environmental Science	3
GE 1403	Communication in Thai	3
or GE 1401	Language and Communication Skills (For international students)	3
JA 1700	Introduction to Japanese	3
Total		19

Second Semester

Code	Subjects	Credits
BG 1002	English II	3
BG 1301	Fundamentals of Statistics	3
BG 2401	Microeconomics	3
BIS 1141	Business Software Applications	0
GL 1101	Elements of Spoken Language	3
JA 1701	Japanese I	3
MGT 1101	Introduction to Business	3
Total		18

SECOND YEAR First Semester

Code	Subjects	Credits
BG 2000	English III	3
BG 2400	Macroeconomics	3
JA 2701	Japanese II	3
JA 2703	Basic Reading and Writing I	3
MGT 2404	Managerial Psychology	3
MKT 2280	Principles of Marketing	3
Total		18

Second Semester

Code	Subjects	Credits
BG 2001	English IV	3
BIS 2180	Information Technology	3
FIN 2700	Money, Banking and Financial Markets	3
JA 2702	Japanese III	3
JA 2704	Basic Reading and Writing II	3
MGT 2900	Principles of Management	3
Total		18



THIRD YEAR
First Semester

Code	Subjects	Credits
GL 3102	Introduction to Linguistics	3
JA 3701	Intermediate Japanese Grammar	3
JA 3702	Business Japanese I	3
JA 3704	Oral Comprehension and Expression	3
	One Major Elective Course	3
	One Minor Course	3
Total		18

Second Semester

Code	Subjects	Credits
JA 4703 or JA 4721	Translation I: Japanese-Thai Japanese Conversation and Discussion (For international students)	3
GL 3103	Language, Culture and Behavior	3
GE 2101	World Civilization	3
	One Major Elective Course	3
	One Minor Course	3
	One Free Elective Course	3
Total		18

FOURTH YEAR
First Semester

Code	Subjects	Credits
JA 4701	Reading in Business Japanese I	3
JA 4702	Business Writing in Japanese I	3
JA 4704	Translation II: Thai-Japanese	3
or JA 4725	Translation in Business Japanese (For international students)	3
	Two Minor Courses	6
	One Free Elective Course	3
Total		18

Second Semester

Code	Subjects	Credits
GE 2202	Ethics	3
GE 2103	Arts of Reasoning	3
	One Major Elective Course	3
	Two Minor Courses	6
Total		15