



# BACHELOR OF ARTS

## PROGRAM IN BUSINESS ENGLISH

### GRADUATION REQUIREMENTS

Assumption University confers the degree of Bachelor of Arts in Business English upon students who meet all of the following requirements:

1. Have completed the total number of credits of the curriculum
2. Have obtained a cumulative grade point average of at least 2.00
3. Have participated in 16 sessions of the Professional Ethics Seminar
4. Have obtained library and financial clearance from the University
5. Have demonstrated good behavior and discipline
6. English proficiency standard for undergraduate level  
Prior to graduation, undergraduate students are obligated to meet the minimum English proficiency requirement specified in one of the following criteria:

Test Instruments	Required Passing Score
AU English Proficiency Assessment or	70%*
TOEFL (iBT) or	90
TOEFL (P) or	575
IELTS	6.5

\*70% = Level B2 of Common European Framework of Reference for Language (CEFR)

### OBJECTIVES

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

1. Have a sense of social and self-responsibility and become an ethical citizen of the society.
2. Have English proficiency necessary for business executions and be well-rounded in terms of intercultural communication.
3. Demonstrate skills and expertise in applying knowledge to real life context and solving problems creatively and efficiently.
4. Be able to work and communicate effectively with both Thai and international people with respect and courtesy.



## CURRICULUM STRUCTURE

<b>Total number of credits</b>	<b>142 Credits</b>
<b>A. General Education Courses</b>	<b>40 Credits</b>
Language Courses	15 Credits
Social Science Required Courses	10 Credits
Social Science Elective Courses	6 Credits
Humanities Course	3 Credits
Science and Mathematics Courses	6 Credits
<b>B. Specialized Courses</b>	<b>96 Credits</b>
Required Core Courses	30 Credits
Major Required Courses	36 Credits
Major Elective Courses	15 Credits
Minor Courses	15 Credits
<b>C. Free Elective Courses</b>	<b>6 Credits</b>

## COURSES

### A. General Education Courses

#### Language Courses 15 Credits

BG 1001	English I	3 (2-3-6)
BG 1002	English II	3 (2-3-6)
BG 2000	English III	3 (2-3-6)
BG 2001	English IV	3 (2-3-6)
GE 1403	Communication in Thai (for Thai students)	3 (3-0-6)
or		
GE 1405	Thai Language and Culture (for non-Thai students)	
or		
GE 1408	Thai Usage (for international students)	

#### Social Science Courses 16 Credits

##### (1) Social science required courses 10 Credits

BBA 2001	Human Behavior	3 (3-0-6)
BBA 1003	Introduction to Microeconomics and Personal Finance (only for Arts students)	3 (3-0-6)
GE 1204	Physical Education	1 (1-0-2)
GE 2202	Ethics	3 (3-0-6)

##### (2) Social science elective courses 6 Credits

Students are required to choose two of the following courses.

GE 1203	Society, Politics and Economics	3 (3-0-6)
GE 1205	ASEAN Ways	3 (3-0-6)
GE 2203	Art of Living	3 (3-0-6)
GE 2206	Personality Development	3 (3-0-6)
GE 2301	Lifestyles in Dynamic World	3 (3-0-6)
GE 2303	Building Brilliant Brain	3 (3-0-6)
CSX 2001	Introduction to Information Technology	3 (3-0-6)

or

ITX 3002	Introduction to Information Technology	3 (3-0-6)
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#### Humanities Course 3 Credits

GE 2102	Human Heritage and Globalization	3 (3-0-6)
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### Science and Mathematics Courses 6 Credits

MA 1000	Business Mathematics and Statistics (For School of Arts, School of Communication Arts and School of Music only)	3 (3-0-6)
GE 1302	Ecology and Sustainability	3 (3-0-6)

### B. Specialized Courses

#### Required Core Courses 30 Credits

BBA 1001	Business Exploration	3 (3-0-6)
BBA 1102	Data and Information Literacy	3 (2-2-5)
BBA 1104	Fundamentals of Marketing	3 (3-0-6)
BBA 2102	Organization and Management	3 (3-0-6)
BAC 1601	Fundamentals of Financial Accounting	3 (3-0-6)
GE 2103	Art of Reasoning	3 (3-0-6)
GL 1101	Elements of Spoken Language	3 (3-0-6)
GL 2101	Introduction to Language	3 (3-0-6)
GL 3104	Language, Culture, and Society	3 (3-0-6)
GL 3106	Trends in Business English	3 (3-0-6)

#### Major Required Courses 36 credits

EN 2230	Listening and Speaking	3 (3-0-6)
EN 3213	Business Communication in English	3 (3-0-6)
EN 3214	Fundamental Writing Development	3 (3-0-6)
EN 3272	Art of Translation	3 (3-0-6)
or		
EN 4254	Academic Writing (only for foreign students)	3 (3-0-6)
EN 3291	Intercultural Business Communication	3 (3-0-6)
EN 4232	Business Conversation	3 (3-0-6)
EN 4233	Public Speaking in English	3 (3-0-6)
EN 4241	Critical and Analytical Reading	3 (3-0-6)
EN 4256	Introduction to Business Research Writing	3 (3-0-6)
EN 4259	New Media Literacy	3 (3-0-6)
EN 4272	Translation in Business English	3 (3-0-6)
or		
EN 4292	Business Article Writing (only for foreign students)	3 (3-0-6)
EN 4296	Advanced Listening and Note-taking in Business	3 (3-0-6)

### Major Elective Courses 15 credits

EN 3234	English Pronunciation	3 (3-0-6)
EN 3281	English for Tourism	3 (3-0-6)
EN 3283	English for International Trade	3 (3-0-6)
EN 3287	English for Office Management	3 (3-0-6)
EN 3288	English for Airline Business	3 (3-0-6)
EN 3289	English for Music Business	3 (3-0-6)
EN 3290	English for Entrepreneurship	3 (3-0-6)
EN 3292	Grammar Essentials for Professional Life	3 (3-0-6)
EN 3293	English for Human Resources	3 (3-0-6)
EN 3294	English for Hotel Services	3 (3-0-6)
EN 3295	English for Online Business	3 (3-0-6)
EN 3296	English for Diplomatic Affairs	3 (3-0-6)
EN 4254	Academic Writing (only for foreign students)	3 (3-0-6)
EN 4262	Reading of Modern Viewpoints	3 (3-0-6)
EN 4292	Business Article Writing (only for foreign Students)	3 (3-0-6)
EN 4294	Business English Internship I	3 (3-0-6)
EN 4295	Business English Internship II	3 (3-0-6)

### Minor Courses 15 Credits

#### 1. Business Chinese

##### Minor Required Courses 12 Credits

CN 1400	Introduction to Chinese	3 (3-0-6)
CN 1401	Chinese I	3 (3-0-6)
CN 2401	Chinese II	3 (3-0-6)
CN 2402	Chinese III	3 (3-0-6)

##### Minor Elective Courses 3 Credits

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

#### 2. Business French

##### Minor Required Courses 15 Credits

FR 1510	French I	4 (3-2-6)
FR 1511	French II	4 (3-2-6)
FR 2512	French III	4 (3-2-6)
FR 3537	Communicative Skills in French	3 (3-0-6)
or		
FR 3539	French for Workplace Communication	3 (3-0-6)

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





### 3. Business Japanese

Minor Required Courses		12 Credits
JA 1700	Introduction to Japanese	3 (3-0-6)
JA 1701	Japanese I	3 (3-0-6)
JA 2701	Japanese II	3 (3-0-6)
JA 2702	Japanese III	3 (3-0-6)

**Minor Elective Courses** **3 Credits**  
Students can take any courses from the Department of Business Japanese upon completion of the prerequisites (if any).

### 4. Thai (Only for international students)

Minor Required Courses		15 Credits
TH 1500	Introduction to Thai	3 (3-0-6)
TH 1501	Thai Language I	3 (3-0-6)
TH 2501	Thai Language II	3 (3-0-6)
TH 2502	Thai Language III	3 (3-0-6)
TH 3501	Advanced Reading	3 (3-0-6)

### 5. Business Economics

Minor Required Courses		15 Credits
BEC 1401	Thinking as an Economist	3 (3-0-6)
BEC 2102	Economic Decision Making for Management	3 (3-0-6)
BEC 2303	Fundamentals of Econometrics	3 (3-0-6)
BEC 2304	Business and Economic Forecasting	3 (3-0-6)
BEC 3101	Firms, Competition and Market Structure	3 (3-0-6)

### 6. Entrepreneurship and Innovation Management

Minor Required Courses		15 Credits
BEN 3001	Entrepreneur and Innovation	3 (3-0-6)
BEN 3201	Innovation and Design Thinking	3 (3-0-6)
BEN 3202	Entrepreneurial Commercialization	3 (3-0-6)
BEN 3303	Entrepreneurial Leadership	3 (3-0-6)
BEN 4315	Family Business Management	3 (3-0-6)

### 7. Finance

Minor Required Courses		15 Credits
BBA 2103	Corporate Finance	3 (3-0-6)
BFN 3211	Investment Strategy and Applied Valuation	3 (3-0-6)
BFN 3212	Financial Reporting and Analysis	3 (3-0-6)
BFN 3221	Business and Economic Analysis for Decision Making	3 (3-0-6)
BFN 3223	Advanced Financial Management	3 (3-0-6)

### 8. Hospitality and Tourism Management

Minor Required Courses		15 Credits
BHT 3201	Introduction to Hospitality and Tourism Management	3 (3-0-6)
BHT 3202	Consumer Behavior in Hospitality and Tourism	3 (3-0-6)
BHT 3203	Food and Beverage Management	3 (3-0-6)
BHT 3204	Personality and Communication in Hospitality and Tourism	3 (3-0-6)
BHT 3205	Marketing for Hospitality and Tourism	3 (3-0-6)

### 9. International Business Management

Minor Required Courses		15 Credits
BIB 3201	Cross Cultural Human Resource Management	3 (3-0-6)
BIB 3202	Export-Import Policy and Strategy	3 (3-0-6)
BIB 3203	Global Business in Practice	3 (3-0-6)
BIB 3204	International Management	3 (3-0-6)
BIB 4209	International Strategic Management	3 (3-0-6)

### 10. Insurance

Minor Required Courses		15 Credits
BIR 3211	Risk Management and Insurance	3 (3-0-6)
BIR 3221	Property Insurance	3 (3-0-6)
BIR 3222	Casualty Insurance	3 (3-0-6)
BIR 3223	Life Assurance	3 (3-0-6)
BIR 4311	Employee Benefits	3 (3-0-6)



## 11. Marketing

Minor Required Courses	15 Credits
BMK 3201 Consumer Behavior	3 (3-0-6)
BMK 3202 Digital Marketing	3 (3-0-6)
BMK 3203 Brand Driven Innovation	3 (3-0-6)
BMK 3204 Competitive Analysis and Strategy	3 (3-0-6)
BMK 4302 Contemporary Issues in Marketing	3 (3-0-6)

## 12. Digital Business Management

Minor Required Courses	15 Credits
BDM 3201 Digital Business	3 (2-2-5)
BDM 3202 Digital Commerce	3 (2-2-5)
BDM 3203 Cyber security	3 (2-2-5)
BDM 3204 Enterprise Resource Planning	3 (2-2-5)
BDM 3205 Information Systems Strategy, Management, and Acquisition	3 (2-2-5)

## 13. Real Estate

Minor Required Courses	15 Credits
BRE 3201 Real Estate Business	3 (3-0-6)
BRE 3202 Real Estate Law	3 (3-0-6)
BRE 3203 Real Estate Economics	3 (3-0-6)
BRE 3204 Building Design and Construction Techniques	3 (3-0-6)
BRE 3205 Real Estate Development	3 (3-0-6)

## 14. Supply Chain Management

Minor Required Courses	15 Credits
BSC 3201 Logistics and Supply Chain Management	3 (3-0-6)
BSC 3202 Supply Chain Innovation and Technology	3 (3-0-6)
BSC 3203 Lean Manufacturing and Agile Supply Chain	3 (3-0-6)
BSC 3204 International Transportation and Distribution Management	3 (3-0-6)
BSC 3205 Warehousing and Material Handling	3 (3-0-6)

## 15. Communication Arts

Minor Required Courses	15 Credits
CA 1021 Introduction to Advertising and Branding	3 (3-0-6)
CA 1023 Introduction to Live Event Creation and Management	3 (2-2-5)
CA 1024 Introduction to Digital Media Communication	3 (2-2-5)
ART 1208 Computer Graphic Foundation	3 (2-2-5)
ART 2311 Photography	3 (2-2-5)

## 16. Music Entrepreneurship

Minor Required Courses	15 Credits
MB 2433 Computer Application for Musicians	3 (1-4-4)
MB 2531 Music Business	3 (3-0-6)
MB 2532 Music Industry	3 (3-0-6)
MS 1301 Musical Skills I	2 (3-2-1)
MS 1302 Musical Skills II	2 (3-2-1)
MS 2301 Musical Skills III	2 (3-2-1)

## C. Free Elective Course 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 (2-3-6)
BBA 1001	Business Exploration	3 (3-0-6)
GE 2013	Art of Reasoning	3 (3-0-6)
GE 1204	Physical Education	1 (1-0-2)
GE 1403	Communication in Thai	3 (3-0-6)
or		
GE 1405	Thai Language and Culture (only for non-Thai students)	
or		
GE 1408	Thai Usage (only for Thai students from international schools)	
GE 1302	Ecology and Sustainability	3 (3-0-6)
<b>Total</b>		<b>16 (15-3-32)</b>

#### Second Semester

BG 1002	English II	3 (2-3-6)
GE 2102	Human Heritage and Globalization	3 (3-0-6)
BBA 1104	Fundamentals of Marketing	3 (3-0-6)
BBA 1003	Introduction to Microeconomics and Personal Finance (only for Arts students)	3 (3-0-6)
GL 1101	Elements of Spoken Language	3 (3-0-6)
	One Social Science Elective Course	3 (3-0-6)
<b>Total</b>		<b>18 (17-3-36)</b>

### SECOND YEAR

#### First Semester

BG 2000	English III	3 (2-3-6)
BBA 1102	Data and Information Literacy	3 (2-2-5)
BBA 2102	Organization Management	3 (3-0-6)
EN 2230	Listening and Speaking	3 (3-0-6)
GL 2101	Introduction to Language	3 (3-0-6)
	One Free Elective	3 (3-0-6)
<b>Total</b>		<b>18 (17-5-36)</b>

#### Second Semester

BG 2001	English IV	3 (2-3-6)
GE 2202	Ethics	3 (3-0-6)
EN 3214	Fundamental Writing Development	3 (3-0-6)
MA 1000	Business Mathematics and Statistics	3 (3-0-6)
	One Free Elective Course	3 (3-0-6)
	One Social Science Elective Course	3 (3-0-6)
<b>Total</b>		<b>18 (17-3-36)</b>

### THIRD YEAR

#### First Semester

BBA 2001	Human Behavior	3 (3-0-6)
GL 3104	Language, Culture and Society	3 (3-0-6)
EN 3213	Business Communication in English	3 (3-0-6)
EN 3272	Art of Translation	3 (3-0-6)
or		
EN 4254	Academic Writing (only for foreign students)	
EN 3291	Intercultural Business Communication	3 (3-0-6)
	One Minor Course	3 (3-0-6)
<b>Total</b>		<b>18 (18-0-36)</b>

#### Second Semester

GL 3106	Trends in Business English	3 (3-0-6)
EN 4272	Translation in Business English	3 (3-0-6)
or		
EN 4292	Business Article Writing (only for foreign students)	
EN 4232	Business Conversation	3 (3-0-6)
	One Major Elective Course	3 (3-0-6)
	One Major Elective Course	3 (3-0-6)
	One Minor Course	3 (3-0-6)
<b>Total</b>		<b>18 (18-0-36)</b>

### FOURTH YEAR

#### First Semester

EN 4296	Advanced Listening and Note-taking in Business	3 (3-0-6)
EN 4259	New Media in Literacy	3 (3-0-6)
BAC 1601	Fundamentals of Financial Accounting	3 (3-0-6)
	One Major Elective Course	3 (3-0-6)
	One Minor Course	3 (3-0-6)
	One Minor Course	3 (3-0-6)
<b>Total</b>		<b>18 (18-0-36)</b>

#### Second Semester

EN 4233	Public Speaking in English	3 (3-0-6)
EN 4241	Critical and Analytical Reading	3 (3-0-6)
EN 4256	Introduction to Business Research Writing	3 (3-0-6)
	One Major Elective Course	3 (3-0-6)
	One Major Elective Course	3 (3-0-6)
	One Minor Elective Course	3 (3-0-6)
<b>Total</b>		<b>18 (18-0-36)</b>