



BACHELOR OF ARTS

PROGRAM IN BUSINESS JAPANESE

GRADUATION REQUIREMENTS

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

- Have completed the total number of credits of the curriculum
- Have obtained a cumulative grade point average of at least 2.00
- Have participated in 16 sessions of the Professional Ethics Seminar
- Have obtained library and financial clearance from the University
- Have demonstrated good behavior and discipline
- 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 OF CURRICULUM

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 up-to-date and business language skills both in Japanese and in English for listening, speaking, reading and writing through technologies.
3. Demonstrate skills and expertise in applying knowledge to real life context and solving problems creatively and efficiently.
4. Able to work and communicate effectively with both Thai and international people with respect and courtesy.
5. Able to use information technology and other technologies in communicating and presenting information.



CURRICULUM STRUCTURE

Total number of credits	142 Credits
A. General Education Courses	40 Credits
Language Courses	15 Credits
Social Science Courses	13 Credits
Humanities Courses	6 Credits
Science and Mathematics Courses	6 Credits
B. Specialized Courses	93 Credits
Core Courses	24 Credits
Major Required Courses	39 Credits
Major Elective Courses	15 Credits
Minor Courses	15 Credits
C. Free Elective Courses	9 Credits

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 7 Credits

BBA 1003	Introduction to Microeconomics and Personal Finance	3 (3-0-6)
GE 1204	Physical Education	1 (1-0-2)
GE 2202	Ethics	3 (3-0-6)

Social Science Elective Courses 6 Credits

Students are required to choose two of the following courses.

GE 1203	Society, Politics and Economic	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)

Humanities Courses 6 Credits

GE 1104	Thai Historical Perspectives	3 (3-0-6)
GE 2102	Human Heritage and Globalization	3 (3-0-6)

Science and Mathematics Courses 6 Credits

MA 1000	Business Mathematics and Statistics	3 (3-0-6)
GE 1302	Ecology and Sustainability	3 (3-0-6)



B. Specialized Courses

Core Courses

24 Credits

BAC 1601	Fundamentals of Financial Accounting	3 (3-0-6)
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 2001	Human Behavior	3 (3-0-6)
BBA 2102	Organization and Management	3 (3-0-6)
GL 1101	Elements of Spoken Language	3 (3-0-6)
GL 3102	Introduction to Linguistics	3 (3-0-6)

Major Required Courses

39 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)
JA 2703	Basic Reading and Writing in Japanese I	3 (3-0-6)
JA 2704	Basic Reading and Writing in Japanese II	3 (3-0-6)
JA 3701	Intermediate Japanese Grammar	3 (3-0-6)
JA 3702	Business Japanese I	3 (3-0-6)
JA 3704	Oral Comprehension and Expression	3 (3-0-6)
JA 3724	Aspects of Japan	3 (3-0-6)
JA 4701	Reading in Business Japanese I	3 (3-0-6)
JA 4702	Business Writing in Japanese I	3 (3-0-6)
JA 4725	Translation in Business Japanese	3 (3-0-6)

Major Elective Courses

15 credits

JA 3705	Japanese for Office Management	3 (3-0-6)
JA 3721	Introduction to Japanese Linguistics	3 (3-0-6)
JA 3722	Japanese Reading and Oral Report	3 (3-0-6)
JA 3723	Introduction to Japanese Phonetics	3 (3-0-6)
JA 3726	Japanese for Tourism	3 (3-0-6)
JA 3727	Japanese for Hotels	3 (3-0-6)
JA 3728	Japanese for Airline Services	3 (3-0-6)
JA 3729	Survey of Japanese Literature	3 (3-0-6)
JA 4703	Translation I: Japanese-Thai	3 (3-0-6)
JA 4704	Translation II: Thai-Japanese	3 (3-0-6)
JA 4721	Japanese Conversation and Discussion	3 (3-0-6)
JA 4722	Reading in Business Japanese II	3 (3-0-6)
JA 4723	Business Writing in Japanese II	3 (3-0-6)
JA 4724	Business Japanese II	3 (3-0-6)
JA 4726	Public Speaking in Japanese	3 (3-0-6)

JA 4727	Seminar	3 (3-0-6)
JA 4729	Cooperative Education	6 (320 hours)

Minor Courses

15 Credits

(1) Business English

Minor Required Courses

12 Credits

EN 2230	Listening and Speaking	3 (3-0-6)
EN 3214	Fundamental Writing Development	3 (3-0-6)
EN 3213	Business Communication in English	3 (3-0-6)
EN 4232	Business Conversation	3 (3-0-6)

Minor Elective Courses

3 Credits

Students can take any courses from the Department of Business English 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)

(3) 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).

(4) Thai

Minor Required Courses

15 Credits

TH 1501	Introduction to Thai	3 (3-0-6)
TH 1502	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)
or		
TH 3502	Advanced Thai Writing	3 (3-0-6)

**(5) Business Economics****Minor Required Courses 15 Credits**

BEC 1401	Thinking as an Economist	3 (3-0-6)
BEC 2102	Economics Decision Making for Management	3 (3-0-6)
BEC 2303	Fundamental 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) Entrepreneur 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 in 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	Cybersecurity	3 (2-2-5)
BDM 3204	Enterprise Resource Planning	3 (2-2-5)
BDM 3205	Information Systems Strategy, Management, and Acquisition	3 (3-0-6)

(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 Courses 9 Credits

Students can take free elective courses of 9 credits from any faculty in Assumption University upon completion of the prerequisites (if any).

(1) Business Japanese

JA 0721	Japanese for Beginners I	3 (3-0-6)
JA 0722	Japanese for Beginners II	3 (3-0-6)
JA 0723	Reading and Writing Japanese Scripts	3 (3-0-6)

STUDY PLAN

FIRST YEAR

First Semester

Code	Subjects	Credits
BG 1001	English I	3 (2-3-6)
MA 1000	Business Mathematics and Statistics	3 (3-0-6)
GE 1104	Thai Historical Perspectives	3 (3-0-6)
GE 1204	Physical Education	1 (1-0-2)
BBA 1102	Data and Information Literacy	3 (3-0-6)
GE 1403	Communication in Thai	3 (3-0-6)
or		
GE 1405	Thai Language and Culture (for non-Thai students)	
or		
GE 1408	Thai Usage (for international students)	
JA 1700	Introduction to Japanese	3 (3-0-6)
	Total	19 (18-3-38)

Second Semester

BG 1002	English II	3 (2-3-6)
BBA 1001	Business Exploration	3 (3-0-6)
JA 1701	Japanese I	3 (3-0-6)
GE 1302	Ecology and Sustainability	3 (3-0-6)
GL 1101	Elements of Spoken Language	3 (3-0-6)
	One Social Science Elective Course	3 (3-0-6)
	Total	18 (17-3-36)

SECOND YEAR

First Semester

BG 2000	English III	3 (2-3-6)
BBA 1104	Fundamentals of Marketing	3 (3-0-6)
JA 2701	Japanese II	3 (3-0-6)
JA 2703	Basic Reading and Writing I	3 (3-0-6)
GE 2101	Human Heritage and Globalization	3 (3-0-6)
	One Social Science Elective Course	3 (3-0-6)
	Total	18 (17-3-36)

Second Semester

BG 2001	English IV	3 (2-3-6)
BAC1601	Fundamentals of Financial Accounting	3 (3-0-6)
BBA 2001	Human Behavior	3 (3-0-6)
GL 3102	Introduction to Linguistics	3 (3-0-6)
JA 2702	Japanese III	3 (3-0-6)
JA 2704	Basic Reading and Writing II	3 (3-0-6)
	Total	18 (17-3-36)

THIRD YEAR

First Semester

BBA 1003	Introduction to Microeconomics and Personal Finance	3 (3-0-6)
GE 2202	Ethics	3 (3-0-6)
JA 3702	Business Japanese I	3 (3-0-6)
JA 3704	Oral Comprehension and Expression	3 (3-0-6)
JA 3724	Aspects of Japan	3 (3-0-6)
	One Minor Course	3 (3-0-6)
	Total	18 (18-0-36)

Second Semester

JA 3701	Intermediate Japanese Grammar	3 (3-0-6)
JA 4701	Reading in Business Japanese I	3 (3-0-6)
BBA 2102	Organization and Management	3 (3-0-6)
	Two Major Elective Courses	6 (6-0-12)
	One Minor Course	3 (3-0-6)
	Total	18 (18-0-36)

FOURTH YEAR

First Semester

JA 4702	Business Writing in Japanese I	3 (3-0-6)
JA 4725	Translation in Business Japanese	3 (3-0-6)
	One Major Elective Course	3 (3-0-6)
	Two Minor Courses	6 (6-0-12)
	One Free Elective Course	3 (3-0-6)
	Total	18 (18-0-36)

Second Semester

	Two Major Elective Courses	6 (6-0-12)
	One Minor Course	3 (3-0-6)
	Two Free Elective Courses	6 (6-0-12)
	Total	15 (15-0-30)

STUDY PLAN

For student who will take JA4729 Cooperative Education in the second semester of Fourth year

FIRST YEAR

First Semester

Code	Subjects	Credits
BG 1001	English I	3 (2-3-6)
MA 1000	Business Mathematics and Statistics	3 (3-0-6)
GE 1104	Thai Historical Perspectives	3 (3-0-6)
GE 1204	Physical Education	1 (1-0-2)
BBA 1102	Data and Information Literacy	3 (3-0-6)
GE 1403	Communication in Thai	3 (3-0-6)
or		
GE 1405	Thai Language and Culture (for non-Thai students)	
or		
GE 1408	Thai Usage (for international students)	
JA 1700	Introduction to Japanese	3 (3-0-6)
Total		19 (18-3-38)

Second Semester

BG 1002	English II	3 (2-3-6)
BBA 1001	Business Exploration	3 (3-0-6)
JA 1701	Japanese I	3 (3-0-6)
GE 1302	Ecology and Sustainability	3 (3-0-6)
GL 1101	Elements of Spoken Language	3 (3-0-6)
	One Social Science Elective Course	3 (3-0-6)
Total		18 (17-3-36)

SECOND YEAR

First Semester

BG 2000	English III	3 (2-3-6)
BBA 1104	Fundamentals of Marketing	3 (3-0-6)
JA 2701	Japanese II	3 (3-0-6)
JA 2703	Basic Reading and Writing I	3 (3-0-6)
GE 2101	Human Heritage and Globalization	3 (3-0-6)
	One Social Science Elective Course	3 (3-0-6)
Total		18 (17-3-36)

Second Semester

BG 2001	English IV	3 (2-3-6)
BAC1601	Fundamentals of Financial Accounting	3 (3-0-6)
BBA 2001	Human Behavior	3 (3-0-6)
GL 3102	Introduction to Linguistics	3 (3-0-6)
JA 2702	Japanese III	3 (3-0-6)
JA 2704	Basic Reading and Writing II	3 (3-0-6)
Total		18 (17-3-36)

THIRD YEAR

First Semester

BBA 1003	Introduction to Microeconomics and Personal Finance	3 (3-0-6)
GE 2202	Ethics	3 (3-0-6)
JA 3702	Business Japanese I	3 (3-0-6)
JA 3704	Oral Comprehension and Expression	3 (3-0-6)
JA 3724	Aspects of Japan	3 (3-0-6)
	Two Minor Course	6 (6-0-12)
Total		21 (21-0-42)

Second Semester

JA 3701	Intermediate Japanese Grammar	3 (3-0-6)
JA 4701	Reading in Business Japanese I	3 (3-0-6)
BBA 2102	Organization and Management	3 (3-0-6)
	Two Major Elective Courses	6 (6-0-12)
	One Minor Course	3 (3-0-6)
	One Free Elective Course	3 (3-0-6)
Total		21 (21-0-42)

FOURTH YEAR

First Semester

JA 4702	Business Writing in Japanese I	3 (3-0-6)
JA 4725	Translation in Business Japanese	3 (3-0-6)
	One Major Elective Course	3 (3-0-6)
	Two Minor Courses	6 (6-0-12)
	One Free Elective Course	6 (6-0-12)
Total		21 (21-0-42)

Second Semester

JA 4729	Cooperative Education	6 (320 hrs.)
Total		6 (320 hrs.)