

**Program Name** Bachelor of Arts Program in Business Chinese  
**Degree Offered** Bachelor of Arts in (Business Chinese)  
 B.A. (Business Chinese)

**Program Structure**

| <b>Total Credits</b>          | <b>135</b> | <b>Credits</b> |
|-------------------------------|------------|----------------|
| 1) General Education Courses  | 30         | Credits        |
| 2) Major/Professional Courses | 99         | Credits        |
| 2.1) Required Courses         | 78         | Credits        |
| 2.2) Elective Courses         | 21         | Credits        |
| 3) Free Elective Courses      | 6          | Credits        |

**Major/Professional Courses**

**Required Courses**

|   |           |
|---|-----------|
| 408 103 Elementary Chinese I                            | 3 (3-0-6) |
| 408 104 Elementary Chinese II                           | 3 (3-0-6) |
| 408 111 Chinese Listening and Speaking in Everyday Life | 3 (2-2-5) |
| 408 112 Communication Chinese Listening and Speaking    | 3 (2-2-5) |
| 408 123 Chinese Reading and Writing I                   | 3 (3-0-6) |
| 408 124 Chinese Reading and Writing II                  | 3 (3-0-6) |
| 408 205 Intermediate Chinese I                          | 3 (3-0-6) |
| 408 206 Intermediate Chinese II                         | 3 (3-0-6) |
| 408 213 Academic Chinese Listening and Speaking         | 3 (2-2-5) |
| 408 214 Basic Chinese for Conversation and Discussion   | 3 (2-2-5) |
| 408 221 Chinese Comprehensive Reading                   | 3 (3-0-6) |
| 408 222 Chinese Critical Reading                        | 3 (3-0-6) |
| 408 231 Chinese Sentence and Paragraph Writing          | 3 (3-0-6) |
| 408 232 Chinese Essay Writing                           | 3 (3-0-6) |
| 408 307 Advanced Chinese I                              | 3 (3-0-6) |
| 408 308 Advanced Chinese II                             | 3 (3-0-6) |
| 408 442 Research Methodology in Chinese Studies         | 3 (3-0-6) |
| 426 211 Business Chinese I                              | 3 (3-0-6) |
| 426 212 Business Chinese II                             | 3 (3-0-6) |
| 426 313 Business Chinese III                            | 3 (3-0-6) |
| 426 314 Business Chinese IV                             | 3 (3-0-6) |
| 426 323 Business Chinese Conversation I                 | 3 (2-2-5) |
| 426 324 Business Chinese Conversation II                | 3 (2-2-5) |
| 426 331 Business Chinese Reading I                      | 3 (3-0-6) |
| 426 332 Business Chinese Reading II                     | 3 (3-0-6) |
| 426 391 Seminar in Business Chinese                     | 3 (3-0-6) |

**Elective Courses**

|   |             |
|---|-------------|
| 408 481 Introduction to Chinese Culture               | 3 (3-0-6)   |
| 408 482 Chinese History and Development               | 3 (3-0-6)   |
| 426 361 Principles of Marketing and Chinese Marketing | 3 (3-0-6)   |
| 426 362 Principles of Business Chinese Management     | 3 (3-0-6)   |
| 426 363 Chinese Trade Culture                         | 3 (3-0-6)   |
| 426 364 Contemporary Chinese Economy                  | 3 (3-0-6)   |
| 426 365 Chinese for Tourism                           | 3 (3-0-6)   |
| 426 381 Chinese Art and Culture                       | 3 (3-0-6)   |
| 426 425 Business Chinese Conversation III             | 3 (3-0-6)   |
| 426 433 Chinese Newspaper Reading                     | 3 (3-0-6)   |
| 426 441 Business Chinese Translation                  | 3 (3-0-6)   |
| 426 451 Business Chinese Writing                      | 3 (3-0-6)   |
| 426 495 Cooperative Education in Business Chinese     | 6 (0-90-45) |

**Course Description**

**408 103 Elementary Chinese I**

**3 (3-0-6)**

Chinese in various situations in daily life, proverbs, Chinese grammar, learning 500 Chinese characters

- 408 104 Elementary Chinese II** **3 (3-0-6)**  
Chinese in various situations in daily life, proverbs, Chinese grammar, learning 500 Chinese characters in addition to course 408 103
- 408 111 Chinese Listening and Speaking in Everyday Life** **3 (2-2-5)**  
Listening and Speaking Skilling greetings, introducing oneself and others, leave taking, asking for and giving direction, making invitations, making apologies, making appointments pronunciation at phonemic level
- 408 112 Communication Chinese Listening and Speaking** **3 (2-2-5)**  
Listening for main idea, identifying facts and opinions from listening texts expressing ideas on listening text
- 408 123 Chinese Reading and Writing I** **3 (3-0-6)**  
Reading Chinese characters, rules of Chinese characters writing, structure of Chinese characters, Chinese character writing, main components of the meaning of Chinese characters
- 408 124 Chinese Reading and Writing II** **3 (3-0-6)**  
Reading and capturing the main ideas from selected materials, grammatical structure, construction of words, phrases and simple sentences
- 408 205 Intermediate Chinese I** **3 (3-0-6)**  
Complicated Chinese contexts and expressions, proverbs, Chinese grammar, learning 500 Chinese characters in addition to course 408 104
- 408 206 Intermediate Chinese II** **3 (3-0-6)**  
Complicated Chinese contexts and expressions, proverbs, Chinese grammar, learning 500 Chinese characters in addition to course 408 205
- 408 213 Academic Chinese Listening and Speaking** **3 (2-2-5)**  
Discussions techniques, presentation, Meetings, reporting and explaining
- 408 214 Basic Chinese for Conversation and Discussion** **3 (2-2-5)**  
Discussion and giving opinions about society, politics and entertainment
- 408 221 Chinese Comprehensive Reading** **3 (3-0-6)**  
Basic reading skills, reading strategies, discerning word meanings and the main idea of the written material
- 408 222 Chinese Critical Reading** **3 (3-0-6)**  
Reading and finding main ideas of selected articles of various topics, analysis of words, analysis of sentence structure, getting topics and main ideas, and summarizing
- 408 231 Chinese Sentence and Paragraph Writing** **3 (3-0-6)**  
Principles of writing in Chinese at sentence and paragraph levels, writing simple, compound and complex sentence
- 408 232 Chinese Essay Writing** **3 (3-0-6)**  
Principles of essay writing, organization of essay, writing descriptive, narrative essays
- 408 307 Advanced Chinese I** **3 (3-0-6)**  
More complicated Chinese writing to study the vocabularies, sentence structure, expressions and grammar; 500 characters in addition to course 408 206
- 408 308 Advanced Chinese II** **3 (3-0-6)**  
Reading of complicated Chinese writing to study the vocabularies, sentence structure, expressions and grammar, 500 characters to be learn in addition to course 408307

- 408 442 Research Methodology in Chinese Studies** **3 (3-0-6)**  
Writing research proposal, research design, instrumentation, data collection, data analysis, writing results and discussion for quantitative research. Writing research results and discussion
- 408 481 Introduction to Chinese Culture** **3 (3-0-6)**  
Important traditions, philosophy, arts, handicrafts, life styles, belief, values and customs
- 408 482 Chinese History and Development** **3 (3-0-6)**  
History of gathering power, establishing a dynasty, governing policy, extending power, prosperity, dynasty collapsing, and histories of significant persons in ancient age
- 426 211 Business Chinese I** **3 (3-0-6)**  
Job applications , employment and training, business exchanges, office supplies, goods exhibitions, conferences and visits, company types, structure of a company, price inquiry and negotiation, goods delivery and payment
- 426 212 Chinese Business II** **3 (3-0-6)**  
Signing contracts, business dispute, marketing and advertisement, sales and service, culture in business, special economic zones and development zones, protection of environment and construction, property rights, marketing sustainability
- 426 313 Chinese Business III** **3 (3-0-6)**  
Receptions and parties, ordering goods, requesting for samples, discussing about drafting contracts, packaging and transporting, customs, goods inspection, trade dispute, searching for trade partners, and dealers
- 426 314 Chinese Business IV** **3 (3-0-6)**  
การฝึกทักษะและกลวิธีพื้นฐานในการใช้ภาษาจีนเพื่อประกอบธุรกิจระหว่างประเทศ การทำธุรกิจสินค้า นำเข้า สินค้าส่งออกการส่งสินค้า การนำเสนอสินค้า การเจรจาต่อรอง  
Basic skills and techniques for international trade, imports and exports, placing orders, sales presentation, negotiation
- 426 323 Business Chinese for Conversation I** **3 (2-2-5)**  
Making appointments, welcoming, entertaining and giving a farewell party, visiting goods exhibitions, negotiating and delivering goods
- 426 324 Business Chinese Conversation II** **3 (2-2-5)**  
Using Chinese in business, scheduling, dealing trade, negotiating prices, payment, agents, sales promotion, trade fairs
- 426 331 Business Chinese Reading I** **3 (3-0-6)**  
Basic skills in reading for comprehension, reading techniques, techniques of finding out word meanings and important points of the business written materials
- 426 332 Business Chinese Reading II** **3 (3-0-6)**  
Reading and identifying main ideas in business articles
- 426 361 Principles of Chinese Marketing** **3(3-0-6)**  
Organization strategies, marketing research, selection of marketing management, products, price, trends for marketing share, advertisement, sales clerk, public relations and sales promotion, customer service, marketing competition, pioneering overseas market and Chinese marketing
- 426 362 Principles of Business Chinese Management** **3(3-0-6)**  
Principles of Business Chinese Management, concept, theory about Chinese management, development of management Theory and management Style
- 426 363 Chinese Trade Culture** **3(3-0-6)**

Characteristics of the Chinese people, business meetings, establishing business relations, cross-cultural communication, interpersonal relationships, negotiations, management, taboos and fondnesses, festival celebrations

**426 364 Contemporary Chinese Economy 3 (3-0-6)**

Evolution of Chinese economy, agricultural and industrial developments, financial policies, monetary properties, socio-economic problems, technological advancement, development of economic zones, free-trade system opening in China

**426 365 Chinese for Tourism 3 (3-0-6)**

Welcoming, thanking and farewell conversations, reservations of accommodations, travelling, and tourist places, provision of information on tourist places, things to know for the tour guides

**426 381 Chinese Art and Culture 3 (3-0-6)**

Chinese martial arts, Tai chi chuan (Chinese boxing), Postures, The art of Chinese Calligraphy, Theories and principles of Chinese Calligraphy, The structure, spacing and composition of image.

**426 391 Seminar in Business Chinese 3 (3-0-6)**

Discussion of general topics, thinking process, organizing ideas, and making appropriate presentation

**426 425 Business Chinese Conversation III 3 (3-0-6)**

Skills necessary for business communication in various situations such as telephoning, making arrangements, supplying information and showing around a work place

**426 433 Business Chinese Newspapers Reading 3 (3-0-6)**

Principles of reading Chinese newspapers, sentence structures, expressions, and vocabulary in business Chinese news

**426 441 Business Chinese Translation 3 (3-0-6)**

Principles of translation, translating business articles from Chinese to Thai, and Thai to Chinese at sentence and paragraph levels

**426 451 Business Chinese Writing 3 (3-0-6)**

Writing business letters, advertisements, speeches in Business Chinese and commercial documents

**426 495 Cooperative Education in Business Chinese 6 (0-90-45)**

Practicum in an approved workplace apprenticeship as full time staff in approved public or private workplace; report writing and presentation