Program: Bachelor of Hospitality Technology Innovation, International Program

Degree: Bachelor of Hospitality Technology Innovation, International Program

Study Plan:

Year	First Trimester	Cr	Second Trimester	Cr	Third Trimester	Cr
FRESHMAN	202202 Citizenship and Global Citizens	3	202201 Life Skills	3	202108 Digital Literacy	2
	213101 English for Communication I	3	213102 English for Communication 2	3	202109 Use of Application Programs for Learning	1
	211121 Introduction to Hotel Business	3	211101 Computer Programming for Information System I	3	213203 English for Academic Purposes	3
	211122 Introduction to Tourism Industry	3	211123 Introduction to Aviation Industry	3	211102 Information System Analysis	3
	Select 4 credits from the following courses		211124 Introduction to M.I.C.E. Industry	3	211125 Hotel Business Operation	3
	202111 Thai for Communication	2	Select 2 credits from the following courses		211126 Operation in Tourism	3
	202175 Art Appreciation	2	202111 Thai for Communication	2	Select 2 credits from the following courses	
	202181 Holistic Health	2	202175 Art Appreciation	2	202111 Thai for Communication	2
	202222 Professional and Community Engagement	2	202181 Holistic Health	2	202175 Art Appreciation	2
	202241 Law in Daily Life	2	202222 Professional and Community Engagement	2	202181 Holistic Health	2
	202324 Pluri-Culture Thai Studies	2	202241 Law in Daily Life	2	202222 Professional and Community Engagement	2
	202331 Asean Studies	2	202324 Pluri-Culture Thai Studies	2	202241 Law in Daily Life	2
	202373 Design Thinking	2	202331 Asean Studies	2	202324 Pluri-Culture Thai Studies	2
			202373 Design Thinking	2	202331 Asean Studies	2
					202373 Design Thinking	2
	Total	**16**	**Total**	**17**	**Total**	**17**

Year	First Trimester	Cr	Second Trimester	Cr	Third Trimester	Cr
SOPHOMORE	213204 English for Specific Purposes	3	202203 Man, Social and Environment	3	202207 Man, Economy and Development	3
	211201 Data Design and Development	4	213305 English for Career	3	211203 Animation and Multimedia Design and Development	3
	211221 Operation in Aviation Industry	3	211202 Web Technology	3	211225 Management in Aviation Industry	4
	211222 Operation in M.I.C.E.	3	211223 Hotel Business Management	4	211226 M.I.C.E. Management	4
	Free elective course	3	211224 Tourism Management	4	Select 3 credits from the following courses	
			Select 3 credits from the following courses		English for Business Correspondence	3
			English for Business Correspondence	3	Chinese II	3
			Chinese I	3	Japanese II	3
			Japanese I	3		
	Total	**16**	**Total**	**17**	**Total**	**20**
JUNIOR	205305 Entrepreneurship and New Venture Creation	3	205306 Go-to-Market Strategies for Innovative Product and Service	2	205307 Business Plan and Financing	3
	211301 Technology of Digital Media Production for Hospitality Industry	4	Select 2 credits from elective course of minor entrepreneurship	2	205395 Pre-Enterprise Cooperative Education or Pre-Enterprise Incubation	1
	211321 Technology and Innovation in Hotel Business	4	211323 Technology and Innovation in Aviation Industry	4	Select 2 credits from elective course of minor entrepreneurship	2
	211322 Technology and Innovation in Tourism	4	Select 3 credits from the following courses		211324 Technology and Innovation in M.I.C.E.	4
	Select 3 credits from the following courses		English for Customer Service	3	211381 Seminar in Hospitality Technology Innovation	3
	English for Business Meetings	3	Business Chinese I	3	Select 3 credits from the following courses	
	Chinese III	3	Business Japanese I	3	English for Business	3
	Japanese III	3	Free elective course	3	Business Chinese II	3
			Free elective course	2	Business Japanese II	3
	Total	**18**	**Total**	**16**	**Total**	**16**

Year	First Trimester	Cr	Second Trimester	Cr	Third Trimester	Cr
SENIOR	205492 Enterprise Cooperative Education	8	211481 Project in Hospitality Technology Innovation	4		
	205493 Enterprise Incubation	(8)				
	Total	**8**	**Total**	**4**	**Total**	

Remark: This study plan may change according to the needs of students based on the program structure.

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Course Description:

Courses	Credit (Lect.-Lab-Self stud.)	Prerequisite	Course Description
General Education Courses			
202108 Digital Literacy	2(2-0-4)	None	Selecting sources of information for research; using digital technology in information retrieval; collecting and evaluating information qualities; analyzing and synthesizing information; writing reports and referencing; security, effects, ethics, morals, and laws regarding media and digital technology using
202109 Use of Application Programs for Learning	1(0-2-1)	None	Basics of computer programming; using application software for document management; presenting information; data management for calculation and creative database management; designing and developing a website for working in a daily life
202201 Life Skills	3(3-0-6)	None	Knowing and understanding self and others; rational thinking and analyzing; systems and holistic thinking; creative decision-making and problem-solving; self-directed learning in a context of lifelong learning; work-life balance; sufficiency in living; self-care; stress and emotion management; solutions to life issues
202202 Citizenship and Global Citizens	3(3-0-6)	None	Important characteristics of citizens; roles of Thai and global citizens; important concepts of international relations; international organizations; transboundary impacts; critique and lesson-learned from international phenomena

Courses		Credit (Lect.-Lab-Self stud.)	Prerequisite	Course Description
202203	Man, Society and Environment	3(3-0-6)	None	Conditions of being human; cultural diversity; social order; ecological system; natural resources and environment; utilization of natural resources; sustainable development
202207	Man, Economy and Development	3(3-0-6)	None	Economy and social development; trends of economic and social development; exclusive development; inclusive development; innovation-based development; creative economy; community engagement; social entrepreneurship
Language Courses				
213101	English for Communication I	3(3-0-6)	None	Developing students' abilities for effective communication in social settings; focusing on integrated skills with the primary emphasis on listening and speaking; developing communication and language learning strategies; and promoting autonomous learning using various resources
213102	English for Communication II	3(3-0-6)	213101 English for Communication I	focusing on integrated skills, particularly listening and speaking for academic purposes; further developing communication and language learning strategies; and reinforcing autonomous learning using various semi-academic materials from a variety of resources
213203	English for Academic Purposes	3(3-0-6)	213102 English for Communication II	Course content dealing with English for academic purposes for effective communication in an academic field of study; text-based activities involving integrated language skills with an emphasis on reading; exposure to both authentic and semi-authentic materials from both printed and audiovisual materials, as well as online resources

Courses	Credit (Lect.-Lab-Self stud.)	Prerequisite	Course Description
213204 English for Specific Purposes	3(3-0-6)	213203 English for Academic Purposes	Further enhancement of students' language skills and ability in science and technology content; exposure to authentic language in science and technology from both printed and audiovisual materials, as well as online resources; focus on text-based tasks involving integrated skills with an emphasis on reading and writing
213305 English for Careers	3(3-0-6)	213204 English for Specific Purposes	Developing English skills needed for employment preparation, covering such topics as job search, resumes, cover letters, and job interviews; effective communication skills in the workplace; skills needed in preparing for the Test of English for International Communication (TOEIC)
General Education Elective Courses			
202111 Thai for Communication	2(2-0-4)	None	Principles of Thai language; skill of using Thai in speaking; listening; reading; and writing; composition in Thai for communication and work presentation
202175 Art Appreciation	2(1-2-3)	None	Definition of art; artists' aspiration for art from various perspectives; values and aesthetic for soul; context of arts; visual culture towards art interpretation; roles and effects of arts in a society and world cultures through various perspectives; artwork creation valuable for self and others; arts and museums; public arts; music and art therapy; arts for sufficient life
202181 Holistic Health	2(2-0-4)	None	Concepts regarding holistic health and health balance; weight control; sleep and relaxation; concentration and mental health; stress management; body strengthening; alternative healthcare

Courses	Credit (Lect.-Lab-Self stud.)	Prerequisite	Course Description
202222 Professional and Community Engagement	2(1-2-3)	None	Projects and activities for building students' working experiences with a community or a professional group that enhance life skills and respond to visions and objectives of a community or a professional group
202241 Law in Daily Life	2(2-0-4)	None	Basic principle of law; hierarchy of law; population registry law; useful law in daily life law concerning person; property, juristic act and contract; loan agreement; service contract; made-to-order contract; contract of sale; property rental contract; hire-purchase contract; surety ship agreement; mortgage contract; basic law of family and inheritance; consumer protection law; basic law of intellectual property
202324 Pluri-Cultural Thai studies	2(2-0-4)	None	Understanding of Thai society and cultural systems; plurality in Thai economic and political development; significance of plural folk wisdoms; concept of sufficiency economy in global trends
202331 ASEAN Studies	2(2-0-4)	None	Origins and purposes of ASEAN community; unity based on a socio-cultural diversity; respects for rights, civic responsibility and human dignity under different types of governments in each ASEAN Member State; living together happily and peacefully with ASEAN friends; quality of life in education and working systems
202373 Design Thinking	2(2-0-4)	None	Creative thinking; questioning and problem-solving; brainstorming and society need-based service design; prototyping; appropriate application of innovation; lesson-learned
Specific Requirement Course			

Courses	Credit (Lect.-Lab-Self stud.)	Prerequisite	Course Description
211101 Computer Programming for information system I	3(2-2-5)	None	Computer languages and syntax; computer program design and development; steps and procedures of programming using high level computer languages, such as C language; input and output; variable data type; expression; operators; control statements; array; programming to solve problems and for use in information systems.
211102 Information System Analysis	3(2-2-5)	None	Definition, significance and components of information systems; objectives and benefits of information systems in organization; system development life cycle; organization structure, analysis and information circulation; analysis and conceptual design; the concepts of business processes; characteristics of a quality process; business process identification; framework for business process improvement; case studies on the topic of information system and business process analysis.
211201 Database Design and Development	4(3-3-8)	None	Definition, types and significance of data and databases; database design techniques; software for developing and managing databases; relational database development; database administration with emphasis on data accuracy and data security; technology for database development; applications of database to information services

Courses	Credit (Lect.-Lab-Self stud.)	Prerequisite	Course Description
211202 Web Technology	3(2-3-6)	None	Fundamental Web technology: Web browsers, Web servers, Website design and development; Web application programs: Web database; HTML; XML; Web service; Web Content Management System; CSS; Hypertext Transfer Protocol (HTTP); privacy; reliability; Web security
211203 Animation and Multimedia Design and Development	3(2-3-6)	None	Concepts of multimedia; principles of multimedia design; current technology for multimedia design and production; multimedia application in communication; techniques for data selection and special techniques for multimedia development such as still pictures and motion, animation, music, sound; testing, evaluation and utilization of communication systems and computer networks for multimedia development
211301 Technology of Digital Media Production for Hospitality Industry	4(1-6-6)	None	Digital media design and development for hospitality industry, using up-to-date technologies and applications for digital media design and production: visual, audio, and audiovisual media for hospitality industry, hands-on practice by using technologies and applications for digital media production for hospitality industry
Major Hospitality Technology Innovation			
211121 Introduction to Hotel Business	3(3-0-6)	None	Definitions and importance of hotel business, types of hotel business, attributions and roles of hotel business in hospitality industry, structure of hotel business, situation and trends of hotel business in the national and global levels

Courses	Credit (Lect.-Lab-Self stud.)	Prerequisite	Course Description
211125 Hotel Business Operation	3(2-2-5)	None	Concept and principles of hotel business operations including room service, food and beverage preparation and service, spa and wellness service and other services, service quality and standard, current issues in operations and customer service, the use of technology in service and operations in the hotel business
211223 Hotel Business Management	4(2-4-6)	None	General management for hotel, the property management system (PMS) for hotel, trends and important issues in hotel management, human resource management, digital marketing and innovation in marketing for hotel business, financial control and accounting, cost control, revenue management, facility management, quality management, legal aspects, ethics, social and environmental responsibility of hotel business
211321 Technology and Innovation in Hotel Business	4(1-6-5)	None	Trends and directions of global change that affect the use of technology in the operation and management of hotel business, technology and innovation for operations, customer services, and management of hotel business, factors affecting the development of technology and innovation for operation, service and management of hotel business, practical implementation of technology in hotel business
Tourism Technology Innovation			

Courses	Credit (Lect.-Lab-Self stud.)	Prerequisite	Course Description
211122 Introduction to Tourism Industry	3(3-0-6)	None	Tourism system, definition, importance and components of tourism industry, attributions and roles of tourism in hospitality industry, tourist attractions, types of tourism, impacts and influence of tourism, concepts and principles of sustainable tourism, stakeholders in tourism, digital technology for tourism, situation and trends in national and global tourism
211126 Operation in Tourism	3(2-2-5)	None	Tourism products and services, tour operation, travel agency, transport network, tourism information, travel advice, online travel agency, current situation and trends in global change that affect the use of technology to generate innovative tourism products and services
211224 Tourism Management	4(2-4-6)	None	Tourist behavior and segmentation, cross cultural management, digital marketing and innovation in marketing for tourism, strategic planning and management for tourism, human resource management in tourism, legal aspects, ethics, social and environment responsibility of tourism
211322 Technology and Innovation in Tourism	4(1-6-5)	None	Trends and directions of global change that affect the use of technology in tourism operations and management, development of technology and innovation for tourism operations and management, factors affecting the development of technology and innovation for tourism operations and management, practical implementation of technology in tourism
Aviation Technology Innovation			

Courses	Credit (Lect.-Lab-Self stud.)	Prerequisite	Course Description
211123 Introduction to Aviation Industry	3(3-0-6)	None	Definition, importance and components of aviation industry, environment related to aviation industry, organization and associations related to aviation and airline business, terms and vocabulary used in aviation industry, definition, scope, principles and general conditions of airline business, types of airplane and airport, current situation and global affecting the aviation industry
211221 Operation in Aviation Industry	3(2-2-5)	None	The operating system of the airline business, travel security system, flight schedules and routes, air traffic regulation, airline reservation system, rules and other conditions for air travel, types, methods and procedures for issuing tickets by airline, calculating price using international Air Transport Association (IATA) exchange rate, airport and ground passenger service system, in-flight passenger service system and process, supervising the safety of passenger on board, standards and measures in the operation of air cargo business, air logistics, air cargo regulations, e-commerce in air freight, air freight system, air cargo security management system, airport system, airport business, system and procedures of airport operations, passenger service by airline and airport

Courses	Credit (Lect.-Lab-Self stud.)	Prerequisite	Course Description
211225 Management in Aviation Industry	4(2-4-6)	None	Concept and principles of passenger ground service management, air cargo management, systematization of airport plan, airport management, structure in airport management and operation, organization of airport management corporate responsibility, principles of security management, promotion of air travel safety, airline safety management system as per ICAO, operation management of air side and land side, principles of management and operation of cargo, airport facility, regulations related to airport, principles of airport safety management, risk management, human resource management in aviation industry and airline business, marketing innovation in aviation industry and airline business, ethics, social and environmental responsibility of aviation industry
211323 Technology and Innovation in Aviation Industry	4(1-6-5)	None	Digital technology in airport management, aviation information management including air traffic management, freight and the airport, digital technology in airline business, trends and directions of global change that affect the use of technology in aviation industry and airline business, factors affecting the development of technology and innovation in aviation industry and airline business, practical implementation of technology in aviation industry and airline business
M.I.C.E. Technology Innovation			

Courses	Credit (Lect.-Lab-Self stud.)	Prerequisite	Course Description
211124 Introduction to M.I.C.E. Industry	3(3-0-6)	None	Definition and importance of M.I.C.E. Industry, overview of M.I.C.E. industry in national and global levels, relationship among M.I.C.E. tourism and hospitality businesses, components of M.I.C.E. industry, stakeholders and value chain in M.I.C.E., Destination Management Company (DMC), Professional Conference Organizer (PCO), venue, M.I.C.E. standards and the importance of obtaining standards in M.I.C.E. industry, current situation and global trends affecting M.I.C.E. industry
211222 Operation in M.I.C.E.	3(2-2-5)	None	Objectives of M.I.C.E. events, how to plan and conduct M.I.C.E. events, M.I.C.E. operations including customer service, food and beverage service, event set up and organization, venue selection, budgeting, accounting, determining the operating time frame, the use of technology in the design of various parts of M.I.C.E. events, ethics and social responsibility in M.I.C.E. industry
211226 M.I.C.E. Management	4(2-4-6)	None	Principles and processes of M.I.C.E. event management, contracts and negotiations, relationship with relevant persons or organizations, finance and accounting, human resource management, organizational behavior, marketing in M.I.C.E. industry, facilities and services supply for M.I.C.E. events both domestically and internationally, planning strategy, management and operation of M.I.C.E. events, risk and crisis management, effective communication, teamwork, leadership, sustainable management system

Courses	Credit (Lect.-Lab-Self stud.)	Prerequisite	Course Description
211324 Technology and Innovation in M.I.C.E.	4(1-6-5)	None	Technology used in M.I.C.E. industry for example; smart venue, technology used for management in M.I.C.E. business (e.g. registration system, communication technology), technology used for stage (e.g. lighting, sounds, stage control, LED screen), technology used for creating event experiences for visitors (e.g. VR technology, AI technology, hologram technology, interactive technology), trends and directions of the global change that affect the use of technology in M.I.C.E. industry, technology and innovation in operations and management of M.I.C.E. events, management of M.I.C.E. data systems, using technology to promote sustainability in M.I.C.E. events, factor affecting the development of technology and innovation in M.I.C.E. operations and management, practical implementation of technology in M.I.C.E. industry
Seminar and Project			
211381 Seminar in Hospitality Technology Innovation	3(3-0-6)	None	Discussions on and analysis of issues related to hospitality technology innovation: hotel, tourism, aviation and M.I.C.E., lectures by experts in selected topics, presentation and discussion by participants
211481 Project in Hospitality Technology Innovation	4(0-8-0)	None	Analysis, planning, and production of hospitality technology innovation on a selected topic related to hotel, tourism, aviation or M.I.C.E.
Minor Entrepreneurship			

	Courses	Credit (Lect.-Lab-Self stud.)	Prerequisite	Course Description
205305	Entrepreneurship and New Venture Creation	3(3-0-6)	None	Concepts of entrepreneurship, concepts and processes of business opportunity analysis, design thinking for innovation business idea development, identifying target customers, analysis for customer's problem and need, developing unique value position for product and service, business models and revenue model, legal aspects for innovative entrepreneur, business idea presentation
205306	Go-to-Market strategies for Innovative Product and Service	2(2-0-4)	None	Marketing for innovative product and service, market opportunity analysis and market assessment, unique value position analysis, go-to-market strategies of market entering for new product and service, digital marketing for new venture, brand creation, marketing performance evaluation
205307	Business Plan and Financing	3(3-0-6)	None	Business plan and financial principle for new entrepreneurs, business plan writing, revenue model, business operation and cost structure, return on investment, capital structure and sources of finance, sources of equity over business life cycle
Elective Courses				
205381	Business Model Innovation	2(1-2-3)	None	Business model concept, business environmental analysis, business and product life cycle, current business model analysis, business model design and development, intellectual property strategies in business model, business model validation

Courses	Credit (Lect.-Lab-Self stud.)	Prerequisite	Course Description
205382 Product and Service Design	2(1-2-3)	None	New product and service design concepts and processes, idea generations of new product and service using design thinking, idea filtering and assessment, user experience design for product and service, universal design principles for product and service prototyping, product and service concept testin
205383 Legal Aspects for Innovative Entrepreneurs	2(2-0-4)	None	Fundamental laws related to juristic person and property, juristic acts, business registration, shareholding structure and shares contributions based on vesting, founders' agreement, employee stock ownership plan, principle of tax and labor laws
205384 Intellectual Property Strategies for Innovative Business	2(2-0-4)	None	Concept and principle of intellectual property management, types of intellectual property, analysis of intellectual asset and property, intellectual property laws and processes of protection, patent and trademark searching, intellectual property utilization and creating return on intellectual property
205385 Social Innovation Development	2(1-2-3)	None	Concept and important of social innovation development, environmental and social problems and challenge, design thinking for social problem solving, social impact assessment, case studies of social innovation development in different subjects
205386 Social Entrepreneurship	2(1-2-3)	None	Concepts of social entrepreneurship, social enterprise and social impact business, business model for social enterprise, marketing strategies for social enterprise, social return on investment, laws related to social enterprise, social enterprise sources of fund

Courses	Credit (Lect.-Lab-Self stud.)	Prerequisite	Course Description
205387 Technopreneurship	2(1-2-3)	None	Concept of technopreneurship, characteristics and motivation for technopreneurs, intrapreneurship, entrepreneurial mindset and process, opportunity analysis of technology business, technology business model design, sources of fund for technology business
205388 Entrepreneurial Logistics	2(2-0-4)	None	Concept of supply chain integration, value chain competitiveness, quick consumer response, supplier-producer coordination, supply chain management, roles of digital technology in supply chain integration, procurement logistics, reverse logistics, supply chain optimization, linkages of supply chain strategy aligned to an overall business strategy
Work Placement			
205395 Pre-Enterprise Cooperative Education or Pre-Enterprise Incubation	1(1-0-2)	None	Preparation for enterprise cooperative education or enterprise incubation, drafting of a brief business plan according to student's interest, development of soft skills for enterprise cooperative education or enterprise incubation students

Courses	Credit (Lect.-Lab-Self stud.)	Prerequisite	Course Description
205492 Enterprise Cooperative Education	8 Credits	8 units from compulsory courses and 4 units from elective courses	The student has to work on an entrepreneurial project according to his/her interest under the supervision of a mentor from workplace and an enterprise cooperative education coordinator from the university for a trimester following the requirements of the minor program in entrepreneurship; prior to the enterprise cooperative education placement, the student has to complete and present a draft business plan to the mentor and the enterprise cooperative education coordinator; upon completion of the enterprise cooperative education placement, the students has to submit a final business plan, or new business model, or prototype and present to the mentor and the enterprise cooperative education coordinator; the evaluation results by the mentor and the enterprise cooperative education coordinator will be used to determine the success of the student

Courses	Credit (Lect.-Lab-Self stud.)	Prerequisite	Course Description
205493 Enterprise Incubation	3(3-0-6)	8 units from compulsory courses and 4 units from elective courses	The student has to work full-time on an entrepreneurial project according to his/her interest at the university incubation or work part-time at university incubation and part-time at the workplace under the supervision of a mentor from workplace and enterprise coordinator from the university for a trimester following the requirements of the minor program in entrepreneurship; prior to the enterprise incubation placement, the student has to complete and present a draft of business plan to the mentor and the enterprise coordinator; upon completion of the enterprise incubation placement, the student has to submit a final business plan, or new business model, or prototype and present to the mentor and the enterprise coordinator; the evaluation results by the mentor and the enterprise coordinator will be used to determine the success of the student
Foreign Language for Business			
203222 English for Business Correspondence	3(3-0-6)	None	Development of knowledge and use of English efficiently and effectively in several types of business correspondence, such as business letters, memos, reports, fax and email messages, and projects/proposals in an organization
203324 English for Business Presentation	3(3-0-6)	None	Development of data collection and content organization skills for business presentation as well as presentation and question handling skills in a professional manner

Courses	Credit (Lect.-Lab-Self stud.)	Prerequisite	Course Description
203325 English for Business Meetings	3(3-0-6)	None	Development of skills in leading, participating and arranging business meetings, audience analysis, including cultural factors, final proposal which incorporates reasoning from multiple viewpoints
203326 English for Customer Service	3(3-0-6)	None	Development of language skills in providing effective and efficient customer service; satisfying customers' needs, and handling customers' inquiries or solving problems with the emphasis on the use of effective communicative strategies and appropriate language
203323 English for Business Negotiation	3(3-0-6)	None	Development of English and communication strategies for effective negotiations in international settings, including awareness of cultural differences in negotiations
Chinese Language			
203401 Chinese I	3(3-0-6)	None	A basic Chinese language course designed for learners with no previous background to enable them to communicate accurately and appropriately in everyday social interactions, including greetings, introducing oneself and others, thanking, apologizing, complimenting, giving and asking for information, etc. with emphasis on listening and speaking skills. Introduction of Chinese phonetic system and basic Chinese grammatical concepts so as to enable the learners to monitor their own language production

Courses	Credit (Lect.-Lab-Self stud.)	Prerequisite	Course Description
203402 Chinese II	3(3-0-6)	203401 Chinese I	Continuation of Chinese I for beginners, aiming at helping learners to acquire three language skills of listening, speaking, and reading needed for common social interactions in difference situations, including telephoning, making appointments, asking for and giving directions, shopping, traveling, etc. Introduction of the structure and characteristics of the Chinese characters as well as more complicated grammatical concepts to enable the learners to comprehend simple reading texts and monitor their own language production
203403 Chinese III	3(3-0-6)	203402 Chinese II	Continuation of Chinese II, aiming at helping learners to acquire the four language skills of listening speaking, reading, and writing needed for common social interactions in different situations. Introduction of more Chinese characters and more complicated grammatical structures to enable the learners to comprehend simple reading texts and monitor their own language production
203404 Business Chinese I	3(3-0-6)	203403 Chinese or Consent of School	A course for intermediate level learners of Chinese who want to acquire linguistic skills in Chinese business communication and to improve their ability to use the language for business and trade interactions in different situations, including business contacts, business visits, business transactions, etc. by learning Chinese language structure, useful daily and common expressions in a business setting, background knowledge information about Chinese and international business culture and etiquette, etc.

Courses	Credit (Lect.-Lab-Self stud.)	Prerequisite	Course Description
203405 Business Chinese II	3(3-0-6)	203404 Business Chinese I	Continuation of Business Chinese I, aiming at helping learners to acquire language skills needed for business and trade interactions in different situations, including business banquets, business trip-related activities, negotiating business transactions, business cooperation, international trade fairs, etc. Introduction to mire complicated Chinese grammar, business culture and appropriate etiquette needed for effective and appropriate communication
Japanese Language			
203411 Japanese I	3(3-0-6)	None	Basic communication in Japanese, practice in pronunciation, conversation using basic vocabulary and expressions, introduction to hiragana, katakana and kanji characters
203412 Japanese II	3(3-0-6)	203411 Japanese I	Listening and speaking in Japanese, vocabulary and expressions used in daily life learning to read and write kanji characters
203413 Japanese III	3(3-0-6)	203412 Japanese II	Communication in the workplace using polite form, practice in reading writing short passages and further study of kanji characters
203141 Business Japanese I	3(3-0-6)	203413 Japanese III or Consent of School	Japanese business communication with emphasis on the four skills, practice using Japanese in business simulations, development of vocabulary and skills in business English
203415 Business Japanese II	3(3-0-6)	203414 Business Japanese I or consent of School	Development of Japanese language use in business planning such as in marketing, production, organization and management, and finance, ability to read and write business materials