

**Assumption University**  
**Theodore Maria School of Arts**  
**Department of Business English**

**Course Outline 1/2025**

<b>Course</b>	: EN 3283 English for International Trade
<b>Credit</b>	: 3
<b>Status</b>	: Major Elective
<b>Prerequisite</b>	: BG2000 English III / ELE2000 Academic English
<b>Lecturers</b>	: A. Sethawut Techasan (sethawuttch@au.edu)
<b>Sections</b>	: 401 - 402

**Course Description:**

English communicative skills and general concepts of import/export and international business

**Course Objectives:**

The objectives are:

1. to provide general overviews in international business to students via language communicative approach.
2. to train students to listen, speak, read and write English based on international trade: import and export.
3. to introduce major trade organizations, government offices and trade activities involved in this business sector.
4. to familiarize students with export and import processes and procedures: shipping documentations, export financing and international trade terminologies.

**Course Learning Outcomes:**

Students are able to:

1. describe the overview of international trade emphasizing on import-export perspectives.
2. differentiate international trade from domestic trade.
3. explain import-export procedures, export documentation and international trade terminology.
4. develop listening, speaking, reading and writing skills in international trade context.
5. apply theory and knowledge acquired to create a marketing plan to market a product overseas.

**Teaching-Learning Activities:**

Lectures  
 Group discussions  
 Quizzes and assignments  
 Term project discussions and presentation

**Course Requirements:**

- 80% attendance (maximum absence = 6 times)
- Active class participation
- Group discussions and presentation

**Mark Allocation:**

- Attendance and class participation	50 marks
- Quizzes and assignments	100 marks
- Term project discussions and presentation	200 marks
- Midterm Examination	250 marks
- Final Examination	<u>400 marks</u>
Total	<u>1,000 marks</u>

**Textbooks:**

1. **English for International Trade** by Apichit Chantajitpreecha

**Study Plan and Schedule**

- Week 1 : **Taking the First Step**  
Introduction to International Trade  
The Department of International Trade Promotion (DITP)
- Week 2 : **The Marketing Mix**  
International Business Strategies  
Key Decision-making Factors in International Business
- Week 3 : **What are Importing and Exporting Businesses?**  
Import-Export Procedure  
Issuing a Purchase Order
- Week 4 : **Selecting the Market and Selling Channels in Foreign Countries**  
Distribution Channels  
International Business Activities
- Week 5 : **Selecting the Agent**  
Type of Agencies in International Trade
- Week 6 : **Trade Shows and Exhibitions**  
Major Trade Events in Thailand and Abroad.  
Benefits of Trade Shows
- Week 7 : **Types of Stands at Trade Shows**  
Virtual and Hybrid Trade Shows  
Trade Fair Communication
- Week 8 : Term Project Discussion
- Midterm Examination [ August 4, 2025 : 15:00-17:00 ]**  
*Remark : Please check again with the Office of the Registrar.*
- Week 9 : **Export Order and Physical Distribution**  
Handling Export Orders
- Week 10 : **Methods of Payment**  
Financing and Methods of Payment  
Letter of Credit
- Week 11 : **Export Documentation**  
Issuing a Proforma Invoice  
Commercial Invoice, Packing List, Bill of Lading, Certificate of Origin
- Week 12 : **Modes of Transportation**  
Ocean Freight and Air Freight  
Types of Cargo Vessels
- Week 13 : **E-commerce**  
Internet and Electronic Transactions
- Week 14 : Term Project Discussion
- Week 15 : Term Project Presentation

**Final Examination [ October 8, 2025 : 09:00-12:00 ]**  
*Remark : Please check again with the Office of the Registrar.*

**September 19, 2025:** Last day to withdraw with “W”