

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

Course Outline 1/2026

Course	: EN 3283 English for International Trade
Credit	: 3
Status	: Major Elective
Prerequisite	: BG2000 English III / ELE2000 Academic English
Lecturers	: A. Sethawut Techasan (sethawuttch@au.edu)
Sections	: 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	150 marks
- Term project discussions and presentation	200 marks
- Midterm Examination	250 marks
- Final Examination	<u>350 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 : **Product Label and Packaging**
Product Label Analysis
- Week 4 : **What are Importing and Exporting Businesses?**
Import-Export Procedure
Issuing a Purchase Order
- Week 5 : **Selecting the Market and Selling Channels in Foreign Countries**
Distribution Channels
International Business Activities
- Week 6 : **Selecting the Agent**
Type of Agencies in International Trade
- Week 7 : **Modes of Transportation**
Ocean Freight and Air Freight
Types of Cargo Vessels
- Week 8 : Term Project Discussion
- Midterm Examination [August 6, 2026 : 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 : **Trade Shows and Exhibitions**
Major Trade Events in Thailand and Abroad.
Benefits of Trade Shows
- Week 11 : **Types of Stands at Trade Shows**
Virtual and Hybrid Trade Shows
Trade Fair Communication
- Week 12 : **Methods of Payment**
Financing and Methods of Payment
Letter of Credit
- Week 13 : **Export Documentation**
Issuing a Proforma Invoice
Commercial Invoice, Packing List, Bill of Lading, Certificate of Origin
- Week 14 : Term Project Discussion
- Week 15 : Term Project Presentation

Final Examination [October 7, 2026 : 09:00-12:00]
Remark : Please check again with the Office of the Registrar.

September 18, 2026: Last day to withdraw with “W”