Assumption University
Theodore Maria School of Arts
Department of Business English

Course Outline 2/2026

Course	:	EIB3103 International Trade and E-commerce in English (Equivalent to EN3283)
Credit	:	3
Status	:	Major Requirement
Prerequisite	:	BG2000 English III / ELE2000 Academic English
Lecturers	:	A. Sethawut Techasan (sethawuttch@au.edu)
Sections	:	401 - 403

Course Description:
Fundamental principles and theories of international trade, including import-export procedure, international trade practices, export documentation, international trade terminology, and the role of e-commerce in facilitating global business transactions in the digital age. Enhancement of communicative English Skills within the context of international trade and e-commerce.

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 in the international trade context
3. to introduce major trade organizations, government offices and trade activities in the international trade context
4. to familiarize students with export and import processes and procedures, shipping documentations, and international trade terminologies.

Course Learning Outcomes:
Students are able to:

1. describe the overview of international trade,
2. explain terminologies related to international trade and e-commerce,
3. explain import-export procedures and related export documentation,
4. use appropriate English to communicate effectively in the 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, assignments, and in-class activities
Term project discussions and presentation

Course Requirements:

- 80% attendance (maximum absence = 6 times)
- Active class participation

Mark Allocation:

- Attendance and class participation	50 marks
- Quizzes, assignments, and in-class activities	200 marks
- Term project discussions and presentation	150 marks
- Midterm Examination	250 marks
- Final Examination	350 marks
Total	1,000 marks

Textbooks:

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

Study Plan and Schedule

Week 1 : **Taking the First Step**
Domestic Trade vs International Trade
Benefits of International Trade

Week 2 : **Major Trade Organization**
Department of International Trade Promotion (DITP)

Week 3 : **The Marketing Mix**
International Business Strategies
Key Decision-making Factors in International Business

Week 4 : **What are Importing and Exporting Businesses?**
Import-Export Procedure

Week 5 : **Export Order and Physical Distribution**
Issuing a Purchase Order

Week 6 : **Selecting the Market and Selling Channels in Foreign Countries**
Distribution Channels

Week 7 : **Export Documentation**
Issuing a Proforma Invoice
Commercial Invoice, Packing List, Bill of Lading, Certificate of Origin

Week 8 : Term Project Discussion

Midterm Examination [January 8, 2027 : 09:00-11:00]
Remark : Please check again with the Office of the Registrar.

Week 9 : **Modes of Transportation**
Ocean Freight and Air Freight

Week 10 : **Incoterms**
FOB, CFR, CIF

Week 11 : **Trade Shows and Exhibitions**
Benefits of Trade Shows
Trade Fair Activities

Week 12 : **Trade Fair Stands**
Trade Fair Communication

Week 13 : **Methods of Payment**
Financing and Payment Methods
Letter of Credit

Week 14 : Term Project Discussion

Week 15 : Term Project Presentation

Final Examination [March 10, 2027 : 09:00-12:00]
Remark : Please check again with the Office of the Registrar.

***February 19, 2027*:** Last day to withdraw with "W"