ASSUMPTION UNIVERSITY
FACULTY OF ARTS

ENGLISH FOR INTERNATIONAL BUSINESS (EIB)
COURSE OUTLINE 2/2026

COURSE	:	EN 3295 English for Online Business
CREDITS	:	3
STATUS	:	Major Elective / Major Requirement
PREREQUISITE	:	ELE 1002 Communicative English II
LECTURERS	:	A. Natrada T. Office: SR315 Email: natradatyp@au.edu
SECTIONS	:	401

COURSE DESCRIPTION:
English communication skills associated with online business concepts and practice including the use of language in blogging, e-commerce, and online advertising. Discussion of online business terminology and various genres of online texts.

COURSE OBJECTIVES:
This course aims to enable students to:
1. develop an understanding of core online business concepts
2. improve written and verbal communication skills specific to online business contexts
3. explore online business terminology relevant to blogging, e-commerce, and online advertising

COURSE LEARNING OUTCOMES:
Students will be able to:
1. demonstrate a thorough understanding of key online business models and concepts
2. produce clear, concise, and persuasive content tailored to specific audiences and purposes
3. use industry-specific terms related to blogging, e-commerce, and online advertising

MATERIALS:
EN 3295 Teaching materials

TEACHING – LEARNING ACTIVITIES:
1. Lecture
2. Group Discussion
3. Group Presentations
4. Quizzes and Assignments

COURSE REQUIREMENT:
* 80% of attendance is required to pass the course. (Maximum absence = 6 times)

MARK ALLOCATION:

Quizzes, assignments, and projects	550	marks	55 %
Attendance and Participation	50	marks	5 %
Midterm Examination	200	marks	20 %
Final Examination	200	marks	20 %
Total	1,000	marks	100 %

Standard Grading System

A	85-100%	A-	82-84%	B+	79-81%	B	75-78%	B-	72-74%
C+	69-71%	C	65-68%	C-	62-64%	D	50-61%	F	0-49%

STUDY PLAN AND SCHEDULE

CLASS	TOPICS
1	Course introduction Chapter 1: Introduction to Online Business
2	Chapter 2: Starting an Online Business Business Plan Writing
3	Chapter 3: Online Business Communication Skills Role Play Script Writing
4	Chapter 4: The Use of Language in Blogging **Quiz 1: Blog Content Analysis (50 marks)**
5	Chapter 5: Email Marketing **Quiz 2: Email Marketing Writing (50 marks)**
6	**Assignment: Role Play (50 marks)** Project Discussion
7	**Project Presentation (150 marks)** Review
Mid-Term Examination	
8	Chapter 6: E-Commerce Content Types Video Content Project Discussion
9	Video Content Project Discussion (cont.) Chapter 7: Using Livestreaming for Online Business
10	Challenge Attempt Discussion Chapter 8: Product Description
11	**Quiz 3: Product Description Analysis (50 marks)** **Assignment: Challenge Attempt (50 marks)**
12	Video Content Project Production
13	Chapter 9: Customers' Reviews Customers' Reviews and Responses Practice
14	Chapter 10: Ethical Issues in Online Business **Video Content Project Presentation (150 marks)**
15	Review
Final Examination	

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

Au VISION 2000

Assumption University of Thailand envisions itself as:

- an international community of scholars,
- enlivened by Christian inspiration,
- engaged in the pursuit of Truth and Knowledge,
- serving human society, especially through the creative use of interdisciplinary approaches and cyber technology.

ENVISIONING Au GRADUATES

Assumption University of Thailand envisions its graduates as:

- healthy and open-minded persons, characterized by personal integrity, an independent mind, and positive thinking,
- professionally competent, willing to exercise responsible leadership for economic progress in a just society,
- able to communicate effectively with people from other nations and to participate in globalization.

AU MISSION

Assumption University, an International Catholic University, is committed to be the light that leads learners and its stakeholders from all parts of the world towards wisdom, Truth, and Christian values and to discover "Treasure Within" themselves. Via effective teaching and research pedagogies of international standards as well as community engagement, the University aims to form individuals to be intellectually competent, morally sound, and spiritually enriching, accountable, righteous, and service-minded citizens; excelling in serving communities comprising of diverse cultures.

Au UNIQUENESS

"An International Catholic University"

Au IDENTITY

- Ethics
- English Proficiency
- Entrepreneurial Spirit

THEODORE MARIA SCHOOL OF ARTS
(www.arts.au.edu)
VISION AND MISSION

Vision

An international community of business communicators in Thailand

Mission

Theodore Maria School of Arts will ensure that: the School will…

1. Enhance business language skills
2. Promote cultural awareness
3. Foster academic networking
4. Encourage ethical standards and practices

TAGLINE

เติมเต็มศิลป์ภาษา พัฒนาศาสตร์ธุรกิจ

Language Education, Business Inspiration

ARTS ORGANIZATIONAL CULTURE: More than faculty, we are family

• Open communication
• Mentoring system
• Dedication
• Caring
• Teamwork
• Commitment
• Resource sharing

Core Values
A = Adaptability
R = Responsibility
T = Togetherness
S = Sustainability

Core Competencies
Employability
Multiculturalism
Internationalization

Quality Assurance Process
Students should understand and apply the Quality Assurance Process in their study. The Plan-Do-Check-Act Cycle (PDCA) provides an easy but effective approach for problem solving and managing change, ensuring that ideas are appropriately tested before the full implementation. It can be used in all sorts of situations and can be clarified as follows:

Plan: Define the current problem, process, and issue and establish objectives and processes required to deliver the desired results.
Do: Implement the plans and new processes developed.
Check: Monitor and evaluate the implemented process by testing the results against the predetermined objectives.
Act: Apply actions necessary for improvement if the results require changes.

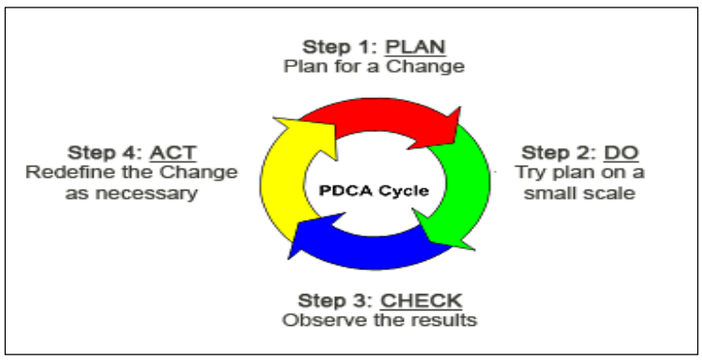


Figure 1: PDCA Cycle (http://www.swopehealth.org)

Plagiarism

Plagiarism is a serious academic offence, a serious breach of ethical conduct and is unacceptable student behavior. Students who plagiarize copying words or ideas without acknowledging the original writer of the words or ideas, will face disciplinary action. This will range from receiving an "F" in the subject to university suspension.