

# *Feng Chia University* *Outstanding Academic Paper by Students*

## The Manual of International Trade Practice

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## Abstract

Embarking on a nuanced exploration, this study meticulously unravels the intricacies of the advanced course, "International Trade: Practical English and Practice," designed with precision to instill a profound understanding of international trade processes. Rooted in a learning-oriented approach, the course adeptly harmonizes academic knowledge with practical abilities, strategically equipping students to navigate the complexities inherent in international business environments. Central to the course's objectives is the establishment of a deep understanding of the international commerce process. The pedagogical core comprises dynamic lectures, interactive discussions, and real-world case studies, fostering a comprehensive exploration of essential concepts, regulations, and operational intricacies. This learning-focused methodology endeavors to elucidate fundamental principles, ensuring participants to attain a nuanced understanding of international trade procedures. A primary aim of the course is the cultivation of manual compilation skills crucial for international trade scenarios. Employing a learner-centered methodology, the course seamlessly integrates group projects and hands-on activities, along with mirroring authentic trading scenarios. Prioritizing applications over theory, this approach not only heightens participant engagement but also furnishes them with the practical tools indispensable for success in international business settings. Moreover, the program places a robust emphasis on honing proficient English communication abilities within a business setting. Through a seamlessly integrated and comprehensive presentation approach, language development becomes inherent, particularly evident in structured oral presentations within international business contexts. This strategy not only imparts language proficiency but also instills the confidence requisite for professional and effective communication in the dynamic, interconnected global business environment.

**Keywords:** International Trade, Business of Trade, Business English Communication, Global Business Environments, Learning-oriented Approach, Practical Abilities

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## Introduction

In the intricate fabric of the global economy, the concept of international trade emerges as a binding thread, interweaving nations, economies, and cultures through the exchange of goods and services across borders (Vijayasri, 2013). Beyond financial transactions, it serves as a conduit for cultural exchange, collaboration, and mutual growth, as well as the usage of comparative advantage to explain the movement of goods between nations (Bernard, Jensen, Redding, & Schott, 2007). As the world becomes increasingly interconnected, the importance of cultivating a profound understanding of international trade processes cannot be overstated (Olivier, 2003). This report delves into the intricacies of the advanced course, "International Trade: Practical English and Practice," which stands as a comprehensive educational platform designed to equip students with the essential knowledge and skills needed to navigate the complexities of international business environments.

International trade, fundamentally involving the complex orchestration of transactions, negotiations, and agreements between diverse nations, is a multifaceted force contributing not only to economic development but also fostering cultural diversity and establishing interconnectedness among nations (Rauch & Trindade, 2009). The exchange of goods and services across national borders creates a symbiotic relationship wherein each participant contributes to and benefits from the global economic landscape (Singh, 2010). International trade becomes increasingly important as the world economy develops as a catalyst for economic expansion, cross-cultural interaction, and cooperative diplomacy (Pigman, 2016). The dynamic nature of this landscape underscores the crucial role of educational initiatives, such as the "International Trade: Practical English and Practice" course, in preparing individuals to navigate the intricacies of international trade effectively.

Looking ahead, it seems likely that trade will become even more important in world politics (Milner, 1999). The benefits of international commerce are anticipated to increase in the future due to the growing interconnectedness of economies, technological improvements, and the evolution of trade agreements (Tien & Ngoc, 2019). The course establishes itself as a leader in the field of international trade education due to its

innovative curriculum and calculated approach. In addition to giving students up-to-date knowledge, this complex awareness of international trade procedures also gets them ready for the changing opportunities and demands of the global corporate world.

The "International Trade: Practical English and Practice" course initiates with a unique approach—the Robin rotating circle. This method is employed for self-introduction, creating an environment that fosters engagement, camaraderie, and the exchange of diverse perspectives (Zimmerman & Schunk, 2011). Students are then randomly grouped, with the option to stay or change, promoting a strategic blend of comfort and challenge for optimal collaboration. This approach encourages collaboration, expands networks, and promotes the sharing of diverse opinions—a valuable strategy for cultivating a rich and inclusive learning environment (Kyprianidou, Demetriadis, Tsiatsos, & Pombortsis, 2012). The course's carefully planned curriculum, which consists of chapters that gradually develop a thorough understanding of international trade processes, is its main selling point. The course covers advanced topics like sales contracts and letter of credit transactions after covering foundational subjects like business English and letter formats. Besides, grammar exercises, glossaries, business term abbreviations, and basic business mailing structures are complementary parts. As the format of Unit 1 to Unit 14 is tailored by referring to the textbook (黃正興, 2022) and professor's practical experiences on international trade, this all-encompassing method guarantees that students not only understand theoretical ideas but also pick up the practical skills necessary for success in the global business environment of today (Lee, Wyner, & Pentland, 2008).

The course's assessment system reflects the complexity of its content (Peterson, Wittstrom, & Smith, 2011). The evaluation procedures of this class include written tests, individual oral presentations, group presentations, and commentaries. This fits in perfectly with the variety of teaching approaches used across the curriculum, which emphasizes creative problem-solving, critical thinking, and active learning (Walker, 2003). Because the course materials, such as the textbooks, are bilingual, accessibility is further improved, catering to the students' backgrounds from different countries. One of the course's most unique aspects is the professor's teaching style, which is defined by open communication, friendliness, tolerance, global awareness, organizational prowess, encouragement, and transparency. This method of instruction not only makes knowledge transfer easier, but it also promotes global perspectives, active learning, and student participation (Heimlich & Norland, 2002). The 32 students in the class, who represent a range of nationalities and cultures, offer a depth of intelligence and diversity. There are students from Indonesia, Japan, Thailand, South Africa, Vietnam, Russia, the United

States, and Taiwan among the diverse group of students. Additionally, the spacious, well-furnished classroom creates an excellent learning environment and promotes active, engaged class discussions.

The study methods and classroom activities employed in the course contribute to its vibrancy and interactivity (Ainley, 2012). The course includes a wide range of learning opportunities, including debates, presentations, critical thinking exercises, role plays, Q&A sessions, leadership development, and team collaboration. The learning process is enhanced by the participation of global trade viewpoints, spokespeople, and cross-national sharing (Shenkar, Luo, & Chi, 2021). Transparent grading methodologies ensure fairness and accountability, reflecting the commitment to fostering a supportive and equitable educational environment (Jonsson, 2014).



## Unit 1: Import and Export Company

We set out to explore the intricate workings of import and export businesses in the first unit of the International Trade course, with the goal of providing a solid basis for comprehending the subtleties of international trade. The three hours proceeded methodically, starting with an informative lecture, then moving into a cooperative group discussion, and concluding with an extensive presentation report in the last hour. The talk began with a detailed examination of the basic ideas behind import and export businesses, revealing their unique places in the world of international trade. The growing global division of labor and countries that specialize in producing specific goods or their components are associated with globalization (Madzinova, 2011). Production specialization leads to corporate multinationals that move goods and services between countries to take advantage of the opportunities the host country offers (Iapadre, 2001). In terms of international trade, the movements of goods and services between countries are more accurately described as internal business deals than as net trade (Crotty, Epstein, & Levina, 2010). In essence, an import company serves as a channel for importing goods and services from overseas into the home market, enhancing the variety and depth of domestic offerings (Brooke, Buckley, 1988). On the other hand, an export company participates in the worldwide interchange of goods and services by selling products that are created domestically to markets abroad (Seyoum, 2013). This basic understanding paved the way for a more thorough understanding of the ensuing intricacies of global trade.

The lecture gave insightful visions into the contemporary world of international business, highlighting its role as a catalyst for job creation, economic growth, and the advancement of global interconnectedness. The conversation effortlessly transitioned into a thorough analysis of international trade conventions, clearing up the confusion around cross-border transactions. The objectives and extent of international trade were thoroughly examined, offering a thorough grasp of the motivations driving nations and businesses to engage in cross-border trade in goods and services (Leamer & Levinsohn, 1995). Additionally, the lecture covered the foundational writing skills required to create guides for international trade, emphasizing the value of clear and concise communication. The presentation included a real-world case study of a Taiwanese company that is actively engaged in exporting goods to an overseas importing entity in order to reinforce the theoretical understanding. This real-world example helped to clarify the difficulties and complexities in cross-border commerce transactions and gave the ideas a concrete setting. As the second hour of the class began, the emphasis moved to a lively group



discussion. Here, students had to choose companies that would be the main focus of our semester-long research and manual compilation. This required them to use critical thinking skills and collaborate in making decisions (Edwards, 1954). The careful consideration and collective decision led us to designate Pacific Microfabrication Solutions (PMS) as our chosen export company and StellarTech Innovations as the import company. While these names are pseudo names to prevent identity, it was crucial to ensure a nuanced exploration of these companies to retain the essence of real-world scenarios.

With roots in Taiwan, Pacific Microfabrication Solutions (PMS) is in the semiconductor manufacturing business, and StellarTech Innovations is an American company that engages in consumer electronics, technology, and invention. The primary rationale for designating PMS and StellarTech as our approved export and import entities is based on their notoriety, worldwide clout, and possibility for cooperative research. Both organizations provide a wealth of knowledge about the complexities of global trade. The proposed collaboration between PMS and StellarTech is more than just a theoretical exercise; rather, it is a strategic investigation that aims to enhance business students' learning experiences by giving them a close-up view of the challenges and opportunities associated with global trade.

At the end of the unit, group members made a well-considered presentation highlighting the benefits of future collaboration and providing an explanation of our decision. The suggested partnership seeks to foster a cooperative learning environment that transcends theoretical bounds in addition to being a strategic inquiry (So & Brush, 2008). It might clarify the divergent perspectives of two industry companies and improve our comprehension of how international trade functions (Kerns, 2000). Unit 1 included a comprehensive overview of import and export operations, fusing academic knowledge with practical application. The choice of PMS and StellarTech as our semester-long focal areas paves the way for an in-depth investigation of international trade, offering a semester full of group projects, critical analysis, and real-world applications in the field of international business.



## Unit 2: Design of Letterhead

In the realm of international business communication, Unit 2 of the International Trade course delved into the intricacies of designing a professional letterhead—a foundational component of effective written correspondence. A letterhead is the heading that appears at the top of a business letter (Design, 2012). Figure 1 serves as a visual depiction of the organization and usually contains the name, logo, and contact details (Thomson, 2019). A well-designed letterhead not only gives the communication a professional touch, but it also raises the sender's perceived credibility with the receiver (Bocken, De Pauw, Bakker, & Van Der Grinten, 2016). The lecture portion began a thorough investigation of the significance and subtleties of a letterhead. As mentioned, one of the most important factors in leaving a lasting impression on the receiver is a professionally designed letterhead. In a business letter, this visual identity serves as the initial point of contact and represents the authority and expertise of the sending company. In order to drive home this idea, prominent businesses and their unique letterheads were addressed as examples, demonstrating the ways in which these visual components support brand recall and recognition in the business sector.



(Figure 1. Source: Canva, 2024)

Continuing the group discussion and presentation report, students were tasked with applying theoretical knowledge to create compelling letterhead designs for their designated export and import companies. The creative process involved considerations of cultural and professional nuances associated with international business. Visual aids, including images of exemplary letterhead designs from globally recognized companies, were seamlessly integrated into the discussion to provide practical insights into effective design choices (Alley & Neeley, 2005). The textbook, covering pages 25-37, outlined crucial elements essential for designing a letterhead, further reinforcing the theoretical foundation. The seven principal parts of a business letter were discussed in detail, with a particular focus on the letterhead as the primary point of visual engagement (Jenkins & Hinds, 1987).

- **Letterhead:** The letterhead is the visual centerpiece of a business letter, often featuring the company's logo, name, and contact details (Design, 2012). For instance, globally recognized companies like Apple maintain distinctive letterheads that embody their brand identity, fostering immediate recognition and trust.
- **Date:** The date section of a business letter requires careful consideration of formatting to ensure clarity. Various date styles, such as English, American, and Chinese formats, were explored, highlighting the importance of choosing a style that aligns with international conventions to avoid confusion.
- **Inside Name and Address:** The presentation of the recipient's name and address reflects cultural and professional considerations. Formal and informal address styles were discussed, with examples illustrating the nuances of each, ensuring appropriate and respectful communication.
- **Salutation:** The salutation sets the tone for the letter and requires precision, including the use of titles like Mr. or Ms. Examples demonstrated the significance of maintaining formality in business communication to convey professionalism and respect (ARISTIDES, 1978).
- **Body:** The body of the letter is a critical component that demands clear, coherent, and effective communication (Baker, 1911). Examples were provided to illustrate the balance between professionalism and clarity, emphasizing the importance of conveying the intended message concisely.
- **Complimentary Close:** The structure of a complimentary close was dissected, emphasizing the correct usage of capitalization for professionalism. Examples were shared to illustrate the appropriate and standardized ways to conclude a business letter respectfully.
- **Signature and Official Position:** The final components of a business letter, the signature, and official position were discussed in detail. Examples highlighted the importance of reinforcing the authority and accountability of the sender through a clear and professional signature accompanied by an official position.

The way in which students used their knowledge in real-world situations by designing a letterhead, as seen by their presentations, strengthened their grasp of theoretical concepts. Every group presented their design decisions, elucidating the reasoning behind the visual components and how they corresponded with the concepts covered in the lecture and textbook. According to my analysis, Unit 2 gave a thorough grasp of the crucial function a letterhead plays in cross-border commercial

communications (Cuiping & Ya, 2019). The learning process was enhanced by the addition of real-world examples, visual aids, and student presentations. This gave participants the tools they needed to communicate effectively in the global corporate environment (Collins, 2004).



## Unit 3: Looking for Customers

Unit 3 of the International Trade course provides an extensive exploration into the intricate process of "Looking for Customers," with a keen focus on strategies employed by export companies to establish valuable connections in the global market (Fisher, 2001). In this unit, our analysis centered around Pacific Microfabrication Solutions (PMS), a semiconductor company acting as the representative of the export side.

- **Advertisement/Directories:**

The unit initiated a thorough examination of the significance of advertisements and directories for exporters. Advertisement not only enhances a company's visibility but also serves as a powerful tool to communicate its offerings to potential customers (Pieters, Wedel, & Batra, 2010). Exporters can find possible partners and clients with the help of directories, which can be found online or in print form. Internationally known directories of businesses, including the Yellow Pages or sector-specific websites, are very helpful in bringing together exporters and potential customers (Lohse, 1997).

- **Recommendation:**

Exploring the recommendation avenue, our team strategically crafted a letter from PMS to the Indonesian World Trade Center in Jakarta. This approach aimed to establish a connection based on mutual benefit and growth, as recommendations hold substantial weight in the business world, signifying trust and credibility (Knouse, 1983). Collaborating with reputable organizations, such as world trade centers, facilitates a gateway for export companies to tap into international markets. During our presentation, we emphasized the importance of such recommendations in building a solid foundation for future collaborations.

- **Various Trade Organizations:**

The exploration of various trade organizations as potential sources for finding customers was a key aspect of our study. Choosing to send a letter to the American Chamber of Commerce of Mexico through collaboration with AACCLA allowed us to tap into a vast network of businesses and decision-makers. Trade organizations act as hubs of industry knowledge, networking opportunities, and collaborative ventures (Barfield, 2001). The letter to the American Chamber of Commerce of Mexico exemplified the proactive approach of PMS in seeking strategic partnerships and exploring new market horizons.

- **Show/Fair/Exhibition:**

Participation in shows, fairs, and exhibitions emerged as a dynamic strategy for export companies to connect with potential customers. Our team directed a letter to The American Business Association, emphasizing the significance of such events in fostering

direct interactions (Lowi, 1964). These platforms provide exporters with opportunities to showcase their products, engage with industry stakeholders, and build relationships. The letter underscored PMS's commitment to actively participating in global business events to enhance its market presence.

Throughout the unit, we engaged with the content presented in the textbook on page 80. For all three letters, we maintained a high standard of grammar and sought feedback from our professor, ensuring the professionalism and effectiveness of our communication. This process not only honed our practical skills in crafting business letters but also instilled an understanding of the intricate world of international trade—highlighting the importance of collaboration, identifying opportunities, establishing connections, finding customers, and anticipating future prospects (Sarkany & Deitte, 2017). The collaborative approach within our group, where we strategically divided into smaller teams, allowed for a detailed exploration of each avenue. This method again facilitated deeper research, specialization, and mastery of the specific collaboration chosen. Regular communication and brainstorming sessions ensured a cohesive strategy, reflecting the importance of teamwork in the complex landscape of international trade (Ceschi, Dorofeeva, & Sartori, 2014).

As each team presented their collaboration purposes and future prospects, the class gained valuable insights into the diverse strategies employed by export companies. The presentations not only showcased our understanding of the unit but also highlighted the real-world implications of seeking customers in the global business arena (Niemeier, Zocchi, & Catena, 2013). Overall, Unit 3 provided a rich learning experience, offering a nuanced understanding of the multifaceted approaches available to export companies in their pursuit of customers. The hands-on experience of crafting letters, coupled with insightful presentations, not only enriched our knowledge but also honed our ability to strategize and navigate the intricate landscape of international trade (Cramp, 1914).

## Unit 4: Trade Enquiry and Reply to Enquiry

Unit 4 of the International Trade course, dedicated to "Trade Enquiry and Reply to Enquiry," encapsulated a comprehensive exploration of communication intricacies in the realm of international business. This pivotal unit, conducted in the sixth week, orchestrated a multifaceted approach integrating lectures, group discussions, and report presentations to delve into the subtleties of trade inquiries and their responses. The journey commenced with an exhaustive examination of the defining characteristics of a trade enquiry. This scrutiny revealed that a well-crafted enquiry surpasses a mere information request; it serves as a strategic initiation of a business dialogue. Understanding the details typically sought by a buyer in an enquiry was the subsequent focus (Bayus & Shane, 2008). From product specifications to pricing and terms of delivery, comprehending the buyer's perspective became imperative. This insight played a pivotal role in shaping our understanding of the essential components that transform a standard enquiry into a strategic communication tool in the international business landscape (Van Nguyen, Zhou, Chong, Li, & Pu, 2020). The unit meticulously delineated the structure of an enquiry, underscoring the need for a clear introduction, purpose statement, detailed specifications, and a courteous conclusion. This structural elucidation served as a blueprint for crafting enquiries that not only inform but also adhere to the standards of professional communication. Initiating an enquiry demands a thoughtful approach, considering factors such as formality, the nature of the business relationship, and cultural considerations.

We delved into the various ways of beginning an enquiry, recognizing that the tone set at the initiation significantly impacts the trajectory of ensuing communication. Concrete examples were seamlessly integrated into the discussions, offering tangible illustrations of the theoretical concepts. Real-world scenarios illustrated how theoretical knowledge translates into practical application, fostering a profound understanding of the dynamics at play in international trade communication (Fink, Mattoo, & Neagu, 2005). Transitioning to the techniques of writing an enquiry, the unit addressed the finer nuances of language, tone, and formatting. Precision and clarity were underscored as paramount in crafting an enquiry that resonates with professionalism, transcending linguistic and cultural boundaries (Vance, 2021). The unit seamlessly transitioned to the other side of the communication spectrum—replying to an enquiry. The outline, ways, and techniques of composing a comprehensive and persuasive reply were thoroughly explored. Real-life examples provided a practical dimension to the theoretical knowledge, emphasizing the importance of precision in responding to trade inquiries.



In practical application, StellarTech Innovations initiated the process by sending a trade enquiry letter to Pacific Microfabrication Solutions (PMS). Defined as a formal request for information, the letter sought vital details about PMS's products and services. In response, PMS crafted a meticulous reply, providing StellarTech with product samples, catalogs, a price list, quotations, information on new items, and detailed specifications. Within the context of our exploration of trade enquiries and their responses, three figures were instrumental in providing visual clarity and supplementing the theoretical understanding of the communication dynamics. These were crucial components of the communication exchange between StellarTech Innovations and Pacific Microfabrication Solutions (PMS). In the international business landscape, a sample catalog serves as a visual representation of the products and services offered by a company (Lo & Yu, 2007). In our scenario, PMS provided StellarTech with a comprehensive sample catalog showcasing a range of semiconductor products. This figure, marked as Figure 2, illustrates the visual appeal and detailed information embedded in the Sample Catalog. The catalog, an integral part of PMS's response to the trade enquiry, enabled StellarTech to tangibly explore the offerings, fostering a clearer understanding of the products in consideration (Holtz, 1991).



(Figure 2. Source: TSMC, 2022)

Figure 3 summarizes the three main parts of PMS's response: the price list, the quotation, and the details of the new items. These components play a crucial role in international trade negotiations and decision-making (Hvam, Pape, & Nielsen, 2006). Product costs are made transparent through the price list, precise terms and conditions are outlined in the quotation, and details on new items demonstrate the company's dedication to innovation (Jones & Butler, 1988). This image helps to visualize PMS's thorough response, which is important for StellarTech to assess if collaborating is feasible and desirable.

	2020	2021	2022	2023	2024	2025
2nm	\$0	\$0	\$0	\$0	\$0	\$24,570
3nm	\$0	\$0	\$0	\$19,865	\$19,150	\$18,445
5nm	\$13,495	\$14,105	\$14,105	\$13,400	\$12,730	\$12,095
7nm	\$10,720	\$10,775	\$10,775	\$10,235	\$9,725	\$9,240

**Source: The Information Network (www.theinformationnet.com)**

(Figure 3. Source: The Information Network, 2023)

Moreover, specification is an essential component of commercial communication (Bevington, 2000), particularly in sectors where accuracy is crucial, such as semiconductor production. The significance of specifications in PMS's response is explained in Figure 4. It offers a graphic depiction of the comprehensive technical details that are attached to the trade inquiry response. This diagram demonstrates the painstaking attention to detail that allows StellarTech to base its decisions on the technical specifications of its products (Tran, 2011).

0.13µ BCD Plus	0.13µ G MS/RF	90nm LP and G MS/RF	65nm LP and G MS/RF
SVT, LVT, native Hipo resistor MIM + MOM capacitors M4 - M6 Cu NBL and wells LP (core 1.5V) LP (I/O 5V or 3.3V/5V) HVMOS up to 36V	SVT, HVT, LVT, native Hipo resistor MIM Capacitor M3 - M8 Cu Triple Well Ultra thick metal Core 1.2V I/O 2.5V or 3.3V	SVT, HVT, LVT, ULVT, native MIM Capacitor + MOM M3 - M9 Cu Triple Well Ultra thick metal LP (core 1.2V) (2.5V or 3.3V I/O) G (core 1.0V) (I/O 1.8V or 2.5V or 3.3V)	HVT, SVT, LVT, Native, M-Low VT Unsilicided PO resistors MIM Capacitor M3 - M9 Cu Triple well Ultra thick metal LP (core 1.2V) (I/O 2.5V or 3.3V) G (core 1.0V) (I/O 2.5V or 3.3V)
40nm LP and G MS/RF	28nm Logic/RF HPC (+)	16nm FinFET Compact	7nm FinFET
HVT, SVT, LVT, native N-WELL, OD, Poly resistor MOM Capacitor M3-M10 ELK Cu Triple well Ultra thick metal LP (core 1.1V) (I/O 1.8V or 2.5V) G (0.9V) (I/O 1.8V or 2.5V)	ULVT, LVT, SVT, HVT, UHVT, EHVT NW, OD, High-R resistor MOM capacitor M2-M10 ELK Cu Triple well, Deep N-Well in option Ultra thick AL RDL Core 0.9V I/O 1.8V or 2.5V	Low NoiseVT, ULVT, LVT, SVT, HVT NW, TIN High Resistor MOM capacitor HD MIM decoupling capacitors M6 to M13 ELK Cu Last metal level in Al pad Triple well, Deep N-Well in option Core 0.8V I/O 1.8V	ULVT, LVT, SVT NW, TIN High Resistor MOM capacitor HD MIM decoupling capacitors M9 to M15 ELK Cu Last metal level in Al pad Triple well, Deep N-Well in option Core 0.75V I/O 1.8V

(Figure 4: Source: Europractice, 2023)

These figures collectively underscore the visual and informational dimensions of the communication exchange between StellarTech Innovations and PMS. They enhance the narrative by offering a tangible representation of the documents exchanged in international trade negotiations, enriching our understanding of the complexities inherent in effective cross-border communication (Täuscher & Abdelkafi, 2017). This exchange exemplified the professionalism required to persuade potential collaborators and laid the groundwork for future collaboration (Luechaikajohnpan, 2008). Our team, tasked with

researching and presenting the attachments from PMS, demonstrated a nuanced understanding of the complexities of international business communication. The positive reception of our presentation and the evident improvements made by the team reflected the evolving proficiency in navigating the global business landscape. Unit 4 marked a significant juncture in our learning journey, providing profound insights into the intricacies of trade communication. The mix of theoretical information, practical examples, and hands-on application increased our grasp of the dynamic world of international trade (Karp & McCalla, 1983). In addition to improving our presentation abilities, our team's cooperative work produced a greater understanding of the subtleties of successful corporate communication in a worldwide setting. This comprehensive investigation provides us with a strong basis upon which to build as we continue our examination of international trade practices.



## Unit 5: Offer and Acceptance

In the arena of international trade negotiations, the practical application of the theoretical information learned in Unit 5 was vividly displayed through the exchange of three important letters between Pacific Microfabrication Solutions (PMS) and StellarTech Innovations. Every exchange demonstrated the communication complexities and subtleties inherent in the offer and acceptance procedure, mirroring the fluid character of discussions in the international commercial arena (Mohr & Spekman, 1994). The keystone of this subject, the lecture, carefully explained the many components necessary for an acceptable quotation. These include a buyer's request for a quotation, whereby particular focus should be made on components such as describing the commodity and its details, stating the desired amount, delineating the terms of the price, explaining the delivery date, and, if feasible, obtaining beneficial terms (Crow, Olshavsky, & Summers, 1980). The discussion was on how crucial these details are to laying the groundwork for successful discussions and creating transparent, effective business alliances.

Expanding on this foundational knowledge, the lecture proceeded to delve into the elements that constitute a satisfactory quotation. Beyond expressing gratitude for the buyer's inquiry, a comprehensive quotation incorporates details such as prices, discounts, terms of payment, quotation terms (e.g., FAS, FOB), a promised delivery date, and a validity period (Malfliet, 2011). This thorough response not only assists the buyer in making informed decisions but also establishes a robust framework for conducting business collaboratively. The exploration then extended to an examination of the diverse styles of quotations (Olson & Kamawar, 2013). Distinguishing between a quotation letter and a quotation form, the lecture highlighted the importance of adapting these styles to meet varied customer needs and industry norms. This adaptability ensures that responses align with the diverse expectations of potential collaborators, contributing to the success of international trade negotiations. Another crucial segment of the lecture addressed the various conditions that can be appended to acceptance, providing a deeper understanding of the negotiation process. These conditions may include specifics such as price adjustments based on quantity, discounts for early payments, or stipulations regarding delivery methods. Proficiency in managing and navigating these conditions is instrumental for effective negotiation and the ultimate success of business transactions.

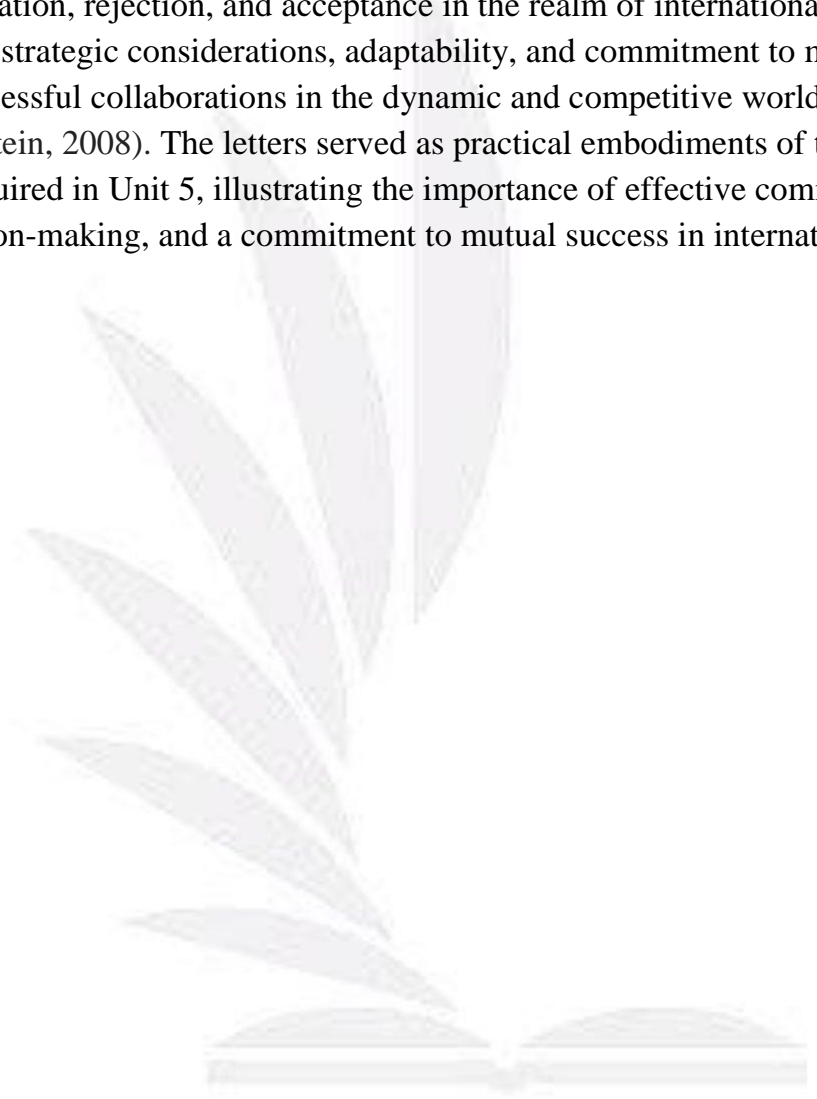
The exploration continued with an examination of the complexities associated with firm offers and counter-offers. A firm offer, once accepted by the offeree, represents a legally binding commitment to sell, contributing to the permanence and stability of

business agreements (Easterbrook, & Fischel, 2004). On the other hand, a counter-offer occurs when the offeree rejects the initial offer and proposes alternative terms, necessitating strategic decision-making and negotiation skills (Dow, McMullen, & Nolan, 2005). The lecture seamlessly wove together theoretical frameworks and practical examples, exemplified through a hypothetical scenario involving Pacific Microfabrication Solutions (PMS), a semiconductor company, and StellarTech Innovations, a technology company. This illustrative case study provided a dynamic and realistic context for understanding the nuances of international trade dynamics and negotiations.

The initial letter, emanating from PMS to StellarTech, served as a comprehensive expression of PMS's offerings, encompassing full details of commodities, accommodation, information networks, and a spectrum of services (Dodd & Hooley, 2015). This meticulous communication laid the groundwork for the negotiation process, providing StellarTech with a clear understanding of the value proposition put forth by PMS. The letter exemplified the importance of a thorough and transparent initial offer, setting the stage for subsequent interactions. StellarTech's response, a tactfully crafted letter of rejection, illuminated the complexities and strategic considerations involved in international trade negotiations. While expressing appreciation for the competitive quotation received from PMS, StellarTech cited the receipt of a counter-offer from another supplier with significantly lower costs. This led to StellarTech's decision to explore the possibility of aligning their current agreement with the more cost-effective alternative. The letter conveyed a commitment to maintaining the best value for their customers, highlighting the delicate balance between partnership loyalty and the pursuit of cost-effectiveness in the ever-evolving technology industry (Dido, 2017).

Further emphasizing their commitment to the collaborative relationship with PMS, StellarTech extended an invitation for a meeting to discuss a fair and mutually beneficial resolution. The letter strategically navigated the complexities of rejecting an offer, underlining the importance of open communication and negotiation in sustaining long-term partnerships (De Man, 2014). StellarTech's acknowledgment of the fast-paced nature of the technology and manufacturing industry demonstrated their commitment to adaptability and competitiveness. The third letter, a resounding acceptance from StellarTech, marked a pivotal turning point in the negotiation process. Delighted by the competitive pricing, exceptional quality, and comprehensive services presented in the quotation, StellarTech formally accepted the offer with a 5% discount. The letter emphasized StellarTech's long-standing tradition of innovation and excellence and expressed a firm belief in the pivotal role that PMS's cutting-edge manufacturing

capabilities would play in their ongoing success. The acceptance letter acknowledged the specific terms and conditions outlined in the quotation, underscoring StellarTech's readiness to adhere to these promptly and professionally. The tone of the letter radiated eagerness for collaboration and a shared vision for the successful execution of the project. StellarTech's expression of gratitude for PMS's timely and comprehensive response conveyed a sense of professionalism and mutual respect, paving the way for a prosperous and enduring partnership. In essence, this exchange of letters encapsulated the intricate dance of negotiation, rejection, and acceptance in the realm of international trade. It highlighted the strategic considerations, adaptability, and commitment to mutual benefit that define successful collaborations in the dynamic and competitive world of global business (Kapstein, 2008). The letters served as practical embodiments of the theoretical knowledge acquired in Unit 5, illustrating the importance of effective communication, strategic decision-making, and a commitment to mutual success in international trade negotiations.





## Unit 6: Sales Promotion and Follow-Up

Unit 6 delved into the intricacies of sales promotion and follow-up in the context of international trade negotiations, shedding light on the importance of strategic communication and relationship-building. The theoretical insights provided by the lecture were brought to life through a practical application exemplified by the exchange of letters between Pacific Microfabrication Solutions (PMS) and StellarTech Innovations. The initial letter from PMS to StellarTech strategically incorporates sales promotion elements. PMS aims to showcase its semiconductor solutions as cutting-edge and innovative. In the letter, the attached brochure and price list serve as promotional materials, offering a detailed overview of PMS's capabilities. The emphasis on continuous improvement and innovation positions PMS as a reliable partner, encouraging StellarTech to explore the possibilities further. By providing comprehensive information, PMS engages in sales promotion to generate interest and prompt StellarTech to consider PMS's semiconductor solutions for their need (Devlin & Murphy, 1988). On the other hand, StellarTech's reply functions as a follow-up to PMS's initial communication. It expresses gratitude for previous discussions and signifies a continuation of the ongoing dialogue. StellarTech acknowledges the receipt of PMS's brochure, indicating a commitment to understanding the semiconductor solutions offered. The proposal to schedule a follow-up meeting demonstrates StellarTech's dedication to exploring collaboration further. This proactive approach in proposing the next steps in the negotiation process showcases StellarTech's engagement and interest in fostering a successful partnership (Koumoutsos & Thramboulidis, 2009).

The initial communication from PMS to StellarTech reflected the essence of sales promotion in international trade (Goldkuhl, 1998). The letter artfully articulated PMS's commitment to providing the best semiconductor solutions to meet StellarTech's evolving needs. Recognizing the importance of continuous improvement and innovation, PMS sought to ensure that StellarTech had all the necessary information, including the price list and brochure, to make informed decisions. The letter was crafted with the aim of reinforcing the collaborative partnership, showcasing the dedication of PMS to addressing StellarTech's semiconductor needs. StellarTech's response underscored the significance of follow-up in maintaining and nurturing business relationships. Expressing gratitude for PMS's time and insights during their meeting, StellarTech conveyed enthusiasm about the potential collaboration in addressing the increasing demand for advanced semiconductor technology. The acknowledgment of PMS's brochure as a proven track record and dedication to cutting-edge semiconductor manufacturing

highlighted the importance of tangible proof in international trade negotiations (Albin & Druckman, 2014).

Proposing a follow-up meeting, StellarTech showcased proactive engagement in the collaborative process. The letter strategically suggested delving deeper into the specifics of their collaboration, exploring potential projects, timelines, and required resources. StellarTech's eagerness to schedule a follow-up discussion and openness to address specific topics demonstrated a commitment to the success of the partnership (Hussein, 2021). The exchange of letters between PMS and StellarTech encapsulated the nuanced dance of sales promotion and follow-up in international trade. PMS's initial communication served as a carefully orchestrated promotion of its semiconductor solutions, emphasizing the dedication to meeting StellarTech's needs (Benford, & Hunt, 1992). This reply exemplified effective follow-up, expressing gratitude, conveying enthusiasm, and proposing concrete steps for the next phase of collaboration.

This practical application illuminated the theoretical concepts explored in Unit 6, emphasizing the importance of strategic communication, relationship-building, and proactive engagement in international trade negotiations. The letters showcased the delicate balance between promotion and follow-up, underscoring the collaborative nature of successful global business partnerships (Shane, 1994). As the theoretical insights seamlessly translated into practical actions, the exchange between PMS and StellarTech exemplified the dynamic and multifaceted nature of sales promotion and follow-up in the realm of international trade. Put differently, the way that PMS and StellarTech have integrated sales promotion and follow-up in their correspondence is a strategic approach to international business negotiation that paves the way for a cooperative and fruitful partnership based on a shared commitment to comprehending the semiconductor solutions that are being offered (Zhang, 2005). StellarTech's commitment to investigating cooperation further is demonstrated by the suggestion to set up a follow-up meeting. Proactively suggesting the further steps in the negotiating process demonstrates StellarTech's involvement and desire to build a fruitful collaboration.

## Unit 7: Orders and Reply to Orders

Unit 7 delves into the intricate process of placing and responding to orders in the realm of international trade. Understanding the nuances of drafting comprehensive orders and crafting effective responses is crucial for seamless transactions between businesses (Wang, Tai, & Grover, 2013). The unit emphasizes the importance of including detailed information in an order, ranging from item specifications to payment terms. Additionally, it sheds light on the circumstances under which a seller may decline an order and the conditions under which a buyer is entitled to cancel an order. In the real-world application, cancellation and declining letters serve as tangible tools used in daily business operations (Botten & McManus, 1999). By delving into the construction of these letters, students gain practical experience, preparing them for the dynamic challenges they may encounter in their future careers. This hands-on approach enhances their ability to navigate real-world scenarios effectively. Legal awareness is a key aspect of cancellation and declining letters (Merry, 1990). Students learn about the rights and obligations of both buyers and sellers in international trade transactions. This knowledge provides a foundation for understanding the legal intricacies involved in contractual agreements, ensuring that students are equipped to navigate the complex landscape of international trade law.

Crafting a well-structured cancellation or declining letter is an exercise in effective communication (Budde, Voelcker-Rehage, Pietraßyk-Kendziorra, Ribeiro, & Tidow, 2008). Students learn to convey messages professionally, understanding that maintaining positive relationships is crucial even when faced with challenges. This emphasis on effective communication is a transferable skill applicable to various business contexts where clarity and diplomacy are paramount (Haigh & Kilmartin, 1999). In the international trade landscape, placing orders involves more than a mere listing of desired items (Krisch & Kingsbury, 2006). The structured approach outlined in the textbook, encompassing item number, descriptions, units, quantity, unit price, amount, and terms such as payment, packing, shipment, and remarks, reflects the complexity of global transactions. This meticulous detailing is imperative for clarity and avoiding potential misunderstandings between buyers and sellers (Fliess & Becker, 2006). An effectively crafted order sets the stage for a smooth and transparent business transaction.

Under certain conditions, sellers can be forced to reject an order themselves. The conditions can be concerns about the buyer's creditworthiness, unavailability of goods, or discontent with the buyer's terms. A letter denying an order should strategically apologize for not being able to provide the desired goods, offer any viable substitutes, and convey a

positive outlook for future business (Berry & Parasuraman, 2004). Despite the inability to complete the present transaction, this method fosters a healthy connection by managing expectations and maintaining professionalism. In the course of the transaction, buyers also have rights. The unit describes the circumstances in which a customer may lawfully cancel an order. These circumstances include situations in which the seller fails to confirm the purchase, delivers the wrong item(s), delays in delivery, matches the wrong quantity, or arrives with damaged products. It is essential for consumers to comprehend these terms in order to properly exercise their rights (Donoghue & De Klerk, 2009). When necessary, the cancellation letter should have a structured format, clearly state the reasons for the cancellation, and take legal and contractual factors into account (Hon, Millard, & Walden, 2012). Our group wrote both decline and cancel letters to practice using these ideas in a real-world setting during the training. These letters followed the guidelines, taking into account a number of variables like missed deadlines, unavailable products, and damaged delivery. The process of writing these letters gave rise to a practical grasp of the challenges associated with global trade as well as the significance of clear communication in controlling expectations and settling conflicts. Unit 7 concludes by highlighting the vital role that well-structured orders and responses play in the process of international trade. Effective order placement and competent situational response are key components of the success and long-term viability of international commercial transactions. The unit's emphasis on legal considerations in declining or canceling orders adds a layer of depth to the course, ensuring that participants are well-equipped to navigate the intricacies of international trade transactions.

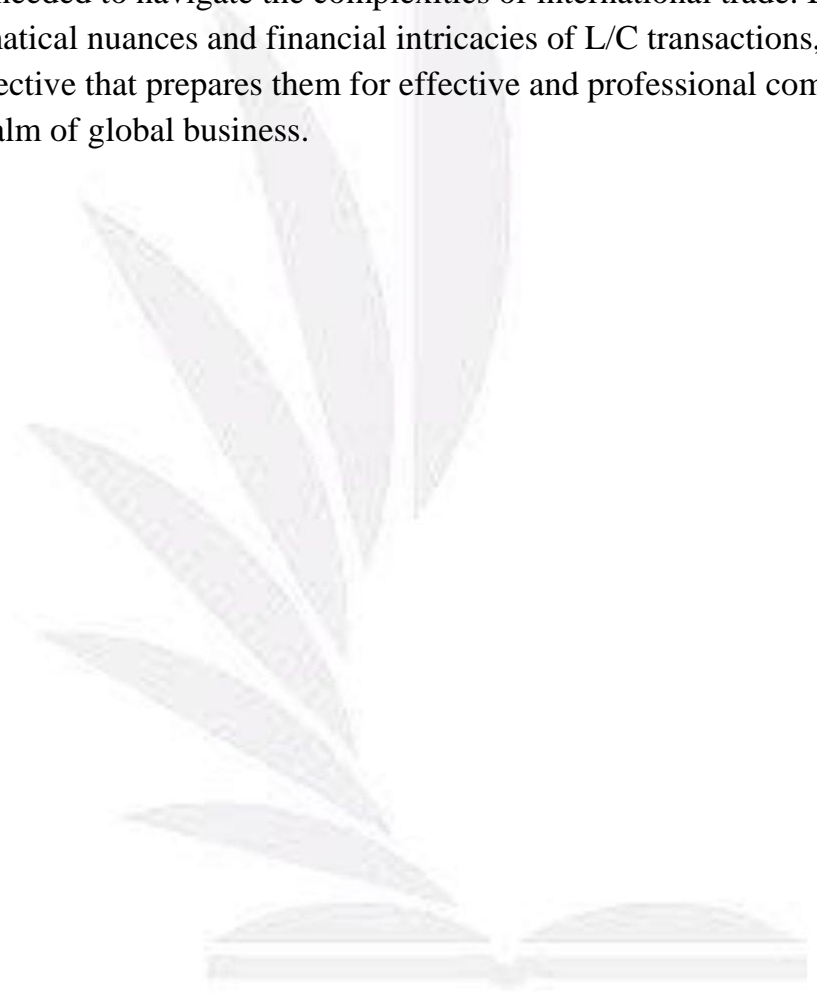
## Unit 8: Letter of Credit Transaction

Unit 8 of the course delves into the multifaceted world of Letter of Credit (L/C) transactions, a crucial aspect of international trade. Beyond the financial intricacies, the unit incorporates a valuable grammar practice component, specifically focusing on the correct usage of linking verbs. The synergy between these two elements equips students with comprehensive skills required for effective global business communication. Grammar proficiency is fundamental in international business communication, where precision and clarity are paramount. The unit's emphasis on linking verbs, demonstrated through sentences such as "The new manager asked us to keep our office," "the counter samples appear to the buyer," and "the silk material feels and is good for the market," provides practical examples. These instances help students refine their language skills, ensuring that their written communication is not only grammatically accurate but also conveys messages with clarity. The practical application of grammar concepts is particularly relevant in international business contexts, where written communication often involves complex information (Bhatia & Bremner, 2012). A well-structured and grammatically sound letter contributes to effective communication, reducing the risk of misunderstandings and ensuring that messages are conveyed accurately (Kaul, 2014). In addition to the linguistic aspect, the unit explores the practicalities of L/C transactions through classwork and assignments, offering students a holistic learning experience. The analysis of a letter from PMS to StellarTech provides a real-world context for the application of both financial and linguistic principles.

The letter from PMS to StellarTech serves as an exemplary initiation of an L/C request, combining grammatical correctness with professional contents. The letter not only showcases the linguistic precision required in conveying complex financial and business-related information but also incorporates professionalism through the mention of esteemed banking partners such as Goldman Sachs, Bank of America, and JP Morgan Chase. StellarTech's positive response to the L/C request further underscores the significance of effective communication in international trade. The acceptance letter not only acknowledges the terms of the L/C but also expresses readiness for future collaboration (Iglesias-Pradas, Hernández-García, & Fernández-Cardador, 2017). This positive interaction is a testament to the clarity and professionalism maintained in the communication process (Eisenberg, 1984). Conversely, the subsequent letter from StellarTech, declining the L/C under specified conditions, serves as a practical example of how language can be used to communicate complex business decisions transparently and professionally. The justification of higher-than-budgeted prices and the need for

further evaluation is articulated clearly, maintaining a tone of respect and openness for future collaboration.

The integration of both financial and linguistic aspects in Unit 8 provides students with a comprehensive understanding of international business communication. The grammar classwork serves as a valuable complement to the intricate financial details of L/C transactions (McKay & Wong, 1996). The inclusion of real-world examples in the form of PMS and StellarTech letters underscores the interconnectedness of language and finance in the global business landscape (Frost, 2014). This unit equips students with the essential skills needed to navigate the complexities of international trade. By emphasizing both the grammatical nuances and financial intricacies of L/C transactions, students gain a holistic perspective that prepares them for effective and professional communication in the dynamic realm of global business.





## Unit 9: Ocean Transportation

Unit 9 of the course delves into the intricate world of ocean transportation, a fundamental aspect of international trade. The unit provides a comprehensive overview of various facets of ocean transportation, ranging from the Container Service and Liners to Tramps, Shipping Conferences, Chartering of Ships, and the different ways in which container services are executed. The Container Service is a pivotal element in ocean transportation, employing specially designed metal boxes for efficient and convenient transportation (Notteboom & Rodrigue, 2008). Containers are standardized to be between ten and forty feet long, with twenty and forty feet being the most prevalent worldwide sizes (Talley, 2000). Figure 5 shows the size of the standardization that ensures uniformity and dependability in international trade by facilitating a smooth procedure of loading and unloading commodities. The utilization of containers improves the overall effectiveness of maritime transportation by streamlining the logistical issues brought on by different cargo sizes (Theofanis & Boile, 2009).



(Figure 5: Source: Container xChange, 2022)

Liners and Tramps represent two distinct types of ships in the realm of ocean transportation. Liners follow regular schedules and routes, providing reliability and predictability in shipping services (Wang & Meng, 2012). On the other hand, Tramps operate without fixed schedules or routes, offering flexibility but with less predictability (Pache, Kastner, & Jahn, 2019). Understanding the differences between these two types of ships is crucial for businesses engaged in international trade, allowing them to choose the most suitable option based on their specific shipping needs. Shipping conferences are important for controlling and enhancing maritime shipping (Sepehri, Vandchali, Siddiqui, & Montewka, 2022). Shipping lines on particular maritime routes have organized these conferences, which are systems or associations. They want to give their members better

rate structures, consistent liners, and a certain degree of order in shipping services. Through promoting cooperation among shipping companies, shipping conferences help to maintain the stability and effectiveness of ocean transportation. When a lot of cargo needs to be transported, ship chartering becomes beneficial. A charter party (CP) is a contract that is signed by the shipper and the shipping business (Antoniadou, 2016). Chartering entails hiring a whole ship. When handling big quantities of cargo or specialized transportation needs, chartering gives firms flexibility and control over shipping arrangements. With four different approaches based on the loading and unloading of cargo, the unit delves deeper into the numerous Ways of Container Service. Door to Door, Door to CY, CY to Door, and Container Yard to Container Yard are some of these techniques (Lajjam, Merouani, Tabaa, & Medouri, 2014). Understanding these different service options is crucial for businesses to choose the most suitable and cost-effective approach based on their specific shipping requirements.

During the ninth week of the course, in addition to the comprehensive exploration of ocean transportation, students were given the opportunity to enhance their oral presentation and communication skills through individual presentations. The topics for these presentations covered a diverse range of subjects related to international trade and business. Students were provided with a selection of intriguing topics, allowing them to delve into areas of interest and relevance. The first category involved an introduction to international trade institutions, featuring globally recognized organizations such as the World Trade Organization (WTO), Taiwan Trade (TAITRA), Japan External Trade Organization (JETRO), and prominent Japanese trading companies known as the big five. This topic encouraged students to explore the functions, roles, and significance of these institutions in shaping and regulating international trade. The second category focused on the legends of trade business celebrities, with a specific highlight on Vincent Siew, the Minister of Economic Affairs in Taiwan. This presentation provided insights into the contributions, achievements, and influence of notable figures in the field of international trade, offering students a chance to explore the impact of individual leadership on trade-related matters (Quinlan, 2020). The third category allowed students to explore international trade shows, fairs, exhibitions, or unique local bazaars. This topic encouraged a deeper understanding of the role these events play in facilitating global business interactions, showcasing products, and fostering collaborations between businesses from different regions. The fourth category centered around incidents of trade wars or trade disputes, exploring their influence and potential resolutions. A notable example mentioned was the trade dispute between Boeing and Airbus Company (Mathis,

2005). Analyzing such disputes provided students with insights into the complexities of international trade relationships and the strategies employed to address conflicts.

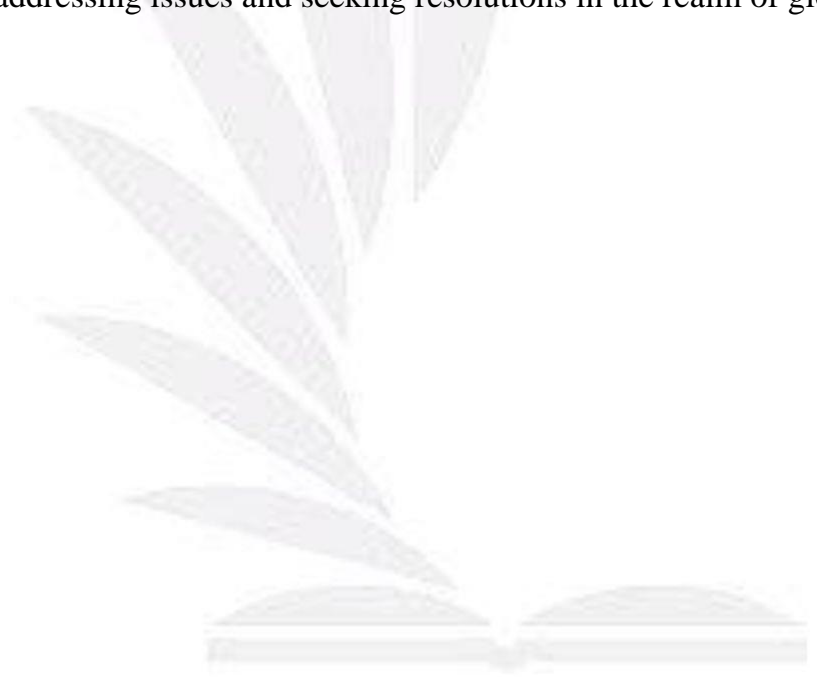
The fifth category, titled "Gems," provided students with the flexibility to choose other business-related topics of interest. This open-ended category allowed for a diverse array of presentations, potentially covering emerging trends, industry-specific challenges, or unique aspects of global business. To prepare for these individual presentations, students were given the flexibility to select their topics and were encouraged to utilize PowerPoint slides or videos to enhance their communication. The seven-minute time limit for each presentation ensured that students could deliver concise yet informative talks, fostering effective communication skills and the ability to convey key messages within a limited timeframe. Unit 9 offers a comprehensive exploration of ocean transportation in the context of international trade. From the efficiency of container services to the distinctions between liners and tramps, the role of shipping conferences, and the flexibility provided by chartering ships, the unit equips students with a nuanced understanding of the complexities and options available in ocean transportation (Mason & Nair, 2013). This knowledge is vital for businesses engaging in global trade to make informed decisions that optimize their shipping processes and contribute to the overall success of international transactions (Goosse & Fichet, 1999).

## Unit 10: Claims and Adjustment

The course's tenth unit, "Claims and Adjustment," covered the complexities of managing grievances and settlements in the setting of global trade. The section covered the main differences between claims and complaints, the planning process for filing a complaint, typical complaints in international business, the guidelines for filing a complaint, and the idea of adjustment, which includes planning and rules. Through this thorough investigation, students learned about the procedural elements and tactics used to handle potential problems that may come up in international business transactions. In the context of international business, a complaint is a way to voice displeasure or disappointment over a specific commercial issue (Fornell & Wernerfelt, 1987). A claim, on the other hand, is a formal demand for payment or reimbursement for losses sustained (Naughton-Treves, Grossberg, & Treves, 2003). A methodical process is used when planning a complaint, which usually entails defining the problem, providing supporting documentation, and stating the intended course of action. Issues with the quantity or quality of delivered goods, delays, or misinterpretations of contractual requirements are common complaints in international business. In general, the guidelines for filing a complaint include following through on contractual duties, supplying precise documentation, and aiming for a prompt and equitable conclusion.

Adjustment in the context of international business refers to the resolution of issues and the establishment of compensation or corrective measures (Harvey & Moeller, 2009). The rules for making an adjustment include a fair and impartial evaluation of the situation, considering contractual agreements, and ensuring transparency in the resolution process. The planning of an adjustment involves acknowledging the issue, identifying appropriate compensation or corrective actions, and communicating the resolution plan effectively (Luckmann, 1995). To analyze the letter from StellarTech to PMS, it is evident that a complaint has been raised due to a significant shortfall in the received quantity of semiconductor components compared to the ordered quantity. The complaint is well-structured, following a formal tone and expressing regret and disappointment. StellarTech highlights the impact of the shortfall on production schedules, emphasizing the potential penalties and strained relationships resulting from the discrepancy. StellarTech makes use of attachments, such as a communication record and a decline in production figure, to provide concrete evidence of the issue. The attachment of a communication record indicates a transparent approach, allowing PMS to review the history of communication related to the order. In addition, the attachment of the decline in production emphasizes the tangible impact of the shortfall on StellarTech's operations.

In PMS's response, a prompt and apologetic tone is adopted. PMS acknowledges the error in the shipment and promptly takes responsibility for the confusion of orders that led to the shortfall. The company not only issues an apology but also outlines the corrective action being taken. PMS arranges to send the remaining 5,000 semiconductors by air through Eva Air, providing a tracking number for transparency and convenience. The use of bold and highlighted text in the letter emphasizes the importance of key words and lines, ensuring that the audience can grasp the significance of the communication (Einsohn & Schwartz, 2019). The inclusion of the order number (Order No. 14) is crucial as it serves as a reference point, allowing both parties to identify and trace the specific transaction in question. Order numbers play a vital role in international business, serving as unique identifiers for transactions, facilitating efficient communication, and streamlining dispute resolution processes (Anderson & Narus, 1998). In conclusion, Unit 10 provided a detailed understanding of the complexities involved in handling complaints and adjustments in international business. The analysis of the letter exemplifies the importance of clear communication, evidence presentation, and the strategic use of attachments in addressing issues and seeking resolutions in the realm of global trade.



## Unit 11: Regaining Lost Customers

Unit 11 delves into the crucial aspect of regaining lost customers in the dynamic landscape of international business. Understanding the significance of customer retention and devising effective strategies to reconnect with clients who have ceased their engagement is integral for sustaining business success. The importance of regaining lost customers lies in the inherent value that these customers bring to a business (Pick, Thomas, Tillmanns, & Krafft, 2016). Past clients already possess an understanding of the products or services offered, and re-establishing a connection not only recovers potential revenues but also reinforces brand loyalty. In the course, the plan of a letter aimed at regaining lost customers emphasizes a delicate balance between acknowledging the absence of orders, expressing commitment to addressing any issues, and reinforcing the value of the partnership. Techniques of writing a letter to regain lost customers involve a personalized and empathetic tone. The letter should express genuine concern for the customer's absence, seek feedback to understand the reasons behind the disengagement, and present a proactive commitment to resolving any issues. It is an opportunity to showcase improvements, highlight the business's commitment to customer satisfaction, and extend an invitation for further discussion. In a practical application during the course, my team engaged in crafting a letter from PMS to StellarTech, addressing the absence of orders over the past four months. The letter effectively conveys concern, seeks insights into any challenges faced by the customer, and emphasizes the commitment to restoring confidence in the partnership (Berry & Parasuraman, 2004). It serves as an example of a strategic approach to regain lost customers.

Moreover, the letter includes Figure 1, detailing sea container specifications used in the communication. This visual aid provides a clear representation of the technical aspects involved, fostering a shared understanding between the two parties (Leithwood, Jantzi, & Steinbach, 2021). In international trade, where precision and clarity are paramount, such visual elements enhance communication efficiency. Furthermore, StellarTech's reply to PMS provides another perspective on customer relations. Expressing regret and disappointment over a recent order discrepancy, the letter highlights the impact on production schedules and customer commitments. This communication serves as a response to a specific issue, showcasing the importance of prompt attention and resolution in customer relationships (Sharma & Patterson, 1999).



# SEA CONTAINER SPECIFICATIONS

## DRY CARGO CONTAINERS

### Dimensions



Type	Container Weight			Interior Measurement				Door Open	
	Gross (kg)	Tare (kg)	Net (kg)	Length (m)	Width (m)	Height (m)	Capacity (m <sup>3</sup> )	Width (m)	Height (m)
20' DC	24,000	2,370	21,630	5.898	2.352	2.394	33.20	2.343	2.280
40' DC	30,480	4,000	26,480	12.031	2.352	2.394	67.74	2.343	2.280

#### CHARACTERISTICS

Manufactured from either Aluminium or steel, they are suitable for most types of cargo / general cargo. Aluminium containers have a slightly larger payload than steel, and steel containers have a slightly larger internal cube.

## HIGH CUBE CONTAINERS

### Dimensions



Type	Container Weight			Interior Measurement				Door Open	
	Gross (kg)	Tare (kg)	Net (kg)	Length (m)	Width (m)	Height (m)	Capacity (m <sup>3</sup> )	Width (m)	Height (m)
40' HC	30,480	3,980	26,500	12.031	2.352	2.698	76.30	2.340	2.585
45' HC	30,480	4,800	25,680	13.544	2.352	2.698	86.00	2.340	2.585

#### CHARACTERISTICS

With high cube containers, you gain an extra foot in height compared with general-purpose containers. Ideal for light, voluminous cargo or bulky cargo. These extra volume containers come in steel and aluminium.

## REFRIGERATED CONTAINERS

### Dimensions



Type	Container Weight			Interior Measurement				Door Open	
	Gross (kg)	Tare (kg)	Net (kg)	Length (m)	Width (m)	Height (m)	Capacity (m <sup>3</sup> )	Width (m)	Height (m)
20' RF	24,000	3,050	20,950	5.449	2.290	2.244	26.70	2.276	2.261
40' RF	30,480	4,520	25,960	11.690	2.250	2.247	57.10	2.280	2.205

#### CHARACTERISTICS

Recommended for delicate cargo. Bottom-air delivery system ensures refrigerated cargo reaches its destination in optimum condition.

## OPEN TOP CONTAINERS

### Dimensions



Type	Container Weight			Interior Measurement				Door Open	
	Gross (kg)	Tare (kg)	Net (kg)	Length (m)	Width (m)	Height (m)	Capacity (m <sup>3</sup> )	Width (m)	Height (m)
20' OT	24,000	2,580	21,420	5.629	2.212	2.311	32.00	2.330	2.263
40' OT	30,480	4,290	26,190	11.763	2.212	2.311	65.40	2.330	2.263

#### CHARACTERISTICS

Allowing cargo to be loaded from the top, open top containers are particularly suitable for bulky cargo such as machinery. They are fitted with a PVC tarpaulin cover and attachable bows with cable sealing devices. The container doors can be removed to make the stuffing of cargo more convenient. Manufactured from steel.

## FLAT RACK CONTAINERS

### Dimensions



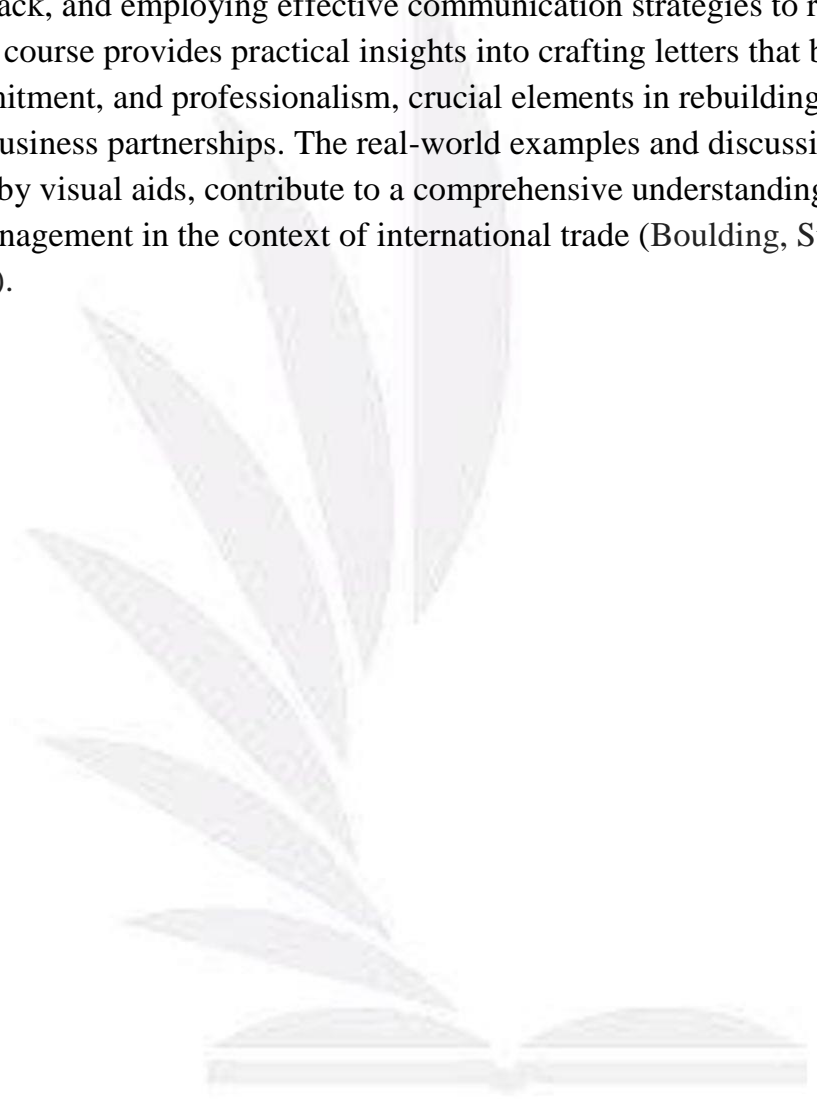
Type	Container Weight			Interior Measurement			
	Gross (kg)	Tare (kg)	Net (kg)	Length (m)	Width (m)	Height (m)	Capacity (m <sup>3</sup> )
20' FR	30,480	2,900	27,580	5.624	2.236	2.234	27.90
40' FR	34,000	5,870	28,130	11.786	2.236	1.968	51.90

#### CHARACTERISTICS

Flatracks are especially suited to heavy loads or cargo that needs loading from the top or sides, such as pipes and machinery. There are collapsible and non-collapsible containers with or without walls. Manufactured from steel.

(Figure 6. Source: NgocLong, 2023)

The attached Figure 6 above, outlining sea container specifications, plays a dual role in the communication. Not only does it contribute to clear and precise communication regarding technical details, but it also serves as an example of the meticulousness and transparency that characterize successful business relationships (Fawcett, Waller, Miller, Schwieterman, Hazen, & Overstreet, 2014). Unit 11 underscores the importance of proactively addressing the absence of orders, seeking customer feedback, and employing effective communication strategies to regain lost customers. The course provides practical insights into crafting letters that balance empathy, commitment, and professionalism, crucial elements in rebuilding and strengthening business partnerships. The real-world examples and discussions, complemented by visual aids, contribute to a comprehensive understanding of customer relationship management in the context of international trade (Boulding, Staelin, Ehret, & Johnston, 2005).



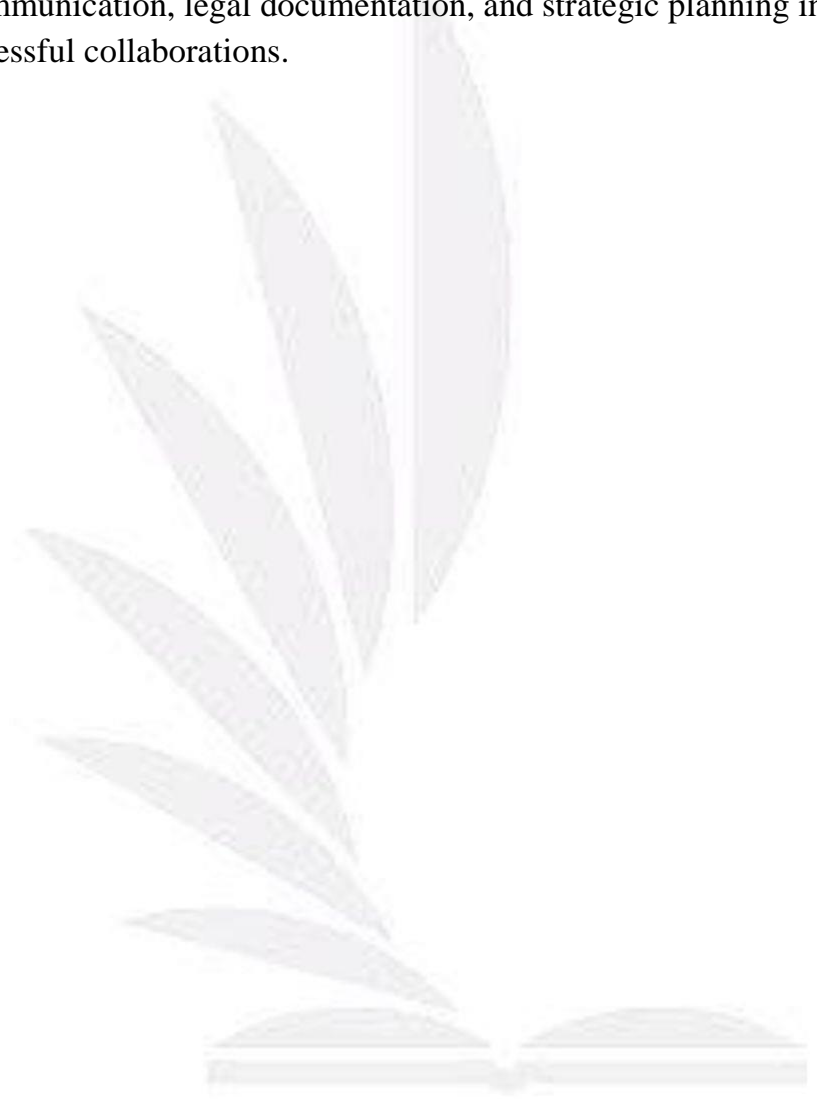
## Unit 12: Establishment of Agency Ship

Unit 12 explores the complex procedure of setting up an agency ship in the context of global business, illuminating the several facets that are essential for fruitful partnerships. This lesson is critical because it gives you a clear understanding of the requirements for an agency, explains where to look for an appropriate agent, breaks down the elements of an agency contract, explains how to respond to inquiries from potential agents, and shows you how to respond strategically as a manufacturer. Together, these components support the development of strong, long-lasting partnerships (Schauppenlehner-Kloyber, 2017). The foundation of a fruitful partnership is an agency's qualifications, which include a sophisticated blend of abilities, industry expertise, and a comprehension of the ever-changing business environment (Monroe, Blackwell, & Pepper, 2010). Our group created letters that mimicked actual situations as a practical application. One prominent instance is a correspondence that StellarTech started and sent to PMS, in which a formal agency connection was requested. In addition to expressing StellarTech's desire to strengthen its partnership with PMS, this letter also emphasized the advantages that both parties may get from an official agency relationship.

In response to StellarTech's letter, PMS showcased a keen understanding of the importance of a dedicated channel for communication and coordination. This endorsement of the proposed Agency Ship initiative was conveyed through a well-structured letter. Crucially, PMS attached a comprehensive agency agreement to the letter, embodying the meticulous detailing required for such collaborations. The attached agreement, tailored for exclusive and sole agents, defined the scope of the agency, obligations of the agent, and the terms and conditions governing the relationship (Seavey, 1919). It covered crucial aspects, including the agent's responsibilities, minimum selling prices, restrictions on sales outside the designated area, and the structure of commissions. Analyzing the attached agency agreement provides insight into the meticulous nature of such documents in international business (Ellis, Zucker, & Randall, 2018).

The agreement serves as a legal framework, ensuring clarity and precision in defining the roles and responsibilities of both parties (Leckie, 1998). It stands as a testament to the structured approach required in establishing and formalizing agency relationships, offering protections for both the principal and the agent. In response to PMS's letter and the attached agency agreement, StellarTech expressed appreciation for the swift response and demonstrated diligence. The letter conveyed StellarTech's full agreement with the terms and conditions outlined in the agency agreement. This

responsive and positive reaction exemplifies the mutual understanding, clarity, and transparency crucial for the success of an agency ship arrangement (Wuisan, Leeuwen, & Koppen, 2012). As per the study, Unit 12 not only provides theoretical insights into the establishment of agency ships but also facilitates practical application through letter writing and agreement crafting. It equips participants with the necessary tools to navigate the intricate landscape of agency relationships in international business. The examples and detailed analysis underscore the complexities involved, emphasizing the importance of effective communication, legal documentation, and strategic planning in forging and sustaining successful collaborations.



## Unit 13: Factory Visit

Regarding the strategic importance of factory visits in the context of international business relations, Unit 13 offers insightful information. A real-world example is the correspondence between StellarTech and PMS, which provides insightful viewpoints on planning and handling these kinds of visits. The letters underscore how important it is to prioritize interpersonal communication, cultural sensitivity, and strategic planning when promoting teamwork (Kaslow, Rubin, Bebeau, Leigh, Lichtenberg, Nelson, & Smith, 2007). In a letter, StellarTech takes the lead and states that they would be very interested in visiting PMS Headquarters to learn more about their innovative technology. This letter establishes the standard for a polite and well-written request by exhibiting openness and initiatives. In foreign business connections, this kind of early communication is essential because it sets the stage for a well-planned and mutually productive visit (Herrero & Pratt, 1996).

In response, PMS reciprocates with a warm welcome and a sincere invitation for an exclusive dinner at the renowned Din Tai Fung restaurant. The choice of this establishment is not arbitrary but a strategic decision rooted in cultural considerations and the significance of conducting business negotiations in a relaxed environment. Din Tai Fung, celebrated for its exquisite cuisine, provides a setting conducive to building rapport and fostering a positive atmosphere—essential elements in international business interactions (Linton & Okumus, 2019). The selection of Din Tai Fung holds cultural significance, as the restaurant is a celebrated establishment in Taipei, known for its high-quality Taiwanese cuisine (Chuang, 2009). Opting for a well-regarded and culturally significant venue demonstrates a keen understanding of business etiquette and the importance of creating a favorable impression (Martin, 2012). This aligns seamlessly with the broader theme of the course, emphasizing the significance of cultural awareness in international business dealings. The decision to hold a business dinner at Din Tai Fung reflects an acknowledgment of the pivotal role that business culture plays in shaping the success of collaborations (Świerkocki, 2016). Dining together offers a more relaxed setting for discussions, allowing participants to engage in informal conversations and build personal connections. In many cultures, including Taiwanese, business negotiations are not confined to boardrooms but often extend to more casual settings where relationships can be nurtured (Tu, Lin, Moslehpour, & Qiu, 2021). Proper dining etiquette is paramount in international business dealings and contributes significantly to creating a positive and respectful atmosphere. The invitation to Din Tai Fung reflects this awareness, offering a blend of excellent cuisine and an environment conducive to

discussions. Understanding and respecting the cultural nuances associated with dining can be a powerful tool in establishing trust and rapport between business partners (Smith & Barclay, 1997).

A factory visit, as highlighted in the letters, holds multifaceted importance in international business (Bonfanti, Castellani, Giaretta, & Brunetti, 2019). It provides a unique opportunity for firsthand interaction with facilities, technology, and personnel, fostering a deeper understanding of the host company's operations. The benefits are diverse, ranging from knowledge exchange and technological insights to relationship-building and the identification of potential areas for collaboration (Meredith, 1987). The choice of Din Tai Fung and the overall approach to host StellarTech exemplify the importance of cultural sensitivity, strategic planning, and attention to detail in international business. The letters showcase a thoughtful and well-coordinated effort to make the visit not only informative but also enjoyable, reflecting positively on the host company and laying the groundwork for future collaborations. Unit 13 underscores the strategic importance of a factory visit in international business. Through the analysis of the exchange of letters, it becomes evident that successful visits require meticulous planning, cultural awareness, and a commitment to fostering positive relationships. The choice of venue and the consideration of cultural nuances exemplify the broader themes of the course, emphasizing the interconnectedness of cultural understanding, business etiquette, and successful collaboration in the global business landscape.



## Unit 14: Overseas Customer Visit

Unit 14 explores the nuances of conducting client trips abroad as a powerful means of strengthening and developing potential commercial ties. The correspondence between StellarTech and PMS sheds light on the careful preparation and deliberation that go into organizing trips of this nature. In StellarTech's invitation to PMS, the letter unfolds with a pleasant tone, indicating StellarTech's enthusiasm in deepening partnership with PMS. The four-day visit, which is planned for February 1st, 2024, has been thoroughly planned and has an agenda. A welcoming dinner at the Michelin-starred French Laundry, visits of production facilities in Texas, presentations at StellarTech's California headquarters, and interactive sessions to identify possible areas of collaboration are just a few of the activities that make up this visit. The goal of this strategic agenda is to give PMS reps a thorough grasp of StellarTech's business, offerings, and upcoming initiatives (Chen & Popovich, 2003). The lodging and logistics information emphasize even more how carefully these visits are planned. StellarTech suggests staying at the five-star Citizen Hotel and offers to arrange transportation for all of the activities that take place there. This degree of attention to detail not only guarantees the guests' comfort and convenience but also shows a dedication to a flawless and satisfying experience (Bell, 1995). PMS showed professionalism and readiness in their answer to StellarTech's request. The confirmation of flight information—such as airline, flight number, arrival and departure airports, dates, and times—emphasizes how crucial exact logistics are to the planning of these kinds of visits. Furthermore, the question on any particular protocols or paperwork needed to enter the United States demonstrates PMS's dedication to making sure the visit goes well.

The benefits of overseas customer visits are manifold. They offer a firsthand experience of operations, facilities, and products, fostering a deeper understanding and appreciation of the host company's capabilities (Hennig-Thurau, 2000). These visits also provide a platform for face-to-face interactions, relationship-building, and discussions on potential areas of collaboration. The immersion in the host company's environment can lead to more informed decision-making and a stronger foundation for future partnerships (Ellery & Ellery, 2019). Responsibility for the success of an overseas customer visit rests on both the hosting and visiting parties (Rogers & Davidson, 2015). The host company, in this case, StellarTech, is responsible for meticulous planning, providing relevant information, ensuring comfortable accommodations, and coordinating logistics. The visiting party, represented by PMS, bears the responsibility of being well-prepared, adhering to the schedule, and actively engaging in discussions and activities. The future

collaboration and prospects arising from such visits are substantial. The exchange of knowledge, insights, and ideas during the visit can pave the way for collaborative projects, joint ventures, or enhanced business relationships. The personal connections forged during the visit can translate into increased trust, better communication, and a more seamless collaboration (Svendsen, 1998). In the broader context of the course, the emphasis on overseas customer visits aligns with the course's overarching theme of international trade. It underscores the significance of personal interactions, cultural considerations, and strategic planning in navigating the complexities of global business. The letters exchanged between StellarTech and PMS serve as practical examples, illustrating the application of course concepts in real-world scenarios.

As the course concludes, the assessment methods, including a written examination and a course commentary, contribute to a comprehensive evaluation of students' learning. The written exam, covering grammar, letter formats, and multiple-choice questions, assesses students' understanding of course content and their ability to apply concepts. This method enhances learning by encouraging students to consolidate and apply their knowledge in diverse scenarios (Kaendler, Wiedmann, Rummel, & Spada, 2015). The course commentary provides students with an opportunity for self-reflection (Gün, 2011). Addressing aspects such as expectations, likes, dislikes, and suggestions allows students to articulate their learning experiences and provides valuable feedback for continuous improvement. This reflective practice fosters a deeper understanding of the course's impact on individual learning journeys. In conclusion, Unit 14 unfolds the strategic nuances of overseas customer visits, showcasing the meticulous planning and thoughtful considerations essential for their success. The exchange of letters between StellarTech and PMS illustrates the practical application of course concepts and aligns with the broader theme of international trade. As the course concludes, the assessment methods contribute to a holistic evaluation, ensuring that students not only grasp theoretical concepts but also develop practical skills and insights applicable in real-world business scenarios.

## Conclusion

Enrolling in the International Trade course was a strategic and deliberate choice, influenced by the extensive involvement of my family in the business sector. The meticulous examination of the syllabus provided a compelling assurance that this course would deliver a thorough exploration of international trade—an indispensable facet in today's ever-evolving business landscape. The meticulously structured approach, starting with the engaging introduction facilitated by Robin's rotating circle and progressing through well-designed elements like group discussions, reports, and individual presentations, perfectly resonated with my preference for an organized and methodical learning experience. My expectations for learning were multifaceted and aimed at acquiring a nuanced understanding of the intricate dynamics of global business. Throughout the course, the practical insights gained from simulating real-world scenarios, especially in the exploration of the rules of exporting and importing, exceeded my initial expectations. Notably, the unit featuring picture illustrations about the sizes of shipping containers offered valuable visual aids, elevating comprehension and enhancing the practical application of this crucial aspect of international trade.

The course has unequivocally met and exceeded my expectations, providing a rich and immersive experience from units 1 to 14. Engaging in case studies that mirrored real-world scenarios not only honed problem-solving skills but also made the learning experience more practical. The hands-on exercises, including the unit on shipping container sizes, provided essential experience for confidently navigating the complexities of international trade. The incorporation of Business English practices, such as composing professional emails and participating in negotiations, further solidified the practical application of theoretical knowledge, enhancing my overall skill set. A particularly enjoyable aspect of this class was the diverse composition of our study group, bringing together members from Indonesia, Thailand, Japan, and Taiwan. This diversity not only contributed a wealth of perspectives to our discussions and projects but also enriched our collective understanding of international trade. The engaging teaching style, particularly evident in the Letter of Credit (L/C) unit with act-out explanations, added a dynamic and practical dimension to the learning experience. The absence of significant dislikes underscores the well-thought-out course design and the effectiveness of the teaching methodologies employed.

In terms of collaborative teamwork among group members, the overall experience has been positive. The diverse backgrounds and perspectives within the

group enhanced the depth and breadth of our discussions and projects. While occasional challenges arose, the collaborative atmosphere was conducive to learning and provided a valuable opportunity to appreciate the complexities of international trade from varied viewpoints. Looking ahead, I offer a suggestion for the future iteration of this course. While the course structure and content are commendable, a minor adjustment in the grading system could further acknowledge the unique contributions of each student. Allocating a higher percentage for individual assessments, such as our impactful individual presentations, would provide additional recognition for students' efforts in showcasing their understanding of specific topics.

The Trade course has been an enriching and fulfilling academic journey, aligning seamlessly with my initial motivations for enrolling. The engaging and practical nature of the course, coupled with the diverse perspectives brought by fellow students, has significantly contributed to my comprehensive understanding of international trade. I extend sincere appreciation to Dr. Lu for the dedication to student success and the overall positive learning experience. As the course concludes, I reflect on the valuable insights gained and eagerly anticipate the possibility of future collaborations, cherishing the impactful learning journey this course has offered.

Additionally, the complete manual of international trade truly ensures that students have reached the expected teaching objectives and acquired the capacity for engaging in the business of trade. This is evident through testimonials, demonstrating the following key skills: confidence to present in international trade occasions, persuasive manners to conduct business communication, critical thinking to make business strategy and decisions, and compassion to work with colleagues collaboratively. These testimonials underscore the course's effectiveness in equipping students with practical skills and instilling confidence for successful engagement in the international business arena.

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