



COURSE SYLLABUS

Name of Institution: Mahidol University International College
Division: Business Administration Division

GENERAL INFORMATION

1. Course Code and Course Title

Thai	ICMB 237/ 351 ธุรกิจระหว่างประเทศ
English	ICMB 237/351 International Business Management

2. Number of Credits: 4 credits (4 -0 -8)

3. Credit Hours/Semester

Lecture or Other In-class Activity Hours		Laboratory/ Field Trip/ Internship Hours	Self-Study Hours
48		0	48

4. Degree: Bachelor of Business Administration

5. Faculty Members:

Name: Dr. Thanita Buranatrakul
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6. Trimester/Academic Year: T2/ 2020-21

7. Pre-requisites: ICMB 234 Management & Organizational Behavior

DESCRIPTION AND OBJECTIVES

1. Course Description

Thai	แนวทางการปฏิบัติของธุรกิจระหว่างประเทศ โครงสร้างองค์การ ระบบการเงินและการบัญชี ระบบบัญชีค่าภาษี กลยุทธ์การตลาด ความแตกต่างด้านวัฒนธรรม การค้าระดับโลก การเติบโตของเศรษฐกิจและตลาดเงินทุน ผลกระทบจากการกีดกันทางการค้าระดับภูมิภาค การแข่งขันระดับโลกสำหรับบริษัท และ กลยุทธ์ระดับโลก
English	An examination of International business operations, organization structure, finance and accounting systems, taxation systems, marketing strategy, culture differences, global trade, capital markets and economic growth, the impact of regional trading blocs, corporate global competitiveness, and global strategies.

2. Course Learning Outcome

This course is designed to be an introduction course to International Business. It is the compulsory course for all students in the Business Administration Division. The course focuses on global business environmental factors and issues that affect firms with the international operations. The aims of this course is to help students understand important concepts and issues of international business management and how international business influences the global economy.

The course learning objectives are what student should be able to do by the end of the course. The learning outcome from this course is aligned with the overall Program Learning Outcome for all graduates in the BBA program. Program Learning Goals and outcome that are the attributes of BA graduates and can be achieved by achieving specific program learning outcome. The BA graduates learning outcomes are as follow:

MUIC BA Learning Goal/ Objectives

LG1	Teamwork	Students are able to demonstrate an ability to work in a team.
LG2	Analytical Skills	Students are able to think critically and to logically arrive at conclusions.
LG3	Innovativeness	Students are able to generate innovative business solutions.
LG4	Ethics & Sustainability	Students are able to assess ethical implications of business practices and to describe the importance of sustainability in business.
LG5	Management	Students are able to explain management concepts and to accomplish tasks within a changing business environment.

More specifically, this course is mapped with the LG3 Innovativeness and LG5 Management and the objectives are as follows:

Course Learning Outcomes	AACSB/ BA Program Learning Outcome		Teaching Methods
CLO	PLO	Sub PLOs	
CLO1 Identify important theories, concept and key business factors concerning the global business environment. (Bloom's tax: Identify)	LG 3 Students are able to generate innovative business solutions. (Innovativeness)	LO3.1 Students can identify relevant business opportunities/problems	Interactive Lecture Case Analysis/ Discussion
CLO2 Identify different business strategies and entry modes, and relate strategies in relation to international business operation (Bloom's tax: Identify)	LG 5 Students are able to explain management concepts and to accomplish tasks within a changing business environment (Management)	LO5.1 Students can demonstrate knowledge of main business functions and organizational management	Interactive Lecture/ Case Analysis/ Discussion
CLO3 Analyze international business environments, including differences of political, legal, economic, social and cultural environment. (Bloom's tax: Analyze)	LG 3 Students are able to generate innovative business solutions. (Innovativeness)	LO3.1 Students can identify relevant business opportunities/problems	Interactive Lecture Case Discussion
CLO4 Use the concepts and models of international business to analyses real problems in global business environment. (Bloom's tax: Use)	LG 3 Students are able to generate innovative business solutions. (Innovativeness)	LO3.2 Students can propose new and practical ideas to solve business problems/to meet new opportunities.	Interactive Lecture Case Discussion
CLO5 Communicate ideas in a succinct and clear manner and facilitate discussion on contemporary issues in international business. (Bloom's tax: Communicate)	-	-	Case Analysis/ Discussion Presentation

TEACHING AND EVALUATION PLANS

1. Course Outline

Week	Topic	Hours	CLO	Teaching Methods	Assessment Methods	Book Chapter
1	Introduction to IBM Globalization National Differences in Political, Economic and Legal System	4	CLO 1,2	Interactive Lecture, Case Discussion	Midterm Exam Term Project	1,2
2	National Differences in Economic Development Differences in Culture	4	CLO 1,2,3	Interactive Lecture Case Discussion	Midterm Exam Term Project	3,4
3	International Trade Theory	4	CLO 1,2	Interactive Lecture Case Discussion Practice Problem	Midterm Exam	6
4	Government Policy and International Trade	4	CLO 1,2	Interactive Lecture Case Discussion	Midterm Exam	7
5	Foreign Direct Investment	4	CLO 1,2	Interactive Lecture Case Discussion	Midterm Exam	8
6	Revision Midterm Examination	4		-	-	-
7	Regional Economic Integration	4	CLO4	Interactive Lecture Case Discussion	Final Exam	9
8	The Foreign Exchange Market	4	CLO2	Lecture Case Discussion Practice Problem	Final Exam	10
9	Strategy of International Business	4	CLO5	Interactive Lecture Case Discussion	Final Exam Term Project	13
10	Entry Strategy and Strategic Alliance	4	CLO 5,7	Interactive Lecture Case Discussion	Final Exam Term Project	15
11	Global Production and Supply Chain Management	4	CLO 5,7	Lecture Case Discussion Practice Problem	Final Exam	17
12	Global Marketing and R&D	4	CLO 6, CLO7	Interactive Lecture Case Discussion	Final Exam	18
Total				Lecture 48 hours Self-study 96 hours		

2. Time/ Date

Section 1: Tues and Thurs 14:00 – 15:50

3. Evaluation Plan

Evaluation Methods	Expected Learning Outcomes		Week	Percentage
Midterm Exam	CLO1,2,3,4	PLO 2	6	40 %
Final Exam	CLO5, 6,7	-	13	35 %
Attendance	-	-	1-12	5%
Presentation	CLO 7			10%
Quiz	CLO 7			10%

4. Course Assessment

The assessment of this course is based on MUIC's policy. Evaluation of student's achievement is recorded using the following letter grade symbols:

Grade	Score	Achievement	GPA
A	90 – 100	Excellent	4.00
B+	85 – 89	Very Good	3.50
B	80 – 84	Good	3.00
C+	75 – 79	Fairly Good	2.50
C	70 – 74	Fair	2.00
D+	65 – 69	Poor	1.50
D	60 – 64	Very Poor	1.00
F	≤ 59	Fail	0.00

TEACHING MATERIAL AND RESOURCE

Required Reference List

Hill, Charles W., Wee, Hult, G. Thomas, "International Business: Competing in the Global Market Place," McGraw Hill, 2019, 12th Edition

The website for this course is on MUIC e-Learning Website at:
<http://www.muic.elearning.mahidol.ac.th/>

Please click on the new version: MUIC E-Learning 3.0 to download your lecture and extra handouts: The reading required for each week is detailed in the lecture schedules. Students should come to the class having completed at least the essential reading in the textbook. The textbook also has an Internet website that provides further resources and learning materials for students. You can access the website at www.mhhe.com/au/hill with the registration code that accompanies the textbook. The registration code is valid for 12 months once activated.

COURSE POLICY

Academic Dishonesty

Academic dishonesty is prohibited at MUIC. It is a serious offense because it diminishes the quality of scholarship and makes accurate evaluation of student progress impossible. ***Please refer and adhere to the rules and regulations regarding an academic dishonesty stated in the Student Handbook (fabrication, falsification, plagiarism).***

Quiz and Exam Format

The quiz and the examination format will feature multiple choice questions and short answer questions and essay format question. Students are expected to constantly review all the course materials. Students are not allowed to use any textbook or notes during the quiz and exams. There will be **NO** makeup quizzes or exam regardless of any reason.

Class Attendance/ Participation

Attendance will be checked. Full class participation requires that you attend all classes on time and that you come well prepared to discuss assigned readings, engage thoughtfully with course content.

Lack of preparation, unprofessional conduct (e.g. non-participation, tardiness and distracting behavior, etc.) will lower your participation score. Please note that, student arriving **more than 15 minutes late** to class will be marked as **L – Late. Two Ls will be counted as one A - Absent.**

Midterm Examination: *Thursday 18th February 2021 Time: 18:00 – 19:50*

Final Examination: *Monday 29th March, 2021 Time: 18:00 – 19:50*

****Students must check the final examination schedule carefully and ensure that he/she does not register for any other course that has a conflict of final exam schedule with this course. ****

Uniform Policy

A proper dress code is part of the written policy for student conduct, including exchange and visiting students. Students are expected to strictly follow the university dress code norms. No cut-off jeans, shorts, mini or short skirts, tank tops or low-cut blouses, flip-flops, rubber or plastic sandals, or house slippers are permitted. If the students neglected to wear the proper uniform, he/she will not be allowed to enter the classroom and will be marked as absent on that day.

OTHER INFORMATION

Appendix A: Case Study & Readings

Appendix B: Rubric Assessment for PLO: LG2.1 Assessment

APPENDIX A

Case Study and Readings

Week	Topics	Assignments/Readings
1	<ul style="list-style-type: none"> • Introduction to the Course • Ch. 1 Globalization • Ch. 2 National Differences in Political, Economic and Legal System 	<ul style="list-style-type: none"> • Globalization of BMW, Rolls Royce and MINI (pg. 3) • Economic Transformation in Vietnam (pg. 59)
2	<ul style="list-style-type: none"> • Ch. 3 National Differences in Economic Development • Ch. 4 Differences in Culture 	<ul style="list-style-type: none"> • The political and Economic Evolution of Indonesia (pg.87) • China and its Guanxi (pg. 111)
3	<ul style="list-style-type: none"> • Ch. 6 International Trade Theory 	<ul style="list-style-type: none"> • Moving U.S. White Collar Jobs Offshore (pg.173)
4	<ul style="list-style-type: none"> • Ch. 7 Government Policy and International Trade 	<ul style="list-style-type: none"> • Is China Dumping Excess Steel Production? (p.219)
5, 6.1	<ul style="list-style-type: none"> • Ch. 8 Foreign Direct Investment 	<ul style="list-style-type: none"> • Burberry Shifts its Strategy in Japan (pg.248)
6.2	<p align="center">MID TERM EXAMINATION Thursday 18th February 2021 Time: 18:00 – 19:50</p>	
7	<ul style="list-style-type: none"> • Ch. 9 Regional Economic Integration 	<ul style="list-style-type: none"> • The Greek Sovereign Debt Crisis (pg. 266)
8	<ul style="list-style-type: none"> • Ch. 10 The Foreign Exchange Market 	<ul style="list-style-type: none"> • The Mexican Peso, The Japanese Yen, and Pokémon Go (pg. 287)
9	<ul style="list-style-type: none"> • Ch. 13 The Strategy of International Business 	<ul style="list-style-type: none"> • IKEA's Global Strategy (pg. 389)
10	<ul style="list-style-type: none"> • Ch. 15 Entry Strategy and Strategic Alliances 	<ul style="list-style-type: none"> • Tesco's International Growth Strategy (pg. 435)
11	<ul style="list-style-type: none"> • Ch. 17 Global Production and Supply Chain Management 	<ul style="list-style-type: none"> • Alibaba and Global Supply Chain (pg. 487)
12	<ul style="list-style-type: none"> • Ch. 18 Global Marketing and R&D 	<ul style="list-style-type: none"> • Unilever among India's Poor (p.530)
	<p align="center">FINAL EXAMINATION Monday 29th March, 2021 Time: 18:00 – 19:50</p>	

APPENDIX B:

PLO and CLO RUBRIC ASSESSMENT

INNOVATIVENESS: LO3: Students are able to generate innovative business solutions

Criteria	Fail Expectation 1	Meet Expectation 2	Exceed Expectation 3
LO3.1 Students can identify relevant business opportunities/problems	Students are unable to identify emerging and viable business opportunities/problems based on an agile or a comprehensive business research/experiment.	Students are able to identify emerging and viable business opportunities/problems based on an agile or a comprehensive business research/experiment.	Students are able to identify emerging, viable, significant, and impactful business opportunities/problems based on an agile or a comprehensive business research/experiment.
LO3.2 Students can propose new and practical ideas to solve business problems/to meet new opportunities.	Students are unable to propose new, practical, informed, and relevant business solutions (products/services/processes) for solving business problems/meeting new business opportunities.	Students are able to propose new, practical, informed, and relevant business solutions (products/services/processes) for solving business problems/meeting new business opportunities.	Students are able to timely propose and defend their new, practical, informed, and relevant business solutions (products/services/processes) for solving business problems/meeting new business opportunities.

MANAGEMENT LO5: Students are able to explain management concepts and to accomplish tasks within a changing business environment

Criteria	Fail Expectation 1	Meet Expectation 2	Exceed Expectation 3
LO5.1 Students can demonstrate knowledge of main business functions and organizational management	Students are unable to demonstrate a sufficient knowledge of main business functions and organizational management.	Students are able to demonstrate a sufficient knowledge of main business functions and organizational management.	Students are able to demonstrate a comprehensive knowledge of main business functions and organizational management for firms of different sizes, forms, geographical areas, industries, and cultures.