

# **International Business**

Bangkok, Thailand

## **Contact information:**

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## **General description:**

This course is intended to introduce international business students to the many facets of working in a global marketplace such as the fundamentals of international business in a dynamic global environment, key issues facing today's international business marketplace, different dimensions of business environment in a global arena including culture dimensions, trade, global marketing and supply chain management.

## **Main objectives and goals:**

- To introduce the students to the fundamental concepts of international business that underlie the international business discipline
- To orient students about the role and importance of global business
- To help the students develop critical thinking skills in the identification of key issues and in the formulation of appropriate strategies for globalization
- To develop an understanding of the worldwide developments and foundations for international business and the cultural context for managing in an overseas environment. The international dimension will also involve development of interpersonal skills, use of tact and diplomacy through the understanding of cultural variances.

## **Student assessment:**

This course has three main components:

- i. A pre-departure component with readings and a preparatory assignments
- ii. A study-abroad component that involves travel and project assignments in Bangkok, Thailand
- iii. Final Exam

- iv. An independent study component designed to produce a final project paper and oral presentation.

***Student pre-departure preparation.***

Students are provided reading materials and a preparatory assignment before the departure to Thailand.

**Student Grade:**

To earn 3 hour credits, students are graded based on a chronicle of the entire study abroad experience in the form of:

- i. Field journal
- ii. Project assignments in Bangkok
- iii. Final Exam
- iv. Final project paper and presentation.

***Field journal*** - include a photo essay with text, PowerPoint slides for a visual presentation plus a documented paper. Students will record observations on project assignments from their field trips. Journals will serve as a reference for the final project.

***Project assignments*** –which address three core competencies:

(i) international business knowledge where students will apply their understanding of the global component of managing a business, (ii) managerial thinking skills where critical thinking and analysis of business situations will be required through case study and project assignments that involve research and application of theories and concepts, and (iii) communications skills where students presents their final product.

***Final project paper and oral presentation*** – presentations of project assignments.

**Prerequisites and credit equivalency:**

**BADM 436** - International Business Study Abroad (3 credit hours)

**Syllabus (sample grading scale):**

- i. Pre-departure work (10%):***
  - a. Reading and preparatory assignments
- ii. In-country work (65%):***
  - a. Project assignments

- b. Field journal

***iii. Post-program project (25%)***

- a. Final written paper and oral presentation

- b. Final Exam