



Course Syllabus (Academic Year 2018)

School of Interdisciplinary Studies, Kanchanaburi Campus, Mahidol University

- Course No. and Title** : KAMG 442 International Business Management
Credit (study hours) : 3 (3-0-6)
- Program Name** : Bachelor of Business Administration in Management
- Course Module** : Elective Course
Pre/co-requisite : KACM 141 Organization and Management, KACM 142 Marketing
- Class Semester** : 1st Semester 2nd Semester Academic Year 2018
- Class Schedule & Venue** : Thursday 09:00 – 12:00, Room 2310, Versatile Building)
- Class Coordinator** : Mr. Suriya Butrapun, Instructor
Contact No. : 065-1419251 Email : suriya.but@mahidol.edu

7. Course Description

Analysis of components in international business operations; constraints of cultures, education, politics, economics, and society in managing international business; concepts of international business management in terms of organizational strategy, marketing, finance, and management, ethics in international business.

8. Course Objectives / Course Learning Outcomes (CLOs)

No.	Objectives / CLOs	Expected Skills / Knowledge			PLOs
		Specific	Generic	Knowledge	
8.1	Understand components in international business operations เข้าใจองค์ประกอบของการจัดการธุรกิจระหว่างประเทศ	SS1	GS2	K1	1
8.2	Analysis concepts of international business management การวิเคราะห์แนวคิดการจัดการธุรกิจระหว่างประเทศ	SS1	GS4	K1	3
8.3	Apply to another subjects relate to increase the alternative of business. ประยุกต์ให้เข้ากับเนื้อหาวิชาอื่นๆ ที่เกี่ยวข้องเพื่อเป็นการเพิ่มทางเลือกทำธุรกิจ	SS1	GS6	K1	5

9. Class Instructor List

9.1 Name Mr. Suriya Butrapun

Contact No. : 065-1419251

Email : suriya.but@mahidol.edu

10. Course Outline

Week	Date	Contents	CLOs	Teaching & Learning	Instructor's Names
1	17 Jan 2019	Introduction course outline, Overview international business	1	Lecture, Group Discussion, Reflection	Suriya Butrapun
2	24 Jan 2019	Chapter 1 The Cultural Environments facing business	1		
3	31 Jan 2019	Chapter 2 The Political and Legal Environments Facing business	1		
4	7 Feb 2019	Chapter 3 The Economic Environment	1		
5	14 Feb 2019	Chapter 4 International Trade Theory	1,2		
6	21 Feb 2019	Chapter 5 Government Influence on Trade	1.2		
7	28 Feb 2019	Chapter 6 Regional Economic Integration and Emerging Market	2		
8	7 Mar 2019	Mid-term Review	2		
9	Mid-term Examination 11 – 15 Mar 2019				
10	21 Mar 2019	Chapter 7 Foreign Direct Investment	2,3	Lecture, Group Discussion, Reflection	Suriya Butrapun
11	28 Mar 2019	Chapter 8 The Foreign-Exchange Market	2,3		
12	4 Apr 2019	Chapter 9 International Business Negotiations and Diplomacy	3		
13	11 Apr 2019	Chapter 10 Collaborative Strategy	3		
14	18 Apr 2019	Chapter 11 Export and Import Strategies	3		
15	25 Apr 2019	Chapter 12 Global Manufacturing and Supply Chain Management	1,3		
16	2 May 2019	Presentation of International Business Management / Study visit	3	Presentation Study visit	
17	9 May 2019	Final Review	3	Reflection	
18	Final Examination 13 – 24 May 2019				
19					

11. Course Assessment

No.	Methods / Activities	Regulations	CLOs	Week	Weight Distribution (%)
11.1	Mid-term exam	Contents	1,2	9	20
11.2	Final exam	Contents	2,3	18,19	30
11.3	Quiz	Contents	1,2	3,12	10
11.4	Reports / Assignments	Solve problem	2,3	15	30
11.5	Class participation	Attend and Participate	1,2,3	1-16	10
				Total	100

12. Grading System

Criterion-referenced evaluation

Grade	Score	Grade	Score	Grade	Score	Grade	Score
A	≥ 80 %	B	70 – 74.99%	C	60 – 64.99%	D	50 – 54.99%
B+	75 – 79.99%	C+	65 – 69.99%	D+	55 – 59.99%	F	< 50 %

Norm-referenced evaluation

*If use both criterion and norm-referenced evaluation, please tick two boxes.

13. References

13.1 Daniels, John D. and Radebaugh, Lee H., International Business : Environments and Operations, 9th edition, Global Edition. : Upper Saddle River, New Jersey, Prentice Hall; 2001.