

Course Syllabus

- 1. Name of Curriculum** Bachelor of Business Administration
Mahidol University International College
- 2. Course Code** ICMB 351 **Course Title** International Business
Management
- 3. Number of Credits** 4 **(Lecture / Lab)** (4-0)
- 4. Prerequisites**
ICMB 232
- 5. Type of Course**
Core Course
- 6. Semester / Academic Year**
First, Second, Third / 2004

7. Course Description

An examination of international business operations, including organization structure, finance and accounting systems, taxation systems, marketing strategies, cultural differences, global trade, capital markets and economic growth, the impact of regional trading blocs, corporate global competitiveness and global strategies.

8. Course Objective

The objective of this course is to assist you in understanding the processes, theories, practices related to international business management. You will be able to describe business environments (both from global and national perspectives), international trade and investment, the international financial system and the interactions that are involved in the international business management areas. These include planning and organizing international operations, analyzing international opportunities, selecting and managing entry modes, developing and marketing products, launching and managing production and hiring and managing employees

9. Course Outline

| Week | Topic | | | Instructor |
|------|--|------|------|------------|
| | Lecture / Seminar | Hour | Lab. | |
| 1 | Introductiton to ICMB 351 & an Overview and Culture in Business | 4 | - | Somchat |
| 2 | Politics and Law in Business, and Economic Systems and Development | 4 | - | Somchat |
| 3 | Case no. 1 and International Trade | 4 | - | Somchat |
| 4 | Business – Government Trade Relations, and Foreign Direct Investment. | 4 | - | Somchat |
| 5 | Regional Economic Integration, and Case no. 2 | 4 | - | Somchat |
| 6 | International Financial Markets and Mid-term Examination | 4 | - | Somchat |
| 7 | International Monetary System, and Planning and Organizing International Operations. | 4 | - | Somchat |
| 8 | Analyzing International Opportunities, Selecting and Managing Entry Mode, Case no. 3 | 4 | - | Somchat |
| 9 | Developing and Marketing Products, and Launching and Managing Prodcution | 4 | - | Somchat |
| 10 | Hiring and Managing Employees, Case no. 4 | 4 | - | Somchat |
| 11 | Student’s Presentation. | 4 | - | Somchat |
| | | 4 | - | Somchat |
| | Total | | | |

10. Teaching Methods

Lecturing and Case Study Analysis

11. Teaching Media

Power-point slides, and handouts

12. Course Assessment/Evaluation

Four pieces of assessment must be completed in this subject.

1) Mid-term Examination

Value: 30 %

The mid-term examination will cover the content during the first half of the course including 8 chapters of the required text (chapter one to chapter eight).

2) Business Project (Written Report and Presentation)

Value: 15%

Students are to form a pair of 2 and each pair will be asked to make a 10 minute oral presentation. You are asked to select and analyze a country that you would like to learn more about and a product or a service that you believe you can market there.

You may begin by compiling fundamental country data and then do additional research to flesh out the nature of the market opportunity offered by this country or its suitability as a manufacturing site.

You should incorporate following topics (but not limited to) into your analysis.

1. Identification of basic appeal.
 - Suitability of climate
 - Absolute product bans
 - Access to materials
 - Access to labor
 - Access to financing
2. Assessment of the national business environment.
 - Cultural analysis
 - Political and legal analysis
 - Economic analysis
 - Trade and investment analysis
3. Measurement of market or site potential.
 - Measure current sales
 - Estimate income elasticity of demand
 - Calculate market potential indicator (if appropriate)
 - Quality of workforce
 - Quality of inputs

- Quality of infrastructure
4. Selection of the market or site.
- Competitor analysis

The chosen market must be approved by the lecturer before the submission of the completed report. You are also required to submit a maximum 2 page-proposal detailing out your approach to collect and analyze information and the proposed structure of your written report.

I will be looking for a demonstration that you understand the international business management you have studied and can use it as a basis for a critical evaluation of the market. The presentation will be marked on content, argument, structure, method of presentation and promotion of discussion. Try to make your presentation lively and interesting and please do not bore us by reading your paper. Concentrate on explaining the main ideas in the presentation. Your presentation will be followed by a 5 minute-general discussion of the topic.

You are also required to hand in two copies of your written business report. The paper will be typed using "Time New Roman with Font 12" and one and a half - spaced. Appropriate citations in the report must be provided and proper footnotes and reference list at the end of the report must be available. You will not receive a passing grade in the course without successfully completing the project. A non original paper will receive an automatic "F". (See Plagiarism at the end of this syllabus)

- 3) Class participation and assignments Value: 15%

Students are expected to read all assigned materials, actively contribute to class discussion, analyze case studies and complete required assignments. Students arriving 15 minutes later will be marked *L - Late*. Students not returning promptly after the break will be marked *A - Absent*. Students are also expected to attend at least 80% of the class (*Maximum 4 A's* - to be eligible to sit for the final examination) however class attendance is not a substitute for productive class participation. As a rule of thumb for this course, *3 L's* will give you *1 A* and *5 A's* will result in *an "F" grade*.

- 4) Final examination (Comprehensive) Value: 40%

The final examination will be based on lectures, required text, and class discussions (including class assignments, and student presentations). Students absent on any examination day will receive an "F" grade, unless there are exceptional circumstances approved by the program's director.

13. Reference

John J. Wild, Kenneth L. Wild, and Jerry C. Y. Han, **International Business**, Prentice Hall, 2nd edition, 2003, ISBN 0-13-035311-6

14. Instructors

Dr. Somchat Visitchaichan
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15. Course Coordinator

Nil.