



FACULTY OF HOSPITALITY AND TOURISM
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS

COURSE SYLLABUS

Subject: 817-402 INTERNATIONAL BUSINESS

Subject Credit: 3(3-0-6)

Prerequisites: None

Course Description:

Fundamentals of international business in a dynamic global environment, current issues in international business, different dimensions of business environment in a global arena including culture dimensions, trade and investment theories, global financial management, global marketing and supply chain management

Learning Objectives:

1. To develop an understanding of international trade theories which rationalize the current international business environment
2. To equip students with an understanding of the trade instruments and rational behind the implementation of both tariff and non-tariff barriers
3. To deliver the content of financial instruments used in international business environment.
4. To introduce and explain terminology used in international logistic

Lecturer Contact Details:

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Class Schedule: Thursday 9:00 - 12:00 hrs.**Course Outline:**

Week	Items/content	Note
1	Introduction to the course	Lecture
	Introduction to the LMS2 and its mobile application	
	Application of International Finance for International student	
2	The Ricardian Model Labor Productivity and Comparative advantage model	Lecture
		In class assignment
3	The Heckscher-Ohlin Model	Lecture
		In class assignment
4	External Economies of Scale and the International Location of Production	Lecture
		In class assignment
5	Theory of MNCs why firm invests abroad	Lecture
		In class discussion from distributed journal
6	The instrument of trade policy & Economic Integration	Lecture
		In class discussion

7	Choice of doing International Business Export or FDI	In-class discussion
		Case study
8	Midterm Exam review	Lecture
9	Midterm Examination	
10	International Financial Markets	Lecture
		In class assignment
11	International Monetary System	Lecture
		In class discussion
12	Exchange rate, Hedging and Value at risk model Part I	Lecture
		In class assignment
13	Exchange rate, Hedging and Value at risk model Part II	Lecture
		Quiz
14	International Logistics & Incoterms	Lecture
		In class assignment
15	Final Exam Review	Lecture
16	Final Examination	

Learning Assessment Plan:

Quiz Arranged and Pop-up	10
Class Participation and Lecturer's evaluation on student's effort in completing In-class assignment	25
Midterm Examination	30
Final Examination	35

Grading Criteria:

Grading Criteria	
≥80	= A
75 – 79	= B+
70 – 74	= B
65 – 69	= C+
60 – 64	= C
55 – 59	= D+
50 – 54	= D
≤49	= E

Textbook(s):

Part	Name	Authors
International Economics	International Economics: Theory and Policy (10th Edition)	Krugman, Obstfeld, and Melitz
Multinational Finance	Fundamentals of Multinational Finance (5th Edition)	Moffett, Stonehill, and Eiteman
International Business	International Business: The Challenge of Globalization (8th Edition)	J. Wild and K. Wild

Other Course Materials: Available in LMS2