



Bachelor of Business Administration

International Program

Course Outline - Year 2021

School of Business

University of the Thai Chamber of Commerce

University name: University of the Thai Chamber of Commerce

Campus/School: School of Business

Part1. General Information

1. Curriculum Title

Thai: หลักสูตรบริหารธุรกิจบัณฑิต (หลักสูตรนานาชาติ)

English: Bachelor of Business Administration Program (International Program)

2. Degree Title

2.1 Full Title (Thai): บริหารธุรกิจบัณฑิต

2.2 Abbreviation (Thai): บธ.บ.

2.3 Full Title (English): Bachelor of Business Administration

2.4 Abbreviation (English): B.B.A.

3. Specialization

3.1 International Business Management

4. Philosophy

To produce knowledgeable business administration graduates. They have the skills to

handle international business management, marketing and logistics management efficiently, to use new technology effectively, to communicate in business English, and to conduct business ethically. The program will create the best business practices as a response to the need of national economic development and the expanded competitive edge of globalization.

5. Objectives

5.1 To provide graduates with strong analytical, strategic, operational, international business, marketing and logistics management skills.

5.2 To train and enhance graduates to meet the needs of international business, marketing and logistics management.

5.3 To instill graduates with high moral virtue and ethical standards ready to take on social responsibilities.

5.4 To provide graduates with an excellent command of English for effective business communication.

5.5 To provide graduates with computer skills essential for effective business operations.

5.6 To provide graduates with analytical and research skills required for successful postgraduate study both domestically and internationally.

5.7 To provide graduates of international standard caliber.

Part 2. Academic system, program management and program structure

1. Academic system

1.1 System

The regular academic year is divided into two semesters.

1.2 Management of Summer Session

A Summer session may be offered depending on the consideration of program committees.

2. Program management

2.1 Semesters

First semester: August – December

Second semester: January – May

Summer session: June – July

2.2 Qualification and Entry requirement

2.2.1 Applicants must possess all of the following qualifications:

1) Successful completion of a high school level (Mathayom 6) or equivalent accredited by the Ministry of Education, or successful completion of a Bachelor's

Degree from universities in Thailand or overseas accredited by the Ministry of Education.

2) Good personality.

3) Good health: No serious illness which may obstruct their studies.

4) Having qualifications that meet the University of the Thai Chamber of Commerce's regulations regarding the undergraduate accreditation 2002.

2.2.2 Entry requirements:

1) Applicants must pass the National Entrance Examinations for the subjects of Mathematics, English, or equivalent. All applicants will be interviewed in accordance with the regulations of the University of the Thai Chamber of Commerce.

2) Applicants are exempted from English test if they have a minimum IELTS (Academic Band) of 5.5 with minimum of 5 in every band, or a minimum TOEFL of 500 (Paper-Based Test), 173 (Computer - Based Test), or 61 (Internet - Based Test).

3) Applicants from overseas who use English as a first language are exempted from the English Test. However, they must pass the mathematics test and interview.

4) Applicants who achieve all requirements must take English for academic purposes and pre-mathematics to improve their English and quantitative skills, or according to the regulation of the University of the Thai Chamber of Commerce regarding undergraduate accreditation.

5) In case an applicant's academic qualifications do not meet the above requirements, the application may be reviewed and approved by the Committee of the School of Business. The committee will take into consideration the university's academic standard prior to the acceptance of applicants.

2.3 Academic System

Refer to the Academic Regulations, University of the Thai Chamber of Commerce, year 2002.

2.4 Transfer Admission

Refer to the Regulations, University of the Thai Chamber of Commerce, year 2005 and 2004.

IB002 - Modern Business

Course Code: IB002

Course Title: Modern Business

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Dr. Jakarin Srimoon

Semester: 01

Year: 2012

Prerequisite course, if any: -

Course Description

Principles and applications of basic business management, modern business organization, finance, economics, accounting, business laws, business environments, good governance, business ethics, and corporate social responsibility.

Course Objectives

After successful completion of this course, students will:

1. Understand the issues of modern business and today's business environment;
2. Understand the structure of contemporary business and the role of Entrepreneurs in a competitive economy;
3. Understand how the managerial hierarchy operates within a business organization and empowering employees through teamwork;
4. Understand basic marketing strategies used in contemporary business, and;
5. Understand how to manage the firm's financial resources.

Teaching Approach

(Student – Centered Approach)

- √ Lecture Problem-based Learning
- √ Practice Project-based-Learning
- √ Discussion √ Research-based-Learning

Seminar Online Learning/Internet-based-Learning
Case Study Others (Please specify).....

Teaching Aids/Instructional Media

√ Pictures √ PowerPoint
√ Authentic Material √ Electronic Media Ex. Option Finder, VCD, DVD, e-book
E-Learning

Student Activities

√ Data/Information Search
√ Brainstorming
√ Experiment
√ Data/Information Search

Textbooks/Instructional Material

Contemporary Business, 15th Ed., by Boone & Kurtz, 2012, John Wiley & Sons.

Evaluation

- Knowledge and Skills

- Examination Quizzes (10%)
- Midterm Examination (25%)
- Final Examination (25%)

- Assignments/Teaching-Learning Activities

- Presentation Individual Industry Report (20%)
- Current Event/Topic Presentation (10%)
- Class Participation/Attendance (10%)

IB102 - Organization and Management

Course Code: IB102

Course Title: Organization and Management

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Dr. Andres Hild

Semester: 1

Year: 2012

Prerequisite course, if any: -

Course Description

Principles and application of management and organizations. Organizational behaviour in relation to rationalization of workplaces, individuals and groups, culture, identity work, knowledge, leadership, networks of power, diversity and equal opportunities, continual change, and globalization.

Course Objectives

To introduce key topics within the contemporary field of organization studies in relation to management practices and concepts. To provide an introduction to human and organizational life from a social sciences perspective. To facilitate critical awareness.

Teaching Approach

(Student – Centered Approach)

- √ Lecture Problem-based Learning
- √ Practice Project-based-Learning
- √ Discussion Research-based-Learning
- Seminar Online Learning/Internet-based-Learning
- √ Case Study Others (Please specify).....

Teaching Aids/Instructional Media

- √ Pictures
- √ PowerPoint
- √ Authentic Material
- √ Electronic Media Ex. Option Finder, VCD, DVD, e-book
- E-Learning

Student Activities

- √ Data/Information Search
- √ Brainstorming
- √ Experiment
- √ Data/Information Search

Textbooks/Instructional Material

Primary:

- King, D and Lawley. S (2013) Organizational Behaviour Oxford: Oxford University Press

Secondary:

- Clegg, S; Kornberger, M and Pitsis. T (2005) Managing Organizations: Introduction to Theory and Practice London: Sage
- Westwood, RI (1992) Organisational Behaviour: Southeast Asian Perspectives Hongkong: Longman

Evaluation

- Knowledge and Skills:

Final Examination (45%)

- Assignments/Teaching-Learning Activities:

Exercises (55%)

IH009 - English for Communication I

Course Code: IH009

Course Title: English for Communication I

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Dr. William P. Wall

Semester: 01

Year: 2012

Prerequisite course, if any: -

Course Description

Development and practice of communicative English in everyday life, focusing on listening to short conversations and messages for main ideas and details, greeting and socializing, taking part in small talk, introducing oneself, welcoming, asking and giving information, reading paragraphs for main ideas and supporting details, and writing short and simple messages through a standard and an electronic form.

Course Objectives

Students will be able to converse fluently and accurately in a wide range of social and basic business situations, such as entertaining, telephoning, meeting and presenting. They will have a strong understanding of elementary English grammar and be able to use it in all their communication. They will be able to write accurate basic business documents such as notes and emails. They will be able to understand English in a range of business situations in their listening and reading also. They will improve their use of general and business English vocabulary.

Teaching Approach

(Student – Centered Approach)

✓Lecture

✓Problem-based Learning

- ✓Practice
- ✓Project-based-Learning
- ✓Discussion
- ✓Research-based-Learning
- Seminar
- ✓Online Learning/Internet-based-Learning
- ✓Case Study
- Others (Please specify).....

Teaching Aids/Instructional Media

- ✓Picture
- ✓PowerPoint
- Authentic Material
- ✓Electronic Media eg. Option Finder, VCD, DVD, e-book
- etc.
- Others (Please specify).....

Student Activities

- ✓Data/Information Search
- ✓Games
- ✓Brainstorming
- ✓Simulation
- ✓Presentation
- Survey
- ✓Role Play
- Field Work
- Experiment
- Field Trip Others (Please specify).....

Textbooks/Instructional Material

Market Leader, Elementary New Edition, David Cotton, David Falvey, Simon Kent. Pearson Education Limited, 2007.

Evaluation

- Knowledge and Skills

- Midterm Examination : 30%
- Final Examination : 40%

- Assignments/Teaching-Learning Activities

- Exercises : 20%
- Activities : -
- Assigned Tasks/Projects : -

- Attendance: 10%

IH014 - Thai Language and Culture

Course Code: IH014

Course Title: Thai Language and Culture

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Prof. Suphasiri Kitprayoon

Semester: 01

Year: 2012

Prerequisite course, if any: -

Course Description

Use of Thai language for basic communication. Practice in listening, speaking, reading and writing Thai alphabets. Study of the relationship between Thai language and culture, belief and common values in Thai society, and appreciate use of Thai for various situations.

Course Objectives

This course is designed to

- Introduce Thai for basic communication and concepts in language and culture.
- Practice in listening, speaking focusing on everyday life topics, reading and writing Thai consonants and vowels.
- Enable to choose the appropriate use of Thai for various situations based on Thai culture, belief and common values in Thai society.
- Be aware of language and cultural differences.

Teaching Approach

(Student – Centered Approach)

- √ Lecture Problem-based Learning
- √ Practice √ Project-based-Learning
- √ Discussion Research-based-Learning
- Seminar √ Online Learning/Internet-based-Learning
- √ Case Study Others (Please specify).....

Teaching Aids/Instructional Media

- √ Pictures √ PowerPoint
- √ Authentic Material √ Electronic Media Ex. Option Finder, VCD, DVD, e-book
- Others (Please specify) E-Learning

Student Activities

- √ Data/Information Search √ Roles play
- √ Brainstorming
- √ Presentation
- √ Games

Textbooks/Instructional Material

Reference to Thai for Beginners – Benjawan Poomsan Becker (เบญจวรรณ ภูมิแสน เบคเกอร์)

Evaluation

- Knowledge and Skills
 - Midterm Examination (20%)
 - Final Examination (50%)
- Assignments/Teaching-Learning Activities
- Attendance: percentage (10%)
 - Assignments/Quizzes: percentage (10%)
 - Term Projects: percentage (10%)

IS004 - Modern Science and Technology

Course Code: IS004

Course Title: Modern Science and Technology

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Prof. Supanunt Tunwannarux

Semester: 01

Year: 2012

Prerequisite course, if any: -

Course Description

Science and technology are a part of modern society, they play a critical role in daily life around the globe. Modern societies have been shaped by the knowledge that has been contributed by science and technology.

Modern Science and Technology is a course designed to provide students with an overview on the evolution of science and technology, especially their development and changes through times. In addition, students will study how science and technology have affected the environment, societies, business and people. As part of the course students will obtain a critical view of modern science and technology and investigate ethical issues of their uses.

Course Objectives

1. Understand the terminology appropriate to the science and technology.
2. Explore the evolution of scientific and technology and how they have affected societies, businesses, people and environment.
3. Develop critical thinking about ethical views on science and technology.

Teaching Approach

(Student – Centered Approach)

- ✓Lecture
- ✓Practice
- ✓Discussion
- Seminar
- ✓Case Study
- ✓Problem-based Learning
- ✓Project-based-Learning
- ✓Research-based-Learning
- ✓Online Learning/Internet-based-Learning
- Others (Please specify).....

Teaching Aids/Instructional Media

- ✓Picture
- Authentic Material
- Others (Please specify).....
- ✓PowerPoint
- ✓Electronic Media eg. Option Finder, VCD, DVD, e-book etc.

Student Activities

- ✓Data/Information Search
- ✓Brainstorming
- ✓Presentation
- ✓Role Play
- Experiment
- Others (Please specify).....
- ✓Games
- ✓Simulation
- Survey
- Field Work
- Field Trip

Textbooks/Instructional Material: -

Evaluation

- Knowledge and Skills

- Midterm Examination : 30%
- Final Examination : 40%

- Assignments/Teaching-Learning Activities

- Exercises : 20%
- Activities : -
- Assigned Tasks/Projects : -

- Attendance: 10%

IS005 - Mathematics and Statistics for Daily Life

Course Code: IS005

Course Title: Mathematics for Daily Life

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Prof. Niti Sukhanonsawas

Semester: 01

Year: 2012

Prerequisite course, if any: -

Course Description

Importance and impact of mathematics and statistics on science and technology, mathematics and statistics for daily life and business, use of mathematic and statistic software for data analysis and interpretation.

Course Objectives

Upon successful completion, the student will demonstrate proficiency and understanding as well as be able to apply the analytical concepts in the real business environment in the following topics: Algebra, equations, and basic statistics.

Teaching Approach

(Student – Centered Approach)

- √ Lecture √ Problem-based Learning
- √ Practice Project-based-Learning
- √ Discussion Research-based-Learning
- Seminar Online Learning/Internet-based-Learning
- Case Study Others (Please specify).....

Teaching Aids/Instructional Media

- √ Pictures
- √ PowerPoint
- √ Authentic Material Electronic Media Ex. Option Finder, VCD, DVD, e-book
- Others (Please specify) E-Learning

Student Activities

- √ Data/Information Search
- √ Brainstorming
- √ Presentation
- √ Games

Textbooks/Instructional Material

Haeussler, E. F., Jr., Paul, R. S., and Wood, R. J., Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences, 13th Edition, Prentice Hall: New Jersey, 2011.

Williams, T. A., Sweeney, D. J., Anderson, D. R., Contemporary Business Statistics, 4th Edition, Cengage Learning, 2012.

Evaluation

- Knowledge and Skills
 - Midterm Examination (35%)
 - Final Examination (20%)
- Assignments/Teaching-Learning Activities
- Attendance: percentage (10%)
 - Assignments/Quizzes: percentage (10%)
 - Term Projects: percentage (25%)

IA913 - Principles of Accounting

Course Code: IA913

Course Title: Principles of Accounting

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, 15 weeks

Lecturer: Assistant professor Angsana Sriprasert

Semester: 02

Year: 2012

Prerequisite course, if any: -

Course Description

Concepts of accounting, principles and practices of double entry bookkeeping, profit measurement and preparing financial statements, accounting for services, merchandising, and manufacturing, value-added tax, depreciation.

Course Objectives

1. Describe accounting concepts and principles.
2. Analyze transaction and record in the accounting books.
3. Adjust and close the periodical entries.
4. Prepare the financial statements.
5. Account for different types of business.

Teaching Approach

(Student – Centered Approach)

Lecture	Problem-based Learning
Practice	Project-based-Learning
Discussion	Research-based-Learning
Seminar	Online Learning/Internet-based-Learning
Case Study	Others (Please specify).....

Teaching Aids/Instructional Media

Picture PowerPoint

Authentic Material Electronic Media eg. Option Finder, VCD, DVD,
e-book etc.

Others (Please specify).....

Student Activities

Data/Information Search Games

Brainstorming Simulation

Presentation Survey

Role Play Field Work

Experiment Field Trip

Others: Learning journal

Textbooks/Instructional Material

Wly gandt, kieso and kimmel Accounting principles, Eighth edition Wiley 2008

Evaluation

- Knowledge and Skills

- Midterm Examination: 35%

- Final Examination: 45%

- Assignments/Teaching-Learning Activities: 10%

- Exercises: percentage. 5%

- Presentations : percentage 5%

- Attendance: F if missed more than 10%

IB103 - Organizational Behavior

Course Code: IB103

Course Title: Organizational Behavior

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Dr. Noel Jones

Semester: 02

Year: 2012

Prerequisite course, if any: -

Course Description

Principles and application of management and organizations. Organizational behaviour in relation to rationalization of workplaces, individuals and groups, culture, identity work, knowledge, leadership, networks of power, diversity and equal opportunities, continual change, and globalization.

Course Objectives

To introduce key topics within the contemporary field of organization studies in relation to management practices and concepts. To provide an introduction to human and organizational life from a social sciences perspective. To facilitate critical awareness.

Teaching Approach

(Student – Centered Approach)

- √ Lecture Problem-based Learning
- √ Practice Project-based-Learning
- √ Discussion Research-based-Learning
- Seminar Online Learning/Internet-based-Learning
- √ Case Study Others (Please specify).....

Teaching Aids/Instructional Media

- √ Pictures
- √ PowerPoint
- √ Authentic Material
- √ Electronic Media Ex. Option Finder, VCD, DVD, e-book
- E-Learning

Student Activities

- √ Data/Information Search
- √ Brainstorming
- √ Experiment
- √ Data/Information Search

Textbooks/Instructional Material

Primary:

- King, D and Lawley. S (2013) Organizational Behaviour Oxford: Oxford University Press

Secondary:

- Clegg, S; Kornberger, M and Pitsis. T (2005) Managing Organizations: Introduction to Theory and Practice London: Sage
- Westwood, RI (1992) Organisational Behaviour: Southeast Asian Perspectives Hongkong: Longman

Evaluation

- Knowledge and Skills

Final Examination: (45%)

- Assignments/Teaching-Learning Activities

Exercises: (55%)

IE921 - Principles of Economics I

Course Code: IE921

Course Title: Principle of Economics 1

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Prof. Lalita Chanwongpaisarn

Semester: 02

Year: 2012

Prerequisite course, if any: -

Course Description

Basic concepts and models of national income, international trade and finance, money and banking, economic problems including inflation-deflation, unemployment and application of economic policy to solve them.

Course Objectives

This course aims to equip students with basic macroeconomics concepts. The student should be able to apply the relevant macroeconomics concepts/ theories to some the contemporary economics and social issues/problems. Moreover, student should be able to utilize basic quantitative analysis, using graphs figure and basic algebra to analyze the issues/problems in focus.

Teaching Approach

(Student – Centered Approach)

- √ Lecture Problem-based Learning
- √ Practice Project-based-Learning
- √ Discussion Research-based-Learning
- Seminar √ Online Learning/Internet-based-Learning
- √ Case Study Others (Please specify).....

Teaching Aids/Instructional Media

- √ Pictures
- √ PowerPoint
- √ Authentic Material
- √ Electronic Media Ex. Option Finder, VCD, DVD, e-book
- √ E-Learning

Student Activities

- √ Data/Information Search
- √ Brainstorming
- √ Experiment
- √ Data/Information Search

Textbooks/Instructional Material

Gregory N. Mankiw, "Principles of Economics", International Edition, 6th Edition (2012)

Evaluation

- Knowledge and Skills
 - Midterm Examination (30%)
 - Final Examination (30%)
- Assignments/Teaching-Learning Activities
- Exercises (15%)
 - Assigned Tasks/Projects (15%)
 - Attendance (10%)

IH010 - English for Communication II

Course Code: IH010

Course Title: English for Communication 2

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Prof. Prapaisri Theeradilok

Semester: 02

Year: 2012

Prerequisite course, if any:

IH009 English for Communication I

Course Description

This course is designed for the development of communicative English in everyday life. Coursework involves listening to complicated messages and conversations for main/supporting ideas, taking part in conversations in various situations, reading and summarizing more complicated passages, and writing more complicated messages through standard and electronic form. Coursework also includes asking, responding, giving opinions, presenting, and comparing simple business data. Lectures and activities will alternate between grammar points, writing methods, speaking practice, and listening exercises. Throughout the term we will be studying new vocabulary, which students are expected to learn and apply. The course grade will be based on attendance, assignments, class participation, a mid-term exam, and a final exam.

Course Objectives

Students are required to practice more language skills; therefore, they are able to build their fluency and confidence to fulfill various functions. To prepare them as professionals working in business and for the solid foundations of their advanced studies, students are encouraged to build their thinking skills. This includes learning how to carry on conversations with others, socializing, exchanging ideas, reading

skills, and composing well-organized messages using the right words, expressions, and formats. Upon the completion of the course, students are to have improved both their studying and communicative abilities.

Teaching Approach

(Student –Centered Approach)

- Lecture
- Practice
- Group Discussion
- Seminar
- Library Research, Meetings, Hybrid learning
- Problem-based Learning
- Project-based-Learning
- Research-based-Learning
- Internet Search

Teaching Aids/Instructional Media

- Course book
- Authentic Material
- Electronic Media DVD: Audio-visual teaching
- PowerPoint

Student Activities

- Data/Information Search
- Brainstorming
- Presentation
- Role Play
- Written and Oral Assignments
- Games
- Simulation
- Survey
- Field Work/ Field Trip

Textbooks/Instructional Material

Cutting Edge, Third Edition, Intermediate Student's Book and DVD-Rom, Sarah Cunningham, Peter Moor and Jonathan Bygrave, Pearson Longman 2013

Evaluation

1. Knowledge and Skills (50%)

- Mid-Term Examination 20%
- Final Examination 30%

2. Assignments/Teaching-Learning Activities (35%)

	- Writing Assignments	15%
	- In-Class Activities	20%
3. <u>Attendance</u>		15%
	Total	100%

IH022 - Self-Management

Course Code: IH022

Course Title: Self-Management

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Prof. Dr. Andreas Hild

Semester: 02

Year: 2012

Prerequisite course, if any: -

Course Description

Principles and applications of psychological knowledge related to individual differences, individual and group social behaviors concerning perception, learning, motivation, emotional quotients, maturity, personal care and hygiene, leadership and teamwork, constructive stress management, thinking and reasoning, analysis and understanding of human behaviors leading to self-awareness, self-monitoring, self-adjustment, and ethics for everyday life.

Course Objectives

1. To introduce key topics within the contemporary field of psychology and sociology.
2. To provide an introduction to human and organisational life from a social sciences perspective.
3. To facilitate the possibility of self-improvement

Teaching Approach

(Student –Centered Approach)

- Lecture
- Practice
- Group Discussion
- Project-based-Learning
- Research-based-Learning

- Internet Search

Teaching Aids/Instructional Media

- Digital slides show
- Pictures, Videos
- Other electronic media
- Paper handouts and exercises

Student Activities

- Brainstorming
- Presentation
- Role Play
- Reading

Textbooks/Instructional Material

Primary

Management Extra: Managing Yourself (2005). Elsevier Butterworth-Heinemann, Oxford

Secondary

Maslow, Abraham H. (1998). *Maslow on Management*. London: John Wiley & Sons

Smith, Simon (2000) *Inner Leadership*. Nicholas Brealy Publishing: London

Yates, Brian T. (1986). *Applications in Self-Management*. Wadsworth Publishing Company

Evaluation

Final examination: 40%

Assignments and Papers: 50% E.g. Essay, 1000 words, class activities, and others

Attendance: 10%

IH032 - Global Life Skills

Course Code: IH032

Course Title: Global Life Skills

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Dr. Jakarin Srimoon

Semester: 02

Year: 2012

Prerequisite course, if any: -

Course Description

Global life skills and knowledge related to social institutions, politics and democracy, changes in global community affecting Thai economics and society, ASEAN community and their artistic and cultural differences, information and communication technology skills, personality development, socialization and social etiquettes, and trustworthiness.

Course Objectives

1. Understand what skills needed to life live with happiness and success in the modern world.
2. Understand how changes in global community affecting Thai economies and Society

Teaching Approach

(Student – Centered Approach)

- √ Lecture √ Problem-based Learning
- √ Practice √ Project-based-Learning
- √ Discussion √ Research-based-Learning
- √ Seminar √ Online Learning/Internet-based-Learning
- √ Case Study Others (Please specify).....

Teaching Aids/Instructional Media

- √ Pictures
- √ PowerPoint
- √ Authentic Material
- √ Electronic Media Ex. Option Finder, VCD, DVD, e-book
- Others (Please specify) E-Learning

Student Activities

- √ Data/Information Search
- √ Brainstorming
- √ Presentation

Textbooks/Instructional Material

Main Textbook: (2013) "Principles of Contemporary Marketing" by David L. Kurtz and Louis E. Boone

Evaluation

- Knowledge and Skills
 - Midterm Examination (20%)
 - Final Examination (30%)
- Assignments/Teaching-Learning Activities
- Exercises (10%)
 - Activities (10%)
 - Assigned Tasks/Projects (20%)
- Attendance (10%)

IB201 - Principles of Marketing

Course Code: IB201

Course Title: Principles of Marketing

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Prof. Rojanasak Chomvilailuk

Semester: 01

Year: 2013

Prerequisite course, if any: -

Course Description

This course focuses on definition and significance of modern marketing concepts in business, effects of business environment and economy on marketing and market systems, analysis of consumer behaviors, market segmentation, market targeting, product and service positioning, marketing mix, and the applications of information technology in a modern marketing mix. To bring theory to life, it also seeks to establish a solid understanding of entrepreneurial marketing strategies by creating an effective marketing plan to fit the company budget and target market.

Course Objectives

This course will provide students with the opportunity to build their own marketing models based on marketing strategies that they will learn from in-class workshops, case studies and international market environments. Student will learn to apply basic marketing tools, branding development strategies and integrated marketing communication to finalize their marketing plan. In-class workshop and assignments will promote creative marketing initiation, applied strategies and entrepreneurial marketing tactics.

Benchmarking, metrics and measurement methods will be introduced to ensure the effectiveness of marketing strategies and management process.

Teaching Approach**(Student – Centered Approach)**

- √ Lecture √ Problem-based Learning
- √ Practice √ Project-based-Learning
- √ Discussion √ Research-based-Learning
- √ Seminar √ Online Learning/Internet-based-Learning
- √ Case Study Others (Please specify).....

Teaching Aids/Instructional Media

- √ Pictures √ PowerPoint
- √ Authentic Material √ Electronic Media Ex. Option Finder, VCD, DVD, e-book
- Others (Please specify) E-Learning

Student Activities

- √ Data/Information Search
- √ Brainstorming
- √ Presentation

Textbooks/Instructional Material

Main Textbook: (2013) “Principles of Contemporary Marketing” by David L. Kurtz and Louis E. Boone

Evaluation

- Knowledge and Skills
 - Midterm Examination (20%)
 - Final Examination (30%)
- Assignments/Teaching-Learning Activities
- Exercises (10%)
 - Activities (10%)
 - Assigned Tasks/Projects (20%)
- Attendance (10%)

IB208 - Management Information Systems

Course Code: IB208

Course Title: Management Information Systems

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Dr. Waralak Vongdoiwang

Semester: 01

Year: 2013

Prerequisite course, if any: -

Course Description

Definition, concepts and structures of management information systems, system development and design, analysis of the need for information in decision making, application of telecommunications, computer technology and knowledge management in various information systems, database management, control, maintenance, database security to keep up with the changes and appropriate management of the organization, impact of information technology on executive decision making, organizational structure and culture, and the application of information technology in business strategy to create competitive advantages.

Course Objectives

Understand types of MIS applications in organizations;

Discuss the development of management information systems in organizations;

Select and design MIS system;

Critically evaluate MIS contributions to the strategic management of organizations.

Teaching Approach

(Student – Centered Approach)

Lecture Problem-based Learning

Practice Project-based-Learning

Discussion Research-based-Learning
Seminar Online Learning/Internet-based-Learning
Case Study Others (Please specify).....

Teaching Aids/Instructional Media

Pictures PowerPoint
Authentic Material Electronic Media Ex. Option Finder, VCD, DVD, e-book
Others (Please specify) E-Learning

Student Activities

Data/Information Search Games
Brainstorming Simulation
Presentation Survey
Role Play Field Work
Experiment Field Trip
Others (Please specify).....

Textbooks/Instructional Material

Introduction to Information Systems, 4th Edition, International Student Version, R. Kelly Rainer, Casey G. Cegielski, Wiley Press.

Evaluation

Knowledge and Skills
- Midterm Examination: 30%
- Final Examination: 40%
Assignments/Teaching-Learning Activities
- Lab Assignment: 10%
- Assigned Tasks/Projects: 15%
- Attendance: 5%

IB209 - Taxation

Course Code: IB209

Course Title: Taxation

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Dr. Bundit Ujjin

Semester: 01

Year: 2013

Prerequisite course, if any: -

Course Description

Characteristics and principles of taxation, criteria and methods of taxation including income tax, value added tax, specific business tax, and other business related taxes such as tariffs, excise tax, and other types of local government imposed taxes.

Course Objectives

This course aims to provide initially the fundamental ground of taxation in both theory and practices. The Revenue Code and other laws will be the core focus throughout this course. After the firm fundamental knowledge on core laws, the students will be provided with practical views applied by executive branch (Revenue Department) and judicial bodies. The strength and flaws from these applications will be analyzed among lectures and students through two-way interactions during the class. After learning from the domestic source, an international law and practices will be taken in as a supplement.

The knowledge received from this course will be critical for students who plan to pursue their profession in the accounting field as this shall strengthen understandings in Thai Revenue Law and can create critical analyzing skills for them which will certainly be useful for their future career.

Teaching Approach

(Student – Centered Approach)

- | | |
|------------|---|
| √ Lecture | Problem-based Learning |
| Practice | Project-based-Learning |
| Discussion | Research-based-Learning |
| Seminar | Online Learning/Internet-based-Learning |
| Case Study | Others (Please specify)..... |

Teaching Aids/Instructional Media

- | | |
|-------------------------|--|
| Pictures | √ PowerPoint |
| √ Authentic Material | Electronic Media Ex. Option Finder, VCD, DVD, e-book |
| Others (Please specify) | E-Learning |

Student Activities

- √ Data/Information Search
- √ Brainstorming
- Presentation

Textbooks/Instructional Material

Revenue Code and other codifications

Articles by Dr. Bundit UJJIN

Articles from Tax Academics from both domestic and foreign sources

Text Books by Tax Academics from both domestic and foreign sources

Cases and Rulings from Thai Tax Court and Supreme Court as well as from the Revenue Departments

Cases from foreign tax authorities and judicial bodies

Evaluation

- Knowledge and Skills
 - Midterm Examination (30%)
 - Final Examination (50%)
- Assignments/Teaching-Learning Activities

- Assigned Tasks/Projects (10%)
- Attendance (10%)

IE922 - Principles of Economics II

Course Code: IE922

Course Title: Principles of Economics 2

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Asst. Prof. Dr. Dusanee Kesavayuth

Semester: 01

Year: 2013

Prerequisite course, if any: IE921 Principles of Economics 1

Course Description

Concepts of demand, supply and elasticity, determination of price based on the demand and supply theory, consumption theory, production theory, and the application of pricing in various markets

Course Objectives

This course aims to equip students with basic microeconomics concepts. The student should be able to apply the relevant microeconomics concepts/ theories to some the contemporary economics and social issues/problems. Moreover, student should be able to utilize basic quantitative analysis, using graphs figure and basic algebra to analyse the issues/problems in focus.

Teaching Approach

(Student – Centered Approach)

- | | |
|--|---|
| Lecture | Problem-based Learning |
| Practice | Project-based-Learning |
| <input type="checkbox"/> Discussion | Research-based-Learning |
| <input type="checkbox"/> Seminar | Online Learning/Internet-based-Learning |
| <input type="checkbox"/> Case Study Others (Please specify)..... | |

Teaching Aids/Instructional Media

- Picture PowerPoint
- Authentic Material Electronic Media eg. Option Finder, VCD, DVD, e-book

etc.

Others (Please specify)

Student Activities

- Data/Information Search Games
- Brainstorming Simulation
- Presentation Survey
- Role Play Field Work
- Experiment Field Trip

Others (Please specify).....

Textbooks/Instructional Material

Gregory N. Mankiw, "Principles of Economics", International Edition, 6th Edition (2012)

Gregory N. Mankiw, Euston Quah and Peter Willson, ""Principles of Economics", Asian Edition, 2nd Edition (2014)

Evaluation

- Knowledge and Skills

- Midterm Examination: 30 per cent of total mark
- Final Examination: 30 per cent of total mark

- Assignments/Teaching-Learning Activities

- Quiz: 2 times 10 per cent of total mark
- Group Project 20 per cent of total mark
- Attendance and Class participation 10 per cent of total mark

IH011 - English for Communication III

Course Code: IH011

Course Title: English for Communication 3

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Prof. Prapaisri Thiradilok

Semester: 01

Year: 2013

Pre-requisite Course, if any: IH010 English for Communication 2

Course Description

This course is to let students have further development and practice of business English for everyday life communication by integrating the four skills: listening, speaking, reading and writing, focusing on telephone conversation, presenting business information concerning corporate details, products, and services; comparing and analyzing business data; writing memos and electronic mails; reading and summarizing business articles.

Course Objectives

Students are required to practise more 4 language skills; therefore, they are able to build up their fluency and confidence to carry on the conversation with others. To prepare them as professionals working in business and for the solid foundations of their advanced studies, students are encouraged to build up their thinking and analytical skills and learn how to socialize, read for main ideas and compose well-organized messages and use the right words or expressions in the right situations. Upon the completion of the course, students are able to improve their communicative ability and people skills.

Teaching Approach

(Student – Centered Approach)

- | | |
|----------------------------------|---|
| Lecture | <input type="checkbox"/> Problem-based Learning |
| Practice | Project-based-Learning |
| Group Discussion | <input type="checkbox"/> Research-based-Learning |
| <input type="checkbox"/> Seminar | Internet Search |
| Case Study | Others: Library Research, Meetings, Hybrid learning |

Teaching Aids/Instructional Media

- | | |
|--------------------|---|
| Pictures | PowerPoint |
| Authentic Material | Electronic Media DVD: Audio-visual teaching Materials, E-Learning |

Student Activities

- | | |
|-------------------------------------|-------------------------------------|
| Data/Information Search | <input type="checkbox"/> Games |
| Brainstorming | Simulation |
| Presentation | Survey |
| Role Play | <input type="checkbox"/> Field Work |
| <input type="checkbox"/> Experiment | <input type="checkbox"/> Field Trip |
- Others: Written and Oral Assignments

Textbooks/Instructional Material

Prepared by the instructor

Evaluation

- Knowledge and Skills
 - Midterm Examination 20 %
 - Final Examination 50 %
- Assignments/Teaching-Learning Activities
 - Exercises & Attendance 10 %
 - Activities 20 %

IS922 - Business Statistics

Course Code: IS922

Course Title: Business Statistics

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Dr. Rangsun Wiboonuppatum

Semester: 01

Year: 2013

Prerequisite course (if any): IS005 Mathematics and Statistics for Daily Life

Course Description

Various concepts on statistics are introduced; probability, random variables, sample distribution, sampling theory, estimation and hypothesis testing, variance analysis, regression and correlation analysis, chi-square analysis, indices and time series analysis. Statistics is the art of using data to make numerical conjectures about problems. Descriptive statistics is the art of summarizing data. Topics include histograms, the average, the standard deviation, the normal curve, correlation. Much statistical reasoning depends on the theory of probability. Topics include: chance models, expected value, standard error, probability histograms, convergence to the normal curve. Statistical inference is the art of making valid generalizations from samples. Topics include: estimation, measurement error, tests of statistical significance.

Course Objectives

The objective of this course is to provide the student with an understanding of how to use basic descriptive and inferential statistical techniques for solving business-oriented problems. Analytical thinking in managerial environment will be stressed.

Teaching Approach and Student – Centered Approach

√ Lecture Problem-based Learning

√ Practice √ Project-based-Learning
Discussion Research-based-Learning
Seminar Online Learning/Internet-based-Learning
Case Study Others) (Please specify).....

Teaching Aids/Instructional Media

Pictures √ PowerPoint
Authentic Material √ Electronic Media Ex. Option Finder, VCD, E-Learning, DVD,
e-book
Others (Please specify)

Student Activities

√Data/Information Search √ Games
√ Brainstorming Simulation
Presentation Survey
Role Play Field Work
Experiment Field Trip
√ Others (Please specify). Exercise & Homework

Textbooks/Instructional Material

Instructor's slides and supplement handouts

Evaluation

- Knowledge and Skills
 - Midterm Examination percentage 20
 - Final Examination percentage 30
- Assignments/Teaching-Learning Activities
 - Exercises percentage 20
 - Activities percentage 10
 - Assigned Tasks/Projects percentage 10
 - Attendance percentage 10

IB210 - Business Finance and Risk Management

Course Code: IB210

Course Title: Business Finance and Risk Management

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Dr. Prasit Mahamad

Semester: 2

Year: 2013

Pre-requisite Course, if any: -

Course Description

Roles and goals of the financial management in the business. Financial planning and decisions of the business, short term and long term financing, capital structure and cost of capital, investment decisions, capital budgeting, working capital management, financial analysis, dividend policy, risk management and other financial policies.

Course Objectives

- To grasp the basic concepts and theories of business finance, such as financial statement analysis, risk/return analysis, time value of money, bond and stock valuation, capital budgeting, financing decision and dividend policy.
- To learn how to use the above basic theories to understand and analyze the real business cases preliminarily.

Teaching Approach

(Student – Centered Approach)

Lecture Problem-based Learning

Practice □Project-based-Learning

Discussion Research-based-Learning

- Seminar Online Learning/Internet-based-Learning
- Case Study Others (Please specify).....

Teaching Aids/Instructional Media

- Picture PowerPoint
- Authentic Material Electronic Media eg. Option Finder, VCD, DVD, e-book etc.
- Others (Please specify).....

Student Activities

- Data/Information Search Games
- Brainstorming Simulation
- Presentation Survey
- Role Play Field Work
- Experiment Field Trip
- Others (Please specify).....

Textbooks/Instructional Material

Eugene F. Brigham, Joel F. Houston, Hsu Jun-ming, Kong Yoon Kee and A.N. Bany-Sriffin (2014), Essentials of Financial Management, 3rd edition, Cengage Learning.

Evaluation

- Knowledge and Skills
 - Midterm Examination: 30%
 - Final Examination: 50%
- Assignments/Teaching-Learning Activities
 - Quizzes: 5%
 - Presentations: 5%
 - Paper: 10%

IB211 - Quantitative Analysis for Business

Course Code: IB211

Course Title: Quantitative Analysis for Business

Number of Credits: 3

Lecture/period/week: 3 hours, 45 hours, 15 weeks

Lecturer: Associate Professor Preeyanuch Apibunyopas

Semester: 02

Year: 2013

Prerequisite Course, if any: IS922 Business Statistics

Course Description

This course covers the introduction to mathematics and statistical techniques applicable to quantitative analysis, decision-making techniques under certainty and uncertainty circumstances, preliminary operation research i.e. linear programming, transportation problems, job distribution problems, job-network analysis, inventory models, game theory, queuing theory and simulation.

Course Objectives

1. Student learns how to select proper technique applicable to accounting issues.
2. Student knows how to interpret the result and apply to business.

Teaching Approach

Student – Centered Approach

- √ Lecture √ Problem-based Learning
- √ Practice Project-based-Learning
- √ Discussion Research-based-Learning
- Seminar Online Learning/Internet-based-Learning
- √ Case Study Others (Please specify).....

Teaching Aids/Instructional Media

Pictures ✓ PowerPoint
Authentic Material ✓ Electronic Media Option Finder, VCD,
Others (Please specify) E-Learning ,DVD, e-book

Student Activities

✓ Data/Information Search Games
✓ Brainstorming Simulation
✓ Presentation Survey
Role Play Field Work
Experiment Field Trip
Others (Please specify).....

Textbooks/Instructional Material

An Introduction to Management Science Quantitative Approaches to Decision Making
by Anderson, Sweeney/Williams/ Martin, 12th edition, Thompson

Evaluation

Knowledge and Skills

- Midterm Examination: 30%
- Final Examination: 40%
- Exercises: 15%
- Quiz: 15%

IH012 - English for Communication IV

Course Code: IH012

Course Title: English for Communication 4

Number of Credits: 3 Credits

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Prof. Tyson Frazier

Semester: 02

Year: 2013

Prerequisite course: IH011 English for Communication 3

Course Description

Development of listening, speaking, and reading skills at an advanced level. Focus on everyday life topics, news, articles and career issues, expression of opinions, explanation of main points, and presentations. Writing advanced essays based on the assigned reading. Supplementary reading is required.

Course Objectives

This course provides students with the opportunity to be exposed to a variety of business-related texts to improve their reading and writing skills. Writing sentences of various structures, outlines, and short paragraphs. Selection of appropriate words/vocabulary for specific contexts and logical/chronological order. Paragraphs with topic and supporting sentences. A variety of paragraph types, e.g., narrative, inductive, deductive, and expository. Organizing and writing an essay.

Textbooks/Instructional Material/Student Materials

First Steps in Academic Writing, Second Edition, by Ann Hogue, Longman 2008.

All students must bring a pencil/pen and paper to every class.

Handouts from teacher.

Evaluation

Attendance/Participation (-1 for each absence, -0.5 for each late up to 10): 10%

Personal Journal: 15%

External Writing Assignments (2): 20% (2 x 10% each)

Final External Writing Assignment: 15%

Mid-term Exam: 20%

Final Exam: 20%

II317 - International Business Policy and Trade Theory

Course Code: II317

Course Title: International Business Policy and Theory

Number of Credits: 3

Lecture/period/week: 3 hours,45 hours, total 15 weeks

Lecturer: Dr. Jumpoth Boriraj

Semester: 02

Year: 2013

Course Description

Topics related to important theories in analyzing the international business environment, including the national economic and social development plan, international trade policy, investment promotion policy, export promotion policy, and the impact of plans and policies on business and public sectors. Study of effects of policies on international business such as environmental protection, foreign exchange rate control, entry barrier types of international business.

Course Objectives

On completion of this course, students should be able to:

Understand the fundamental international trade theories;

Explain the bases for trade, composition of trade, gains from trade and economic growth;

Understand various government policies on international business environment;

Analyze the causes and the effects of government policies on international trade and business;

Examine current trends in international economic issues.

Teaching Approach

(Student – Centered Approach)

Lecture

Practice (Tutorial)

Problem-based and Research-based Learning

Discussion and Case Study

Teaching Aids/Instructional Media

PowerPoint

Student Activities

Data/Information Search

Brainstorming

Presentation

Textbooks/Instructional Material

Main Text:

Pugel, T. A. (2009), International Economics, 14th edition, McGraw-Hill/Irwin, New York, NY.

Supplementary References:

Salvatore, D. (2010), Introduction to International Economics, 2nd edition, John Wiley & Sons, Inc., Hoboken, NJ.

Carbaugh, R. A. (2009), International Economics, 12th edition, South-Western Cengage Learning, Mason, OH.

Evaluation

- Knowledge and Skills
 - Midterm Examination : 35%
 - Final Examination : 35%
- Assignments/Teaching-Learning Activities
 - Assigned Tasks/Projects : 25%
- Attendance: 5%

IL921 - Business Law

Course Code: IL921

Course Title: Business Law

Number of Credits: 3

Lecture/period/week: 3 hours,45 hours, total 15 weeks

Lecturer: Dr. Prapanpong Khumon

Semester: 02

Year: 2013

Prerequisite course, if any: -

Course Description

An overview of civil and commercial law, particularly on legal obligations, business contracts, debts, and torts. Utilization of various forms of business papers necessary in running a business, and legal issues involved in starting, operating and dissolving a business.

Course Objectives

Students are expected to explain the importance of fundamental business law principles and practices which apply to practical aspects of global business. The areas of the subject includes legal rules concerning setting up a business, business contracts, debts and obligations, partnerships, dissolution of a business international transaction and payment, international investment law.

Behavioral Objectives

Students are required to work together in groups to achieve academic tasks provided in form of papers, reports, articles, and other economic activities.

Teaching Approach

(Student – Centered Approach)

Lecture Problem-based Learning

Practice Project-based-Learning

Discussion Research-based-Learning

 Seminar Online Learning/Internet-based-Learning

Case Study Others (Please specify).....

Teaching Aids/Instructional Media

Pictures PowerPoint

Authentic Material Electronic Media Ex. Option Finder, VCD, DVD, e-book

Others (Please specify) E-Learning

Student Activities

Data/Information Search Games

Brainstorming Simulation

Presentation Survey

Role Play Field Work

Experiment Field Trip

Others (Please specify).....

Textbooks/Instructional Material

-Lecture Notes/ Class Materials- Veena Anusornsena

-International Business Law: Environments and Transactions- John H. Willes and John A. Willes

-International Business Law and Its Environment-Richard Schaffer, Beverley Earle, Filiberto and Filiberto Agusti

-Doyle's Practical Guide to Thailand Business Law- Doyle Michael

Evaluation

- Knowledge and Skills

- Midterm Examination 30% (percentage)

- Final Examination 40% (percentage)
- Assignments/Teaching-Learning Activities
 - Exercises - (percentage)
 - Activities - (percentage)
 - Assigned Tasks/Projects 20% (percentage)
- Attendance 10% (percentage)

IX210 - Marketing Channel and Distribution Management

Course Code: IX210

Course Title: Marketing Channel and Distribution Management

Number of Credits: 3

Lecture/period/week: 3 hours,45 hours, total 15 weeks

Lecturer: Prof. Charnsid Leelakasemsant

Semester: 02

Year: 2013

Prerequisite course (if any): IB201 Principles of Marketing

Course Description

Marketing channel and distribution management received more attention from both practitioner and academia as a critical business function that every business organization must understand how to manage their relationship with channel members efficiently and effectively. Student will learn various aspects of marketing channel and distribution management in order to understand how marketing channel and distribution management contribute to the success of many business organizations nowadays.

Course Objectives

The primary objective of this course is to introduce current theories and practice in marketing channel management to students. Through relevant theoretical frameworks, student will understand how business organizations manage their complex relationships with channel members effectively. Students will understand the basic concepts of marketing channel and distribution management. Students will understand the contribution of marketing channel and distribution management in complementing and enhancing other three major marketing functions i.e. product, price, and promotion.

Teaching Approach and Student –Centered Approach

Lecture Problem-based Learning
Practice Project-based-Learning
Discussion Research-based-Learning
Seminar Online Learning/Internet-based-Learning
Case Study Others (Please specify).....

Teaching Aids/Instructional Media

Pictures PowerPoint
Authentic Material Electronic Media Ex. Option Finder, VCD, E-Learning, DVD,
e-book Others (Please indentify)

Student Activities

Data/Information Search Games
Brainstorming Simulation
Presentation Survey
Role Play Field Work
Experiment Field Trip
Others (Please specify).....

Textbooks / Instructional Material

Rosenbloom, Bert (2011), Marketing Channels: A Management View, 8th Edition,
South-Western Cengage Learning.

Evaluation

Knowledge and skills:

- Quiz: 10%
- Midterm: 25%
- Final examination: 35%

Assignments/Teaching:

- Assigned tasks: 20%
- Attendance: 10%

IB304 - Entrepreneurship

Course Code: IB304

Course Title: Entrepreneurship

Number of Credits: 3

Lecture/period/week: 3 hours,45 hours, total 15 weeks

Lecturer: Prof. Keith Allen Prohaska

Semester: 01

Year: 2014

Course Description

This course integrates concepts of business ownership, principles and types of business operators. Using case studies to analyze and evaluate the external environment factors that affect the opportunities and obstacles in the business. Entrepreneur mindsets and attributes that focus on business ethics, integrity, leadership, creativity, social responsibility and team building are emphasized during the creative process of entrepreneurship. Students will develop an understanding of how to manage growth through planning, budgeting, and project execution skills. Heavy emphasis is placed on customer needs, industry dynamics, and operating constraints.

Course Objectives

This course focuses on the challenges and opportunities to operate new and small businesses. Hence in-class workshops and group presentation will be structured to allow an open discussion among students and instructor on the main topics of business functions, including business strategy, product and service development, marketing and branding strategies, positioning and sales management.

Main Textbooks/Instructional Material/Student Materials

Small Business: An Entrepreneur's Business Plan By J.D. Ryan and Gail P. Hidduke

OPTIONAL:

Small Business Management, 17th Edition By Justin G. Longenecker; J. William Petty; Leslie E. Palich; Frank Hoy

• **Evaluation**

Attendance (-1 for each absence, -0.5 for each late)	10%
Individual Assignment	20%
Group Assignments	20%
Midterm Exam	20%
Final Exam	30%
Total Percentage Grade	100%

IB306 - Business Research Methodology

Course Code: IB306

Course Title: Business Research Methodology

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Prof. Dr. Ronald Vatananan

Semester: 01

Year: 2014

Prerequisite course, if any: -

Course Description

Students will study the fundamentals in business research including: problem definition, qualitative vs. quantitative research, measurements, reliability and validity, questionnaire design, interpretation and presentation of data.

This course is designed using the concept of problem-based learning, thus each group is given a problem (term project) to work on. Students are taught how to add structure to a business problem by searching for secondary data and preparing for primary data collection. While the emphasis is on business research and decision-making, academic research is repeatedly shown as contrast. After receiving their project briefing, each team will develop a research proposal and questionnaire.

Course Objectives

1. To provide an introduction and general background in the field of business research. What it is, who might use it and why...
2. Students will come to see the potential benefits of business research from a management perspective.
3. Students will learn to both read and develop charts used for conveying information in a report and presentation.

Teaching Approach

(Student – Centered Approach)

- √ Lecture √ Problem-based Learning
- √ Practice √ Project-based-Learning
- √ Discussion √ Research-based-Learning
- √ Seminar √ Online Learning/Internet-based-Learning
- √ Case Study □ Others (Please specify).....

Teaching Aids/Instructional Media

- √ Pictures √ PowerPoint
- √ Authentic Material √ Electronic Media Ex. Option Finder, VCD, DVD, e-book
- Others (Please specify) E-Learning

Student Activities

- √ Data/Information Search
- √ Brainstorming
- √ Presentation

Evaluation

- Knowledge and Skills
 - Midterm Examination (20%)
 - Final Examination (30%)
- Assignments/Teaching-Learning Activities
 - Exercises (10%)
 - Activities (10%)
 - Assigned Tasks/Projects (20%)
- Attendance (10%)

II201 - International Business Management

Course Code: II201

Course Title: International Business Management

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Prof. Genevieve Lim

Semester: 01

Year: 2014

Prerequisite course, if any: -

Course Description & Objectives

This course is structured to enable students to have a deeper understanding of the working of international business management in an ever changing global environment. Students will learn the methodologies and processes adopted in international business arena. These management tools are required to sustain international business development and growth. The course also focuses on the various international standards and quality assurances as crucial tools to lead in a globalized business environment. The course will examine the roles and responsibilities of global managers as these leaders are the potential driving forces for effective global management. Students will be exposed to international business management issues and problems. This course touches not just the western standards of management but places emphasis on the Eastern and Islamic standards as well. Furthermore, not overlooking the significance of family business in international business, the course studies the ways and means in which family businesses groom their successors and strive in global markets. With this broad coverage, the course offers a holistic approach to international business management.

Teaching Approach

(Student – Centered Approach)

- Lecture
- Practice
- Discussion
- Case Study
- Problem-based learning
- Project-based-Learning
- Research-based-Learning
- Online Learning/Internet-based-Learning

Teaching Aids/Instructional Media

- Charts & Data
- Authentic
- PowerPoint
- Electronic Media eg. Option Finder, VCD, DVD, e-book etc.

Student Activities

- Data/Information Search
- Presentation
- Brainstorming
- Field Trip

Textbooks/Instructional Material

A compilation of all lecture materials will be handed to all students on the first day in class. Students are required to bring the booklet to class. All PPT material will also be provided.

Evaluation

- Knowledge and Skills

- Midterm Examination :percentage: **20%**

- Final Examination : percentage: **30%**.

- Assignments/Teaching-Learning Activities

- Class Presentation: **10%**

- Assigned Tasks/Projects: **25%**
- Attendance: percentage & Participation: **5% +10%**

(Note: 80% attendance is required by the university regulation.)

II313 - International Logistics and Supply Chain Management

Course Code: II313

Course Title: International Logistics and Supply Chain Management

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Prof. Rawhinkan Yong Srinon

Semester: 01

Year: 2014

Prerequisite course, if any: -

Course Description

Importance of international logistics management for international trade, logistics planning, material management, delivery, procurement, packaging, distribution, supply chain management and important organizations involved in international logistics.

(The importance of international logistics management for international trade, logistics planning, material logistics management and just-in-time delivery, inventory stock control, packaging for transportation, warehousing and problems of logistics in international trade of less developed countries.)

Course Objectives

1. To understand the origins and application of logistics and supply chain management;
2. To understand the role of logistics and supply chain strategy in the context of firm strategy;
3. To understand the management concepts of procurement, managing inventory, handling materials and warehousing, transportation, information flows and related technologies.

Teaching Approach

(Student – Centered Approach)

- Lecture
- Practice
- Discussion
- Seminar
- Case Study
- Problem-based Learning
- Project-based-Learning
- Research-based-Learning
- Online Learning/Internet-based-Learning
- Others (Please specify).....

Teaching Aids/Instructional Media

- Picture
- PowerPoint
- Authentic Material
- Electronic Media eg. My choice, VCD, DVD, e-book etc.
- Others (Please specify).....

Student Activities

- Data/Information Search
- Brainstorming
- Presentation
- Role Play
- Experiment
- Games
- Simulation
- Survey
- Field Work
- Field Trip
- Others (Please specify).....

Textbooks/Instructional Material

Managing Supply Chains: A Logistics Approach, Langley/Coyle,Gibson/Novac/Bardi,
Cengage Learning
Supply Chain: Logistics management, Bowersox, Closs, Cooper

Evaluation

- Knowledge and Skills
 - Midterm Examination :percentage.....30%
 - Final Examination : percentage.....30%
- Assignments/Teaching-Learning Activities
 - Exercises : percentage.....10%

- Activities : percentage.....6%
- Assigned Tasks/Projects : percentage.....20%
- Attendance: percentage.....4%

II319 - Global Marketing

Course Code: II319

Course Title: Global Marketing

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Prof. Aaron Loh

Semester: 01

Year: 2014

Prerequisite Course, if any: IB201 Principles of Marketing

Course Description

The Course is broadly divided into 6 parts:

1. Part 1- The background, development, concepts, requirements and essentials of Global Marketing
2. Part 2- The Economic and Finance Environment in Global Marketing
3. Part 3- The Government and regulations in Global Marketing
4. Part 4- The Social & Cultural Dimension in Global Marketing
5. Part 5- Process of Global Marketing
6. Part 6- The Maximization of a Global Marketing Opportunity

Course Objectives

Students to understand the background, concepts , requirements and essentials of global marketing management in today's business environment.

Teaching Approach

(Student – Centered Approach)

- v Lecture v Problem-based Learning
- Practice v Project-based-Learning
- v Discussion v Research-based-Learning
- Seminar v Online Learning/Internet-based-Learning

- Case Study Others (Please specify).....

Teaching Aids/Instructional Media

- Pictures PowerPoint
 Authentic Material Electronic Media Ex. Option Finder, VCD, DVD,
e-book
 Others (Please specify) E-Learning

Student Activities

- Data/Information Search Games
 Brainstorming Simulation
 Presentation Survey
 Role Play Field Work
 Experiment Field Trip
 Others (Please specify).....

Textbooks/Instructional Material

Teaching Materials and resources, recommended texts and references

1. Svend Hollensen., Global Marketing; A Decision Oriented Approach; 6th Edition Pearson Education Ltd 2014 ISBN 9780273773160
2. P Cateora, M Gilly and J Graham, International Marketing 16th Edition, McGraw Hill Education (Asia) 2013 ISBN 9780073529943

Evaluation

- Knowledge and Skills
 - Midterm Examination (NA)
 - Final Examination (50%)
- Assignments/Teaching-Learning Activities
 - Quizzes (20%)
 - Assignment (20%)
 - Attitude/Presentation (10%)
- Attendance (Min 80% to sit exam)

IX201 - Consumer Behavior

Course Code: IX201

Course Title: Consumer Behavior

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Prof. Rojanasak Chomvilailuk

Semester: 01

Year: 2014

Prerequisite course, if any: -

Course Description

Concepts and theory in behavioral science used in analyzing consumer behavior and applying the theory of consumer behavior in segmentation and targeting to develop effective marketing strategies and to make marketing decisions. Relevant case studies.

Course Objectives

1. To understand fundamental theories and knowledge with respect to consumer behavior
2. To understand definitions of consumer behavior and important psychological factors affecting consumer behaviors
3. To understand the conceptualize relationships between consumer behavior and relevant factors, and marketing strategy and offer designs. Also, students can apply their knowledge in practical business cases.

Teaching Approach:

(Student – Centered Approach)

- | | |
|--------------|---------------------------|
| x Lecture | x Problem-based Learning |
| • Practice | x Project-based-Learning |
| x Discussion | x Research-based-Learning |

- Seminar
- Online Learning/Internet-based-Learning
- Case Study
- Others (Please specify).....

Teaching Aids/Instructional Media

- Picture
- PowerPoint
- Authentic Material
- Electronic Media e.g. Option Finder, VCD, DVD, e-book etc.
- Others (Please specify).....

Student Activities

- Data/Information Search
- Games
- Brainstorming
- Simulation
- Presentation
- Survey
- Role Play
- Field Work
- Experiment
- Field Trip
- Others (Please specify).....

COS1 - Corporate Strategy

Exchange Program

Validated at UTCC as: IB402 - Strategic Management

Title of the educational unit: Corporate Strategy

Module code: IBVB07COS1

Year of study: 4 Period 2 or 4 Year 2014-2015

Study load: 5 EC = 140 hours

Learning Outcomes / Competencies

By the end of this module student applies the Exploring Strategy Model as expounded in the Johnson & Scholes text book in an independent way and at a professional level (meeting current academic as well as industry benchmark standards) by:

- Identifying and analysing resources and competences of the companies referred to in the case studies assigned by the lecturer;
- Analyzing the external environment of the companies referred to in the case studies assigned by the lecturer;
- Evaluating the appropriateness of the strategy in terms of suitability, feasibility and profitability for the companies referred to in the case studies assigned by the lecturer;
- Using creative thinking to generate new strategic options for the companies referred to in the case studies assigned by the lecturer;
- Arguing convincingly for the implementation of a solution to a strategic management problem.

Competencies from the IBMS Professional Profile: P.1.3, P4.3, G2.3, G5.3

Target group / Position within the curriculum

Compulsory for IBMS Management Specialization

Optional for exchange students, and students from other schools at the HG (taking the minor International Management)

Prerequisites

IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits. Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required.

Level

4th year bachelor (i.e. advanced level; previous knowledge of the corresponding subject area is required)

Course contents

The aim of the module is to have students develop an understanding of the importance of the strategic process. During the module they will learn to assess the risk and uncertainty involved in decision making at the strategic level. At the end, students will know how to evaluate the present strategy and formulate improvements to the strategy which are in line with the ambition of an organisation.

Didactical form

Lectures, seminars and case studies

Assessment Assessment method(s)

- Written exam
- Integral performance assessment

Name of lecturer(s)/coach(es): Arnd Mehrtens

Literature

Exploring strategy: text & cases Johnson, G., Whittington, R., Scholes, K. Prentice Hall; 9th edition, 2010; ISBN 978 027 373 7025

Language of instruction: English

Project Management

Exchange Program

Validated at UTCC as: IB918 - Business project Management

Title of the educational unit: Project Management

Module code: IBVB12PMT1

Year of study: 4 Period 1 or 3 Year 2014-2015

Study load: 5 EC = 140 hours

Learning Outcomes / Competencies

Upon completion of the course, the student is able to:

- characterize the purpose and nature of projects and project management;
- name and explain the major concepts of project management and the project management methodology PMI;
- develop project plans according to the guidelines of PMI;
- use project management tools like Gantt charts, PERT charts, critical path analysis and EVM for planning, monitoring and controlling purposes;
- use the project management software program MS Project.

Target group / Position within the curriculum

Compulsory for IBMS Management Specialization

Optional for exchange students, and students from other schools at the HG (taking the minor International Management)

Prerequisites

IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits. Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required.

Level 4th year bachelor (i.e. advanced level; previous knowledge of the corresponding subject area is required)

Course contents

This module provides a theoretical and practical framework within which students can gain and develop their knowledge and skills in the field of Project Management. The course focuses on PM knowledge and skills development in an international context.

Didactical form

A mixture of seminars, workshops, project work, guest lectures, PC lab work

Assessment Assessment method(s)

- Written exam
- Assignment (professional product)

Name of lecturer(s)/coach(es): Angeline van de Manakker

Literature

An introduction to Project Management. Schwalbe, K. 3rd edition (not the 4th edition!); ISBN-10: 145 155 1649; ISBN-13: 978 145 155 1648; ASIN: B0054576QE

Language of instruction: English

Details/peculiarities

- PC lab: Command of MS project will be tested in week 6 (computer test).
- Since groups will be formed in week 1 students are strongly advised to attend the first class. If a student cannot come to the first class s/he is required to contact the teacher preferably prior to the first class but no later than on the day of the first class, so s/he can assign him/her to a group. If s/he contacts the teacher after the first day of class, s/he can no longer take part in the group work.
- Professional product will be assessed through the reports & presentations, active participation during workshops and guest lectures and individual computer test.

EBP1 - European Business Plan

Exchange Program

Validated at UTCC as: IB933 - Cross Cultural Management

Title of the educational unit: European Business Plan

Module code: IBVB14EBP1

Year of study: 3 Period 1 Or 3 Year 2014-2015

Study load: 3 EC = 84 hours

Learning Outcomes / Competencies

The student will:

- see the practical relevance of the different knowledge subjects involved in the 1st block of the Minor European Business;
- have an insight into the functioning of a company;
- integrate different subjects into a Business Plan;
- apply and reflect upon his/her teamwork and individual skills.

Target group / Position within the curriculum

- Regular module for non-Dutch students enrolled at IBS and staying in the Netherlands, at IBS, for their study abroad
- Optional for exchange students and students from other schools at the HG (as part of the minor European Business)

Level: Main Phase Bachelor

Course contents

The project acts as an engine of learning;

- students will have to cooperate and find independent solutions to complex practice oriented problems and present the various solutions in an integrated way;
- Students can relate and apply the various subjects of this block to a real life case;
- Students will receive a brief introduction to the various subjects to inform them about the specific contents and required level of knowledge;

- Students have to learn to cooperate in groups to discover the value added of working in teams.

Didactical form

Seminars & Project, group-meetings

Assessment method(s)

- Written Group Report

Name of lecturer(s)/coach(es): Drs. Mark Oenema

Literature

'Making a Business Plan'; written by Roel Grit; published by Noordhoff Publishers;
ISBN 978-9001-79098-1

Language of instruction: English

HRM1 - Human Resource Management

Exchange Program

Validated at UTCC as: II412 - International Human Resource Management

Title of the educational unit: Human Resource Management

Module code: IBVB12HRM1

Year of study: 4 Period 1 or 3 Year 2014-2015

Study load: 5 EC = 140 hours

Learning Outcomes / Competencies

Upon successful completion of the module, the student:

- Describes and explains HRM strategies in relation to international corporate, organizational and/or institutional strategies;
- Describes, explains and distinguishes HRM practices, tools & instruments in relation to (international) HRM strategies. Students discuss and value the relation between (international) HRM strategies and HRM practices, tools & instruments. Students do this in both international business context and in ethical context;
- Identifies, gives examples and compares functions and responsibilities of a HRM department and/or HRM officer in international business context;
- Independently analyzes, compares and discusses current HRM insights and theories in relation to HRM practices, tools and instruments in an actual international corporate or institutional HRM environment.

Target group / Position within the curriculum

Compulsory for IBMS Management

Specialization Optional for exchange students, and students from other schools at the HG (taking the minor International Management)

Prerequisites

IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.

Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required. Level 4th year bachelor (i.e. advanced level; previous knowledge of the corresponding subject area is required)

Course contents

The people factor plays an increasingly decisive role in today's international (business) competitive environment. The availability, employability, motivation, and vitality of employees affect the firm's productivity, innovative powers, customer services, competitive advantage, reputation and survival. The emphasis in this module will be on understanding the interrelatedness of (HR) strategies with corporate and competitive strategies, implementation and adequate use of the HRM tools & instruments, as well as on the responsibilities of the HRM actors in global business, and in social responsible contexts.

Didactical form

Seminars

(Guest) Lecture(s)

Coaching

Assessment method(s)

- Written exam (MC questions)
- Report (see details)

Name of lecturer(s)/coach(es): Lucie Rutgers

Literature

Core textbook:

- Human Resource Management Dessler, G.; Boston Pearson, 13th edition, 2012; ISBN 978 027 376 6025. (GLOBAL edition!) 120

IBS Incoming Exchange students June 2014 Recommended reading:

- International Human Resource Management: policies and practices for multinational enterprises Briscoe, D.R., Schuler, R.S., Tarique, I. London: Routledge; 4th edition, 2012; ISBN 978 041 588 4761

Language of instruction: English

IMC1 - Integrated Marketing Communications

Exchange Program

Validated at UTCC as: IX211 - Integrated Marketing Communications

Title of the educational unit: Integrated Marketing Communications

Progress code: IBVH14IMC1

Year of study: 4 Period 2 or 4 Year 2014-2015

Study load: 5 EC = 140 hours

Learning Outcomes / Competencies

Successful students in this unit can:

- Critically analyse the role of marketing communications in the marketing mix;
- Describe the communication process and apply it to business problems;
- Produce and interpret primary and secondary consumer data for communication purposes;
- Develop an integrated marketing communications program;
- Describe and apply the creative process;
- Plan media objectives and develop media strategies;
- Evaluate international communication strategies and identify key problems in international advertising;
- Analyse marketing communication problems and plan and carry out integrated marketing communication solutions.

Target group / Position within the curriculum

Compulsory for IBMS Marketing specialisation.

Optional for exchange students and students from other HG schools (taking the minor International Marketing).

Prerequisites

IBMS students need to have been either on PLM or SAB, preferably both, with or without completing all credits.

Exchange students and students from other schools of the HG: previous knowledge of the corresponding subject area is required. Level 4th year bachelor (i.e. advanced level; previous knowledge of the corresponding subject area is required)

Course contents

The course teaches the role of marketing communications in the marketing mix from the advertisers' and advertising agency's perspective. The module will familiarize students with different disciplines of the advertising agency, like account planning, copywriting creative techniques and media planning. It will emphasize the importance of integrated marketing communications and will provide coverage of all aspects of an integrated marketing communications program. The theoretical knowledge will be applied in a group project where students will act as an advertising agency participating in a New Business pitch.

Didactical form

Mass lecture, seminars

Assessment method(s)

- Written exam

Name of lecturer(s)/ coach(es): Diederich Bakker

Literature

Textbook for lecture and seminar:

- G. Belch, M. Belch; "Advertising and Promotion: an integrated marketing communications perspective"; 11th edition; ISBN: 978 007 131 4404.

2014 IBS Incoming Exchange students 107

Other supportive material:

- "Ogilvy on advertising"; D. Ogilvy 2008; ISBN: 978 185 375 6153.
- "Positioning"; Ries and J. Trout; McGraw Hill; ISBN: 978 007 137 3586.
- M. de Mooij; "Global Marketing and Advertising"; 3rd edition; 2009; ISBN: 978 141 297 0419.

- "Truth lies & advertising"; Jon Steel; ISBN: 978 047 118 9626.

Language of instruction: English

IF11 - Fundamental International Finance

Exchange Program

Validated at UTCC as: II411 - International Business Finance

Title of the educational unit: Fundamental International Finance

Module code: IBVB13FIF1

Year of study: 2 Period 1, 2, 3 and 4 Year 2014-2015

Study load: 4 EC = 112 hours

Learning Outcomes / Competencies

The student understands and is able to apply the fundamentals of finance in decision making in an international context. In particular, the student is able to:

- understand the role of the finance function in an organization
- interpret financial statements and evaluate performance
- prepare financial forecasts for financial planning purposes
- understand and apply the concept of time-value of money
- evaluate investment opportunities and take long-term investment decisions
- determine operating working capital needs, manage working capital

Target group / Position within the curriculum

Compulsory module for IBMS students

Optional for exchange students

Prerequisites

FAC1 or equivalent is recommended

Level Main Phase Bachelor: year 2

Course contents

- introduction to financial management and role of financial manager
- interpreting financial statements, ratio analysis
- financial planning – pro-forma financial statements, liquidity forecast
- time-value of money (present value, future value, annuities)

- evaluating long-term investment opportunities (capital budgeting)
- working capital management and short-term financing
- foreign exchange rates and managing foreign exchange risk

Didactical form

Lectures

Seminars

Assessment method(s)

- Written exam

Literature

Principles of Managerial Finance. Gitman, L.J. & Zutter, C.J.; Pearson; 14th edition, 2014; ISBN 9781292018201 (available as of mid August 2014)

Language of instruction: English

IA931 - Managerial Accounting

Course Code: IA931

Course Title: Managerial Accounting

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Prof. Piyarat Dokularb

Semester: 01

Year: 2015

Prerequisite course, if any: IA913 Principles of Accounting

Course Description

Objectives, concepts and scope of managerial accounting, techniques of cost estimation, variable and absorption costing, cost-volume-profit analysis, budgeting, non-manufacturing costs, the use of cost accounting information for short-term decision making and performance evaluation, responsibility accounting, transfer pricing, and analysis of capital expenditure.

Course Objectives

The aim of this course is to equip students with skills and knowledge to:

1. Explain and classify different types of costs
2. Analyze and present cost information for managerial purposes
3. Use cost information in decision making both short and long term perspectives

Teaching Approach

(Student – Centered Approach)

- | | | |
|---|--------------------------|---|
| <input checked="" type="checkbox"/> Lecture | <input type="checkbox"/> | • Problem-based Learning |
| • Practice | <input type="checkbox"/> | • Project-based-Learning |
| • Discussion | <input type="checkbox"/> | • Research-based-Learning |
| <input type="checkbox"/> Seminar | <input type="checkbox"/> | • Online Learning/Internet-based-Learning |

- Case Study
- Others (Please specify).....class participation.....

Teaching Aids/Instructional Media

- Picture PowerPoint
- Authentic Material
- Electronic Media eg. Option Finder, VCD, DVD, e-book etc.
- Others (Please specify).....

Student Activities

- Data/Information Search
- Games
- Brainstorming
- Simulation
- Presentation
- Survey
- Role Play
- Field Work
- Experiment
- Field Trip
- Others (Please specify)....exercises and assignments.....

Textbooks/Instructional Material

Ray H. Garrison, Eric W. Noreen, Peter C. Brewer, Nam Sang Cheng & Katherine C.K. Yuen (2012). Managerial Accounting: An Asian Perspective. Mc Graw Hill.

Evaluation

- Knowledge and Skills		
- Midterm Examination:	40%	
- Final Examination:		40%
- Assignments/Teaching-Learning Activities		
- Exercises:	15%	
- Attendance:		5%
Total	<u>100%</u>	

II415 - Negotiation for International Business

Course Code: II415

Course Title: Negotiation for International Business

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Dr. William P. Wall

Semester: 01

Year: 2015

Prerequisite course, if any: -

Course Description

Globalization equals opportunity. Companies are expanding into international markets for growth and profitability. Developed and developing countries offer tremendous business potential. However, international business is complex. Every country has unique political, economic, legal social and cultural systems. Business practices can vary dramatically.

This course will use a combination of simulation, readings and class discussions to develop effective approaches to conducting business and reaching agreement in international business negotiation. Students will be introduced to cross-cultural communication styles, national business expectations, and political interests that may diverge from the familiar and can often impede cross-border agreements. We will draw upon theory and cases to analyze specific international business negotiations and, through dynamic simulation, gain hands-on experience in international business strategy, negotiation, conflict resolution, mediation and arbitration.

Course Objectives

Upon completion of the course, the student will:

- Be familiar with concepts used in the study of international business negotiations;

- Understand how different variables & contexts can influence business decisions and negotiations
- Develop, through simulation, experience with the complexity of international business;
- Develop an understanding of theoretical perspectives concerning the nature of effective international negotiation;
- Become familiar with case examples addressing international business challenges.

Teaching Approach

(Student – Centered Approach)

- √ Lecture √ Problem-based Learning
- √ Practice √ Project-based-Learning
- √ Discussion √ Research-based-Learning
- √ Seminar √ Online Learning/Internet-based-Learning
- √ Case Study Others (Please specify).....

Teaching Aids/Instructional Media

- √ Pictures √ PowerPoint
- √ Authentic Material √ Electronic Media Ex. Option Finder, VCD, DVD, e-book
- Others (Please specify) E-Learning

Student Activities

- √ Data/Information Search
- √ Brainstorming
- √ Presentation

Textbooks/Instructional Material

Textbook: Practical Solutions to Global Business Negotiations (International Business Collection) by Cellich, Claude / Jain, Subhash C.

Case Studies: Provided at the back of the textbook.

Evaluation

- Knowledge and Skills
 - Midterm Examination (20%)
 - Final Examination (30%)
- Assignments/Teaching-Learning Activities
 - Exercises (10%)
 - Activities (10%)
 - Assigned Tasks/Projects (20%)
- Attendance (10%)

IX203 - Price Management and Pricing Policy

Course Code: IX203

Course Title: Price Management and Pricing Policy

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Prof. Nicha Rongram

Semester: 01

Year: 2015

Prerequisite course, if any: -

Course Description

The influence of economic and psychological factors on pricing, the role of cost, profit analysis, cost adjustment and pricing of product line extension as well as problems of pricing policy and pricing issues.

Course Objectives

To educate the students to be able to:

- 1) understand basic background of pricing practices as part of marketing activities;
- 2) discuss the key issues related to initiating and responding to price changes;
- 3) discuss impacts of different pricing alternatives;
- 4) simulate alternative scenarios on pricing impacts on demands and costs;
- 5) demonstrate prices factors in conjunction with other marketing mixes.

Teaching Approach and Student – Centered Approach

- Lecture Problem-based Learning
- Practice Project-based-Learning
- Discussion Research-based-Learning
- Seminar Online Learning/Internet-based-Learning
- Case Study Others) (Please specify)...Field Survey.....

Teaching Aids/Instructional Media

- Pictures PowerPoint
- Authentic Material Electronic Media Ex. Option Finder, VCD, E-Learning, DVD, e-book
- Others (Please specify)

Student Activities

- Data/Information Search Games
- Brainstorming Simulation
- Presentation Survey
- Role Play Field Work
- Experiment Field Trip
- Others (Please specify).....

Textbooks/Instructional Material

1. **The Strategy and Tactics of Pricing, A Guide to Profitable Decision Making**, 3rd Edition, Thomas T. Nagle, Reed K. Holden, 2002, Prentice Hall, New Jersey
2. **Pricing, Making Profitable Decisions**, 3rd Edition, Kent B. Monroe, 2003, McGraw-Hill, New York
3. **Pricing for Profitability, Activity-Based Pricing for Competitive Advantage**, John L. Daly, 2002, John Wiley & Sons, Inc., Canada
4. **Pricing Strategies, A Marketing Approach**, Robert M. Schindler, 2012, SAGE Publications, Inc., California

Evaluation

- Knowledge and Skills
- Mid Term Examination **20** percentage
- Final Examination **40** percentage
- Assignments/Teaching-Learning Activities
- Term Paper **20** percentage

- Attendance **10** percentage
- Participation **10** percentage

IX208 - Global Brand Management

Course Code: IX208

Course Title: Global Brand Management

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Prof. Pakdee Sirisoponslip

Semester: 01

Year: 2015

Prerequisite course, if any: IB102 Principles of Marketing

Course Description

This course is designed to provide the comprehensive understanding of definition and importance of product and global brand management. Roles and responsibilities of product and global brand managers. Decisions about product management. Strategy in the product life cycle stages. And new product development. Managing the product mix. The concept of the value of the global brand. Measuring the value of global brand. Strategic global brand management. Global brand positioning. The plan to build, add and maintain the value of global brand in a sustainable manner acceptable to the customer and the society.

Course Objectives

This course objective is to provide the comprehensive understanding of importance of global brand management relating to the business/market situation and practices.

Teaching Approach

(Student – Centered Approach)

- √ Lecture □ Problem-based Learning
- √ Practice □ Project-based-Learning
- √ Discussion □ Research-based-Learning

- Seminar ✓ Online Learning/Internet-based-Learning
- ✓ Case Study Others (Please specify).....

Teaching Aids/Instructional Media

- ✓ Pictures ✓ PowerPoint
- ✓ Authentic Material ✓ Electronic Media Ex. Option Finder, VCD, DVD, e-book
- ✓ E-Learning

Student Activities

- ✓ Data/Information Search
- ✓ Brainstorming
- ✓ Experiment
- ✓ Data/Information Search

Textbooks/Instructional Material

Gregory N. Mankiw, "Principles of Economics", International Edition, 6th Edition
(2012)

Evaluation

- Knowledge and Skills
 - Midterm Examination (30%)
 - Final Examination (30%)
- Assignments/Teaching-Learning Activities
 - Exercises (15%)
 - Assigned Tasks/Projects (15%)
 - Attendance (10%)

IB305 - Operations Management

Course Code: IB305

Course Title: Operations Management

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Prof. Thomas E. Fernandez

Semester: 02

Year: 2015

Prerequisite course, if any: IB102 Organization and Management

Course Description

The course is designed to introduce a proven “best practice” approaches to the supply chain management. It brings together the strategic role of the supply chain, key strategic drivers of supply chain performance and the tools and techniques for supply chain analysis. In addition, students are introduced to the practical experience in using information technology to solve supply chain management problems.

Course Objectives

Upon successful completion of this course, students are expected to be able to:

1. Describe and explain key concepts in supply chain and operations management.
2. Analyze the implications of a company strategy to particular operating decisions.
3. Analyze current supply chain and operations practices of a real company.
4. Define supply chain and operation problem and make proposed improvement from a given situation.
5. Perform forecast based on historical data as a tool for aggregate sales & operations planning.

Teaching Approach

- Lecture
- Discussion
- Case Study

Teaching Aids/Instructional Media

- Pictures
- PowerPoint

Student Activities

- Data/Information Search
- Simulation
- Presentation
- Field Work
- Field Trip

Textbooks/Instructional Material

- Bozarth, C., & Handfield, R. B. (2011). *Introduction to operations and supply chain management* (3rd Ed). USA: Prentice Hall.
- SWINK, MANAGING OPERATIONS ACROSS D SUPPLY CHAIN 3e.

Evaluation

- Knowledge and Skills
 - Midterm Examination (30%)
 - Final Examination (30%)
- Assignments/Teaching-Learning Activities
 - Exercises/ Quiz (10%)
 - Project (20%)
- Attendance/ participation (10%)

II315 - Legal Environment in International Business

Course Code: II315

Course Title: Legal Environment in International Business

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Dr. Prapanpong Khumon

Semester: 02

Year: 2015

Prerequisite course, if any: -

Course Description

Laws concerning international business and international trade rules and regulations which are widely practiced in cross-bordered trade transactions. The course also covers essential public and private laws concerning trade practices created by ICC (International Chamber of Commerce), INCOTERMS, Letter of Credit, carriage of good laws, WTO's (World Trade Organization) regulation, FTA (Free Trade Agreement), AEC (ASEAN Economic Community).

Course Objectives

To provide basic laws, rules, and regulation, governing public and private international trade transaction. To encourage students to be aware of significant international trade-related regulations and the trend to shift to the more free trade climate in international trade transaction.

Teaching Approach

(Student – Centered Approach)

- √ Lecture √ Problem-based Learning
- √ Practice □ Project-based-Learning
- √ Discussion □ Research-based-Learning
- Seminar □ Online Learning/Internet-based-Learning

- Case Study Others (Please specify).....

Teaching Aids/Instructional Media

- √ Pictures √ PowerPoint
√ Authentic Material Electronic Media Ex. Option Finder, VCD, DVD, e-book
 Others (Please specify) E-Learning

Student Activities

- √ Data/Information Search
√ Brainstorming
√ Presentation

Textbooks/Instructional Material

- Lecture Notes (powerpoint) – Prapanpong Khumon
- Richard Schaffer, Beverley Earle, Filiberto, Filiberto Agusti, International Business Law and Its Environment, 8th edition, (2012).
- International Business Law: Environments and Transactions – John H. Willes, and John A. Willes

Evaluation

- Knowledge and Skills
 - Midterm Examination (30%)
 - Final Examination (40%)
- Assignments/Teaching-Learning Activities
 - Assignments/Quizzes: percentage (10%)
 - Term Projects: percentage (20%)

II316 - Entrepreneur in International Business

Course Code: II316

Course Title: Entrepreneur in International Business

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Prof. Krongjit Chatuparisoot

Semester: 02

Year: 2015

Prerequisite course, if any: IB102 Organization and Management

Course Description

This course integrates concepts of management functions for a small and medium business (SME) venture. To bring theory to life, it focuses on learning from the success and failures of other entrepreneurs through case studies and guest speakers. Global economy and franchising business opportunities through ASEAN will be the highlight for the course project development. Entrepreneur attributes that focus on business ethics, integrity, leadership, creativity, communication, and team building are emphasized during the creative process of entrepreneurship.

Comprehensive business plan will be developed as the outcome of this course.

Course Objectives

This course will provide students with the opportunity to create a mock-up business project in groups to test their understanding of building a successful business model. Both in-class workshops and educational field-trips to enhance learning will be structured to allow students to have an open discussion among students, instructor and the guest speakers about the key business functions, including international business strategy, product and service development, marketing and branding strategies, positioning and customer satisfaction.

Textbooks/Instructional Material/Student Materials

(1) Small Business Management: An Entrepreneurial Emphasis By Justin G. Longenecker, Carlos W. Moore, J. William Petty and Leslie E. Palich

(2) Small Business: An Entrepreneur's Business Plan By J.D. Ryan and Gail P. Hidduke

Teaching Aids/Instructional Media

√ Pictures

√ PowerPoint

√ Authentic Material

√ Electronic Media: Video Clips and e-book

Student Activities

√ Data/Information Search √ Team projects

√ Presentations

√ Report/Class assignments

√ Field-Survey

√ Field Trips

Evaluation

Attendance/Participation (-1 for each absence, -0.5 for each late up to 10) **10%**

Individual Assignments and Presentation **15%**

Group Assignments and Business Plan **25%**

Midterm Exam **20%**

Final Exam **30%**

Total Percentage Grade 100%

II413 - International Business Research

Course Code: II413

Course Title: International Business Research

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Prof. Ronald Vatanatan

Semester: 02

Year: 2015

Course Description

Study of the processes involved in international business research including: problem definition, research design, questionnaire design, sampling, data analysis, business planning, and the presentation of research findings.

This course is designed using the concept of problem-based learning, thus each group is given a problem (term project) to work on. Students are taught how to add structure to the problem by searching for secondary data and collecting primary data to develop a more comprehensive background and analysis. While the emphasis is on business research and decision-making, academic research is repeatedly shown as contrast.

Each team must develop a proposal after receiving their project briefing, then proceed to develop a questionnaire, collect data, input the data, analyze it using a variety of statistical techniques, and then present the findings and submit a detailed report.

Course Objectives

1. To provide an introduction and general background in the field of international business research.
2. Students will come to see the potential benefits of international business research from a management perspective.
3. Students will learn to both read and develop charts used for conveying information in a report and presentation.

4. Students will work in a team to develop a business plan for a foreign market entry.
5. Students will put their knowledge to test by conducting a research survey and presenting the findings.

Teaching Approach

(Student – Centered Approach)

- Lecture
- Problem-based Learning
- Practice
- Project-based-Learning
- Discussion
- Research-based-Learning
- Seminar
- Online Learning/Internet-based-Learning
- Case Study
- Others (Please specify).....class participation.....

Teaching Aids/Instructional Media

- Picture
- PowerPoint
- Authentic Material
- Electronic Media eg. Option Finder, VCD, DVD, e-book etc.
- Others (Please specify).....

Student Activities

- Data/Information Search
- Games
- Brainstorming
- Simulation
- Presentation
- Survey
- Role Play
- Field Work
- Experiment
- Field Trip
- Others (Please specify).....exercises and assignments.....

Textbooks/Instructional Material

Textbook: Business Research Methods by Zikmund, Babin, Carr and Griffin, 8th ed.
Lecture notes and selected articles provided in class.

Evaluation

Assignments and in-class participation **5%**

Attendance and punctuality **5%**

Interim report & presentation **15%**

Mid-term examination **20%**

Group debates & report **25%**

Final examination **30%**

II418 - International Business Strategy

Course Code: II418

Course Title: International Business Strategy

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Dr. Jakarin Srimoon

Semester: 02

Year: 2015

Prerequisite course, if any: II201 International Business Management

Course Description

An overview of internal and external business environment analysis and an analysis of strengths and weaknesses in the organization in order to lay out marketing strategies and control. Focus on ASEAN Business management and strategy.

Course Objectives

1. To develop an understanding of the conceptual frameworks both domestic and international strategies in managing businesses.
2. To develop an understanding of the issues in operating in international business management.
3. To develop an understanding of the constraints and advantages in doing business in overseas markets with new challenges.
4. To understand how multinational firms can leverage their capabilities and competencies to create competitive advantages in international and global markets.

Teaching Approach

(Student – Centered Approach)

- Lecture Problem-based Learning
- Practice Project-based-Learning

- Discussion Research-based-Learning
- Seminar Online Learning/Internet-based-Learning
- Case Study Others (Please specify).....

Teaching Aids/Instructional Media

- Pictures PowerPoint
- Authentic Material Electronic Media Ex. Option Finder, VCD, DVD, e-book
- Others (Please specify) E-Learning

Student Activities

- Data/Information Search Games
- Brainstorming Simulation
- Presentation Survey
- Role Play Field Work
- Experiment Field Trip
- Others (Please specify).....

Evaluation

- Knowledge and Skills

- Midterm Examination 30%
- Final Examination 30%

- Assignments/Teaching-Learning Activities

- Activities 10%
- Assigned Tasks/Projects 20%
- Attendance 10%

II421 - Contemporary Issues in International Business Management

Course Code: II421

Course Title: Contemporary Issues in International Business Management

Number of Credits: 3

Lecture/period/week: 3 period, 45 hours, total 15 weeks

Lecturer: Prof. Rojanasak Chomvilailuk

Semester: 02

Year: 2015

Prerequisite course, if any: II201 International Business Management and completed at least 21 credits of specialized area in major required courses.

Course Description

Characteristics of international business management problems, analyses and solutions. Selected international business management topics and cases discussed extensively in tandem with making seminar proposals. Focus on ASEAN business management.

Course Objectives

1. To understand roles and importance of strategic management practices and contemporary issues in international business management;
2. To be able for analyzing and identifying international business problem and finding solutions based on fundamental knowledge and contemporary issues of international business management;
3. To enhance the students' analyzing frameworks,
4. To enhance students' practical skills regarding strategic planning and implementation concepts and contemporary issues in international business management for the firms' competitive advantages development.

Teaching Aids/Instructional Media

√ Pictures

√ PowerPoint

√ Authentic Material

√ Electronic Media: Video Clips and e-book

Student Activities

√ Data/Information Search √ Team projects

√ Presentations √ Report/Class assignments

√ Field-Survey √ Field Trips

Evaluation

Class attendance: 10%

Reading reports, discussions, analyses, arguments, and syntheses: 30%

Presentations, discussions, and submission for the progresses of term paper and its final report submission: 20%

Comprehensive knowledge on contemporary international business management and marketing evaluated from the article reading aspects (final exam): 40%