



Course Syllabus

01132451 International Business 3(3-0)

1. Course code: 01132451 Course name: International Business
Total credits: 3(3-0)
Prerequisite (course code and course name): None
Section: 1
Day and Time: See Class Time Table
Room: EC5613

2. Faculty of Business Administration

3. Lecturer(s): 1. Asst.Prof.Tabtip Kraipornsak
2. Dr.Haruthai Numprasertchai (Course coordinator)

4. Course Objective(s)

1. To give an overview and basic concepts of international business
2. To identify the environments of international business
3. To describe the basic forms of international business activities
4. To explain the management of international business

5. Course Description

Concept, objective and international business practice under international economic, social and political environment, organization structure, policy formulation, international finance investment, production, marketing, human resources and management information system under current economic environment.

6. Course Outline

1. Global Business Environment
2. National Business Environments
3. International Trade and Investment
4. International Financial System
5. International Business Management

7. Student-centered Teaching Method(s)

Lecture, co-operative learning, discussion, self/group independent study, presentation, and homework.

8. Teaching Aids/Materials

Transparencies, slides, video-audio materials, electronics media, documents, real/man-made/simulated samples, etc.

9. Measures of Achievement

	Percent
9.1 Independent study (in pair) and presentation	20
9.2 Examinations and quizzes	
- Mid-term examination	30

- Final examination	30
- Quizzes	10
9.3 Class attendance	10
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Total	100
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10. Grading

.86-100	=	A
80-85	=	B+
74-79	=	B
68-73	=	C+
62-67	=	C
56-61	=	D+
50-55	=	D
0-49	=	F

11. Textbook and Readings

- Hill, Charles W., 2009. International Business: Competing in the Global Marketplace, 7th ed., McGraw Hill.
- Other supplement readings shall be assigned in class.

#	Date	Topic
1	14/01/11	Introduction-Globalization
2	21/01/11	Country Differences: National Differences in Political Economy Differences in Culture
3	28/01/11	International Trade Theory
4	09/02/11	Ethics in International Business
5	11/02/11	Foreign Direct Investment
6	16/02/11	Regional Economic Integration
7	25/02/11	Global Monetary System
		Mid-Term Examination
		Semester Break
8	25/03/11	Strategy & Organization of International Business
9-10	29 or 30 or 31 Mar.	1-day Technical visit (last week of Mar.)
11	01/04/11	Entry Strategy and Strategic Alliances Exporting, Importing, and Countertrade
12	08/04/11	Global Marketing and R&D
13	22/04/11	Global Production, Outsourcing, and Logistics
14	27/04/11	Global Human Resource Management
15	29/04/11	*Independent Study Presentations *Due - Final Examination