

# GENERAL EDUCATION, KMITL

## COURSE SYLLABUS

<b>Course Code</b>	96643018	<b>Course Title</b>	INTERNATIONAL BUSINESS				
<b>Total Credits</b>	3 (3-0-6)	<b>Semester / Year of Study</b>		<b>Section</b>		<b>Date-Time</b>	
<b>Course Description (English)</b>	Study the main components of international business, key vocabulary, Exchange Rates, International Monetary System, Foreign Exchange Market, International Law and Global Orientation, Supranational Organizations and International Institutions, International Marketing and Supply-Chain Management, E-Commerce, Culture and International Business in Emerging Markets and Ethical Management in the International Context.						
<b>Course Coordinator</b>	Asst. Prof. Supachart IAMRATANAKUL, Ph.D.						
<b>Course Instructors</b>	Asst. Prof. Supachart IAMRATANAKUL, Ph.D.						
<b>Teaching Assistant (if any)</b>							
<b>Counselling Schedule</b>				<b>Teaching Language</b>	<input type="checkbox"/> Thai <input checked="" type="checkbox"/> English <input type="checkbox"/> Others, please specify.....		
<b>Website or Online Teaching Method (if any)</b>							

### Course Learning Outcome

1. Understand how the basic principles of marketing are applied in a variety of diverse cultural, political, legal, and economic environments
2. Be able to analyze foreign markets to determine their overall export potential
3. Understand the benefits that nations derive from unrestrained free trade
4. Be able to design strategies for global competition
5. Be able to explain the various methods of entering foreign markets, the degree of commitment required and the associated levels of risk
6. Understand and systemize the differences between country markets and learn how to cope with the international variety to develop a strategy of global market penetration
7. Familiarize students with export management realities

General Education Learning Outcome: GE-LO	
GE-LO	Value
<input checked="" type="checkbox"/> GE-LO-1 Analytical and Critical Thinking	2
<input checked="" type="checkbox"/> GE-LO-2 Complex Problem Solving	2
<input checked="" type="checkbox"/> GE-LO-3 Creativity	2
<input checked="" type="checkbox"/> GE-LO-4 Interpersonal Skills	1
<input checked="" type="checkbox"/> GE-LO-5 Integrity and Perseverance	1
<input checked="" type="checkbox"/> GE-LO-6 Active Learning and Learning Strategies	2
<input checked="" type="checkbox"/> GE-LO-7 Resilience, Stress Tolerance and Flexibility	1
<input checked="" type="checkbox"/> GE-LO-8 Leadership and Social Influence	1
<input checked="" type="checkbox"/> GE-LO-9 Communication	1
<input checked="" type="checkbox"/> GE-LO-10 Entrepreneurship and Startup	2
<input type="checkbox"/> GE-LO-11 Digital Quotient Literacy and Digital Media Production	
<b>Total Value</b>	<b><u>15</u></b>

### Teaching Plan and Evaluation Plan

Week	Topic/Sub-topic	Activities	Notes
1	An Overview of International Business	Class Learning activities and discussion	
2	Cross-Cultural Business	Class Learning activities and discussion	
3	Political Economy and Ethics	Class Learning activities and discussion	
4	Economic Development of Nations	Class Learning activities and discussion	
5	Group Assignment 1	Group Presentation 1	
6	International Trade and Investment /Political Economy of Trade	Class Learning activities and discussion	
7	Foreign Direct Investment	Class discussion and learning / Group Presentation	
8	Regional Economic Integration	Class Learning activities and discussion	
9	International Marketing/ Operations Management/ Financial Management	Class discussion and learning / Group Presentation	
10	Group Assignment 2	Group Presentation 2	
11	International Human Resource Management and Labor Relations	Class Learning activities and discussion	

<b>Week</b>	<b>Topic/Sub-topic</b>	<b>Activities</b>	<b>Notes</b>
12	International Strategy and Organization	Class discussion and learning / Group Presentation	
13	Analyzing International Opportunities/ Selecting and Managing Entry Modes	Class Learning activities and discussion	
14	Term project consultation	Project consultation	
15	Individual Term Project	Individual Project Presentations	

## Evaluation Plan

Assessment Activities	Value	Score	Week of Evaluation	Notes
1. Attendance	1	4	semester	Punctuality (later than 13.30 or 17.00 is considered late) 1 hr. late = absence <b>More than 3 absences = U</b>
2. Participation	2	8	semester	
3. Class Assignments	4	16	semester	<b>Submitted in the class or as assigned by the teachers.</b> No submission / Blank paper / Plagiarism = 0 score
4. Class Presentations	3	12	semester	1. Presentation 5-10 mins individual presentation  2. Presentation Group work (4-6 members) 30-35 mins presentation <b>No participation / no group = 0 score</b>
5. Term project	5	20	week 14-15	Individual Contribution for a term project
Total	<b>15</b>	<b>60</b>		

## Evaluation criteria

<input type="checkbox"/> <b>Group-based</b>								
<input checked="" type="checkbox"/> <b>Standard-based</b>								
Grade	A	B+	B	C+	C	D+	D	F
Score (60 points)	57-60	49-56.9	41-48.9	34-40.9	27-33.9	21-26.9	15-20.9	0-14.9
<input type="checkbox"/> <b>Satisfactory/Unsatisfactory (S/U)</b>								
Grade	S				U			
Score (60 points)	30-60				0-29.9			

## Scoring criteria according to Assessment Plan

Assessment Activities	Learning Outcomes	Value	Rubric Scores			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
1. Attendance	GE-LO-8	1	More than <b><u>10 times</u></b> punctuality	<b><u>9- 10 times</u></b> punctuality	<b><u>7-8 times</u></b> punctuality	<b><u>Less than 7 times</u></b> punctuality
2. In-Class Participation	GE-LO-4	1	More than <b><u>10 times</u></b> participation	<b><u>9- 10 times</u></b> participation	<b><u>7-8 times</u></b> participation	<b><u>Less than 7 times</u></b> participation
	GE-LO-7	1	Act <b><u>professionally</u></b> in Resilience, Stress Tolerance and Flexibility	Act <b><u>well</u></b> in Resilience, Stress Tolerance and Flexibility	Act to some degree <b><u>professionally</u></b> in Resilience, Stress Tolerance and Flexibility	<b><u>Not act</u></b> professionally in Resilience, Stress Tolerance and Flexibility
3. Class Assignments	GE-LO-6	1	Cover <b><u>all</u></b> objectives and contents	Cover <b><u>most</u></b> objectives and contents	Cover <b><u>some</u></b> objectives and contents	<b><u>Not</u></b> cover any objectives and contents
	GE-LO-1	1	Analyse and synthesize the questions and problems assigned during the class <b><u>at least 5 times</u></b>	Analyse and synthesize the questions and problems assigned during the class <b><u>4 times</u></b>	Analyse and synthesize the questions and problems assigned during the class <b><u>3 times</u></b>	Analyse and synthesize the questions and problems assigned during the class <b><u>2 times</u></b>
	GE-LO-2	1	Solve the problems assigned during the class <b><u>at least 5 times</u></b>	Solve the problems assigned during the class <b><u>4 times</u></b>	Solve the problems assigned during the class <b><u>3 times</u></b>	Solve the problems assigned during the class <b><u>2 times</u></b>
	GE-LO-10	1	Demonstrate <b><u>very strong</u></b> creativity and opportunistic expertise	Demonstrate <b><u>strong</u></b> creativity and opportunistic expertise	Demonstrate <b><u>some</u></b> creativity and opportunistic expertise	<b><u>Not have</u></b> creativity and opportunistic expertise
4. Class Presentation	GE-LO-3	1	Precise presentation Unique ideas <b><u>Integrated knowledge</u></b>	Precise presentation <b><u>Unique ideas</u></b>	Precise presentation <b><u>Ordinary ideas</u></b>	Unclear presentation
	GE-LO-6	1	Cover <b><u>all</u></b> objectives and contents	Cover <b><u>most</u></b> objectives and contents	Cover <b><u>some</u></b> objectives and contents	<b><u>Not</u></b> cover any objectives and contents
	GE-LO-9	1	Good time management, Appropriate communication Using <b><u>suitable</u></b> tools	Good time management, <b><u>Appropriate</u></b> communication	<b><u>Good</u></b> time management, Lack of appropriate communication	<b><u>Poor</u></b> time management

Assessment Activities	Learning Outcomes	Value	Rubric Scores			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
5. Individual Term Project	GE-LO-1	1	Cover <b><u>all</u></b> analysis, and contents	Cover <b><u>most</u></b> analysis, and contents	Cover <b><u>some</u></b> analysis, and contents	<b><u>Not</u></b> cover any analysis, and contents
	GE-LO-2	1	Cover <b><u>all</u></b> solutions	Cover <b><u>most</u></b> solutions	Cover <b><u>some</u></b> solutions	<b><u>Not</u></b> cover any solutions
	GE-LO-3	1	Precise Method Unique ideas <b><u>Integrated knowledge</u></b>	Precise Method <b><u>Unique ideas</u></b>	Precise Method <b><u>Ordinary ideas</u></b>	<b><u>Unclear</u></b> method
	GE-LO-5	1	Clear results with <b><u>reasonable explanation</u></b>	Clear results	<b><u>Unclear results</u></b> with reasonable explanation	Unclear results
	GE-LO-10	1	Demonstrate <b><u>very strong</u></b> creativity and opportunistic expertise	Demonstrate <b><u>strong</u></b> creativity and opportunistic expertise	Demonstrate <b><u>some</u></b> creativity and opportunistic expertise	<b><u>Not have</u></b> creativity and opportunistic expertise