



TQF.3

Bachelor's Degree

Master's Degree

## Course Specification

**Course Code:** IIB 3324 **Course Title :** Independent Study in  
International Business  
**Credits :** 3(2-2-5)

**Program:** International Business, International College  
Suan Sunandha Rajabhat University (SSRUIC)

**Semester :** 3 **Academic Year :** 2016

## Section 1 General Information

### 1. Code and Course Title :

Course Code: IIB3324

Course Title (English): Independent Study in International Business

Course Title (Thai): การศึกษาค้นคว้าด้วยตนเองด้านบริหารธุรกิจระหว่างประเทศ

### 2. Credits : 3(2-2-5)

### 3. Curriculum and Course Category :

3.1 Curriculum: Bachelor of Business Administration

3.2 Course Category:

General Education

Required Course

Elective Course

Others .....

### 4. Lecturer Responsible for Course and Instructional

#### Course Lecturer (s) :

4.1 Lecturer Responsible for Course: Asst. Prof. Dr. Kevin Wonleedee

4.2 Instructional Course Lecturer(s):

(1) Asst. Prof. Dr. Kevin Wongleedee

(2) .....

### 5. Contact/Get in Touch

Room Number 3144 Tel. 087-102-8285 E-mail  
Scharoenchai@hotmail.com

### 6. Semester/ Year of Study

6.1 Semester: 3 Year of Study 2016

6.2 Number of the students enrolled 42

### 7. Pre-requisite Course (If any)

Course Code: IIB2208 Course Title Business Statistics

IIB2209 Course Title Research Method for Business

### **8. Co-requisite Course (If any)**

Course Code: .....Course Title .....or None

### **9. Learning Location**

Building Number: **31** Room Number 3144

Friday: 9:00 – 12:00 Group one

and 13:00 – 16:00 Group two

### **10. Last Date for Preparing and Revising this Course:**

Date 25 Month May Year 2017

## **Section 2 Aims and Objectives**

### **1. Course Aims**

At the end of this course, the student will reach to five domains in the following areas of performance :

#### 1.1 Morals and Ethics

- (1) Learning and practicing punctuality
- (2) Learning about the consequences of plagiarism

#### 1.2 Knowledge

- (1) Learning about a specific industry
- (2) Learning about international business issues

#### 1.3 Cognitive Skills

- (1) Do research and sharing to class
- (2) Group study and knowledge sharing

#### 1.4 Interpersonal Skills and Responsibility

- (1) Classroom debating in English
- (2) Team competition

1.5 Numerical Analysis, Communication and Information  
Technology Skills

- (1) Presentation with graphs and statistics
- (2) In class problem solving

**2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)**

None

**Section 3 Characteristics and Operation**

**1. Course Outline**

(English) Introduction to the contemporary phenomena social responsibility and business ethics, theoretical approach with focus of historical issues like management of business ethics, roles of shareholders, and stakeholders.

(Thai) การแนะนำเข้าสู่บทบาทและหน้าที่ความรับผิดชอบของสังคมปัจจุบันและจริยธรรมการบริหารธุรกิจและทฤษฎีการบริหารธุรกิจ ซึ่งเน้นที่ประเด็นการบริหารจากอดีตถึงปัจจุบันที่เกี่ยวข้องกับจริยธรรมด้านธุรกิจ บทบาทของผู้ถือหุ้นและผู้ที่มีส่วนได้ส่วนเสียกับบริษัททั้งหลาย

**2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)**

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self Study (hours)
48 hours per week	2 hours	0	6 hours per week

### **3. Time Length per Week for Individual Academic Consulting and Guidance**

(The lecturer responsible for course identifies the information, for example, 1 hour / week)

3.1 Self consulting at the lecturer's office: Room Number ...3144..... Building .....31..... International College (Main campus/SSRU)

3.2 Consulting via office telephone/mobile phone: ...0871028285.....

3.3 Consulting via E-Mail ...scharoenchai@hotmail.com.....

3.4 Consulting via Social Media (Facebook/Twitter/Line) ...Asst Prof. Dr . KevinWong.....

3.5 Consulting via Computer Network ( Internet/Web board)...[http://www,teacher.ssru.ac.th/kevin](http://www.teacher.ssru.ac.th/kevin).....

## **Section 4 Developing Student's Learning Outcomes**

### **1. Morals and Ethics**

#### 1.1 Morals and Ethics to be developed

- (1) The ability to deliver or to complete a required task at or the appointed time,
- (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,
- (3) The ability to make decisions in business according to moral concepts and judgments.

#### 1.2 Teaching Strategies

- (1) The team of students will help to remind other team members to be on time,
- (2) Provide an example of integrity in classroom such as no plagiarism,
- (3) Provide a case study that explains business ethics.

### 1.3 Evaluation Strategies

- (1) Checking student attendance every class,
- (2) Evaluate from how many students cheating in exam,
- (3) Evaluate from students' responsibility on their contribution on group project.

## 2. Knowledge

### 2.1 Knowledge to be acquired

- (1) The ability to identify the business theories and describe important case study,
- (2) The ability to provide an analysis and provide the solution to real world problems,
- (3) The ability to use business knowledge integrated with other disciplines.

### 2.2 Teaching Strategies

- (1) Use Problem-based learning,
- (2) Use cooperative learning techniques,
- (3) Invite guest speaker who is an expert in real world business.

### 2.3 Evaluation Strategies

- (1) Pop-quiz, midterm, and final exam,
- (2) A group project,
- (3) Class Presentation.

## 3. Cognitive Skills

### 3.1 Cognitive Skills to be developed

- (1) The ability to gather and summarize information, and conduct research,
- (2) Self-study and sharing information to the class,
- (3) The ability to solve problems from case studies.

### 3.2 Teaching Strategies

- (1) Group presentations,
- (2) Participate in real competitions such as business plan writing,
- (3) Problem-based learning.

### 3.3 Evaluation Strategies

- (1) Evaluate individual and group research and studies,
- (2) Evaluate in class activities and personal involvement,
- (3) Class presentations and discussion.

#### **4. Interpersonal Skills and Responsibility**

##### 4.1 Interpersonal Skills and Responsibility to be developed

- (1) The ability to communicate in English,
- (2) The ability to use English to solve business problem,
- (3) The ability to initiate some new business ideas and have leadership.

##### 4.2 Teaching Strategies

(1) Allow students with work in unfamiliar situation with new team members,

(2) Practice business manner and how to deal with customers,

(3) Use advance business English to communicate in class and with lecturers.

##### 4.3 Evaluation Strategies

(1) How students participate in teamwork,

(2) How students use advance business English in their presentation,

(3) Evaluate students' business creativities and innovativeness by keynote speaker involvement or students contest organization.

#### **5. Numerical Analysis, Communication and Information Technology Skills**

##### 5.1 Numerical Analysis, Communication and Information Technology Skills to be developed

- (1) Be able to use basic ICT skills and apply them to daily life,
- (2) Be able to use statistics and mathematics to solve business problems,
- (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.

##### 5.2 Teaching Strategies

(1) Use case studies that allow students to implement their knowledge of statistics and mathematics to solve business problems,

(2) Use activities such as encouraging students to show their work in an exhibition,

(3) Students will form a team and do the group projects that require two-ways communication and develop their social skills.

##### 5.3 Evaluation Strategies

(1) Evaluate the correct application of statistics and mathematics to solve problems,

(2) Evaluate their ability to present their work in at an exhibition,

(3) Evaluate their ability to use software computer such as Photoshop doing their work.

**Remark:** Symbol ● means ‘major responsibility’

Symbol ○ means ‘minor responsibility’

No symbol means ‘no responsibility’

The above symbols were shown in ‘Curriculum Mapping’ of TQF 2.  
(Program Specification)

## Section 5 Lesson Plan and Assessment

### 1. Lesson Plan

Week	Topic/Outline	Hours	Learning Activities and Medias	Lecturer(s)
1	Introduction to Independent study in International Business.	3	Lecture with PowerPoint  Questions and Answers  Graphs	Dr. Kevin Wongleedee
2	Submit a one-page of personal reflection of interesting topic.	3	Discussion	Dr. Kevin Wongleedee
3	Submit of Topic	3	Discussion	Dr. Kevin Wongleedee
4	Review of Literatures	3	Discussion	Dr. Kevin Wongleedee
5	Review of Literature	3	Lecture with PowerPoint	Dr. Kevin Wongleedee



			Graphs Exercises	
6	Methodology	3	Lecture with PowerPoint Problem-Based Learning	Dr. Kevin Wongleedee
7	Findings from similar research	3	Group Study Questions and Answers	Dr. Kevin Wongleedee
8	Findings	3	Essay Questions	Dr. Kevin Wongleedee
9	Midterm Exam	3	Paper test	Dr. Kevin Wongleedee
10	Conclusion and Recommendation	3	Lecture with PowerPoint Problem-Based Learning	Dr. Kevin Wongleedee
11	Conclusion and Recommendation	3	Lecture with PowerPoint Case Study 2	Dr. Kevin Wongleedee
12	References and Future Studies	3	Lecture with PowerPoint Group Discussion	Dr. Kevin Wongleedee
13	Application of Research-based layout and designed techniques	3	Lecture with PowerPoint Questions and Answers	Dr. Kevin Wongleedee
14	Your Paper final draft	3	Presentation of	Dr. Kevin

	(Hard copy)		Students' Paper	Wongleedee
15	Paper final draft (PowerPoint)	3	Peer-evaluation	Dr. Kevin Wongleedee
16	(Make-up Class, if any) Study Time	3	Study time	Students
17	<b>Final Exam</b>	3	Presentation of Students' Paper	Students and Dr. Kevin Wongleedee
<b>Total of Hours</b>		48		Dr. Kevin Wongleedee

## 2. Learning Assessment Plan

	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
1	<p><b>Ethics and Morals</b></p> <p>(1) The ability to deliver or to complete a required task at or the appointed time,</p> <p>(2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,</p> <p>The ability to make decisions in business according to moral</p>	Attendance	Every week	10

2	<p><b>Knowledge</b></p> <p>(1) The ability to identify the business theories and describe important case studies,</p> <p>(2) The ability to provide an analysis and provide the solution to real world problems,</p> <p>The ability to use business knowledge integrated with other disciplines.</p>	<p>Midterm exam</p> <p>Final exam</p>	<p>8</p> <p>16</p>	<p>25</p> <p>25</p>
3	<p><b>Cognitive Skills</b></p> <p>(1) The ability to gather and summarize information, and conduct research,</p> <p>(2) Self-study and sharing information to the class,</p> <p>The ability to solve problems from case studies.</p>	<p>Case Study analysis</p>	<p>2, 10</p>	<p>10</p>
4	<p><b>Interpersonal Skills and Responsibilities</b></p> <p>(1) The ability to communicate in English,</p>	<p>Group Presentation</p> <p>Report</p>	<p>14</p>	<p>15</p>

	<p>(2) The ability to use English to solve business problem,</p> <p>Initiate some new business ideas and have leadership.</p>			
5	<p><b>Numerical Analysis, Communication and Information Technology Skills</b></p> <p>(1) Be able to use basic ICT skills and apply them to daily life,</p> <p>(2) Be able to use statistics and mathematics to solve business problems,</p> <p>(3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.</p>	<p>Teamwork</p> <p>Group Study</p>	2, 10	15

## Section 6 Learning and Teaching Resources

### 1. Textbook and Main Documents

Bohlander, G & Scott, S. (2014). *Managing Human Resources*. International edition. Thompson-Western Corporation.

## **2. Important Documents for Extra Study**

Morrison, A. J. (2012). *Developing a Global Leadership Model. Human Resource Management. Vol.39, No 2 & 3.*

## **3. Suggestion Information (Printing Materials/Website/CD/Others)**

**[WWW.CNN/Business International.com](http://WWW.CNN/Business International.com)**

**[www.bangkokpost.com](http://www.bangkokpost.com)**

## **Section 7 Course Evaluation and Revising**

### **1. Strategies for Course Evaluation by Students**

Use survey questionnaire to collect information

Allow students to evaluate lecturer's performance in class

### **2. Strategies for Course Evaluation by Lecturer**

Use an intelligent observation in class.

Allow head of department to observe in class and evaluate lecture's performance

### **3. Teaching Revision**

Revise the teaching technique at the end of semester and do classroom research

### **4. Feedback for Achievement Standards**

Head of Department review the rubric scores

### **5. Methodology and Planning for Course Review and Improvement**

At the end of semester, Review all the teaching techniques and teaching materials, then revise and develop a plan for the improvement.



**Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level**

Courses	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills			6. Other Domain .Learning Management Skills		
	● Major Responsibility									○ Minor Responsibility								
Course Category Business Elective Course	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code IIB3324 Course Title Independent study in International Business	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	