



## **TQF 3: Course Specification**

**Course Title :** IBB3311 Strategic Global Management  
(63-Chinese Students)

**Credits :** 3(3-0-6)

**Date & Time:** Friday, 08:00 -11:00 AM

**Semester : 1 Academic Year :** 1/2021

**Curriculum :** Bachelor of Business Administration

(BBA) in International Business Program (Chinese Students)

**College of Hospitality Industry Management,**

**Suan Sunandha Rajabhat University**

**(CHM)**

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## **Section 1 General Information**

**1. Code and Course Title :** IBB 3311 Strategic Global Management

**2. Credits :** 3(3-0-6)

**3. Curriculum and Course Category :**

This course of Bachelor of Business Administration, College of Hospitality Industry Management, CHM is categorized in international business program as business elective.

**4. Lecturer :**

Asst. Prof. Dr. Kevin Wongleedee

Room Number: 3141, Building 31, Main campus Tel. 02-160-1221

E-mail: scharonechai@hotmail.com

**5. Year / Semester**

Year 2021/ Semester 1 (**August 16 – December 10, 2021**)

**6. Prerequisite Course**

IBU 1202 Principles of Business

IBU 1205 Principles of Management

IBB 3431 Strategic Management

**7. Co-requisite Course:**

None

**8. Learning Location**

Building Number: 31 Room Number 3144, Online (A total of 22 students)

**9. Last Date for Preparing and Revising this Course:**

August 5, 2021

## **Section 2 Aims and Objectives**

### **1. Course Aims**

At the end of this course, the student will possess a cognitive domain, psychomotor domain, and affective domain in the following areas of performances:

1. Demonstrate an insightful understanding of vital strategic global business and management terms and principles through written and oral communication.
2. Demonstrate the ability to collect, process, interpret data used to support implementation of strategic global business and management.
3. Demonstrate an understanding of the impacts of globalization and modern influence of technology in global business goals and strategies.
4. Demonstrate an ability to discuss of the developing effectiveness in global strategies as well as satisfaction of diversity stakeholders.
5. Demonstrate an ability to explain the process of discussion, debate, training, development, closing deals and other global business agenda.
6. Demonstrate an ability to understand blueprint of global strategy and global cases analysis as a term paper and deliver PowerPoint presentation to the class.

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

None

## **Section 3 Course Structure**

### **1. Course Description**

Strategic Global Management aims at the designing and implementing of successful strategic management at global level with the understanding of relevant trends, emerging technologies, local and global economics, diversified cultures, and impacts of political environment issues in order to enhance the performance of global business management and guide global management decisions.

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

<b>Lecture</b>	<b>Practice/ Field Work/Internship</b>	<b>Self-study</b>	<b>Remedial Class</b>
3 Hours per week	0 Hours per week	6 Hours per week	None

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

Friday, 13:00 -15:00 PM or online consultation, or by Appointment

### Section 4 Developing Student's Learning Outcomes

<b>Learning Standards/Outcomes</b>	<b>Learning Activities</b>	<b>Learning Assessment</b>
<p><b>1. Ethic and Moral</b>                      (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.</p>	<p>1. Learn and practice punctuality and no tardiness                      2. Learning about plagiarism and consequences                      3. Learning about the consequences of cheating in exams</p>	<p>1. 90 percent of students come to class on time                      2. 100 percent of students do the report by themselves                      3. 100 percent of students do not cheat in exams                      4. 100 percent of students submit report on time.</p>
<p><b>2. Knowledge</b>                      (1) The ability to identify the negotiation theories and describe important case studies.                      (2) The ability to provide and analysis and provide the solution to real world problems                      (3) The ability to use business knowledge integrated with other disciplines</p>	<p>1. Lecture with PowerPoint                      2. Problem-Based Learning                      3. Case Study                      4. Group Study                      5. Group Presentation                      6. Questions and Answers</p>	<p>1. Essay Questions                      2. Peer-evaluation                      3. Submit vital training manual report</p>
<p><b>3. Cognitive Skills</b>                      (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</p>	<p>1. Do research                      2. Case Study                      3. Brainstorming                      4. Guest Speaker (Optional)</p>	<p>1. Essay Questions                      2. Class Participation                      3. Case Study Analysis</p>
<p><b>4. Interpersonal Skills and Responsibilities</b>                      (1) The ability to communicate in English                      (2) The ability to use English to solve business problem                      (3) Initiate some new negotiation ideas and have leadership</p>	<p>1. Classroom debating                      2. Group competition</p>	<p>1. Peer-evaluation                      2. Evaluation of the process and the success of teamwork</p>
<p><b>5. Numerical Analysis, Communication and Information Technology Skills</b>                      (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</p>	<p>1. Students present their work by using Graphs and show basic statistics such as turnover rate.                      2. Students present their work by using proper English                      3. Students use mathematic formula in their problem solving.</p>	<p>1. Evaluate their quantitative analysis                      2. Evaluate their ability to use proper English                      3. Evaluate their ability to use graph, tables, and mathematics analysis.</p>

<b>Learning Standards/Outcomes</b>	<b>Learning Activities</b>	<b>Learning Assessment</b>
numerical analysis in communication with emphasis on practical and real life experiences.		

## Section 5 Lesson Plan and Assessment

### 1. Lesson Plan

<b>Week</b>	<b>Topic/Outline</b>	<b>Hours</b>	<b>Learning Activities and Medias</b>	<b>Lecturer(s)</b>
1	Introduction to Strategic Global Management Vision, Mission, Goals, and Objectives on a Global Scale	3	Lecture with PowerPoint Questions and Answers Graphs	Asst. Prof. Dr. Kevin Wongleedee
2	What is required skills?  Global Business Skills Role of Global Manager Case: Global Business Process Integration	3	Lecture with PowerPoint Case Study 1 Questions and Answers	Asst. Prof. Dr. Kevin Wongleedee
3	Competitive Forces High Level of Management Involvement Guest speaker: Mr. Danty James	3	Lecture with PowerPoint Problem-Based Learning	Asst. Prof. Dr. Kevin Wongleedee And Mr. Danty James
4	Reinventing Global Business Model and Strategy Development Leadership Analysis	3	Lecture with PowerPoint Problem Analysis	Asst. Prof. Dr. Kevin Wongleedee
5	Mistakes in Global Market Places and Poor Performance  Case Study: Fast Food Restaurants fail in Vietnam Market	3	Lecture with PowerPoint Graphs Exercises	Asst. Prof. Dr. Kevin Wongleedee
6	Strategic Global Business Decision VS Opportunities at a Global Scale	3	Lecture with PowerPoint Problem-Based Learning	Asst. Prof. Dr. Kevin Wongleedee
7	Review all materials	3	Group Study	Asst. Prof. Dr.

			Questions and Answers	Kevin Wongleedee
8	Midterm Exam	3	Essay Questions	Asst. Prof. Dr. Kevin Wongleedee
9	Global Mindset Designing Organization for Strategic Implementation in Different Cultural Backgrounds	3	Lecture with PowerPoint Problem-Based Learning	Asst. Prof. Dr. Kevin Wongleedee
10	Strategies Implementation as Economic Development and Growth  Case: Which evaluation and monitoring method to use?	3	Lecture with PowerPoint Case Study 2	Asst. Prof. Dr. Kevin Wongleedee
11	Cooperating of People, Resources, Facilities, and Strategies	3	Lecture with PowerPoint Group Discussion	Asst. Prof. Dr. Kevin Wongleedee
12	Successful Strategy Execution Problem Solving Skills on a Global Level	3	Lecture with PowerPoint Questions and Answers	Asst. Prof. Dr. Kevin Wongleedee
13	Global Business Management Model Case: Designing Key Elements of Success	3	Lecture with PowerPoint Case Study3	Asst. Prof. Dr. Kevin Wongleedee
14	Innovations and Global Perspectives Selecting the Great Strategy to Great Performance	3	Group Presentation Peer-evaluation	Asst. Prof. Dr. Kevin Wongleedee
15	(Make-up Class) Study Time		Study time	Students
16	<b>Final Exam</b>	3	Essay Questions	Asst. Prof. Dr. Kevin Wongleedee
<b>Total of Hours</b>		45		Asst. Prof. Dr. Kevin Wongleedee



## 2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<b>Ethics and Morals</b>	Attendance	Every week	10
2	<b>Knowledge</b>	Midterm exam Final exam	8 16	25 25
3	<b>Cognitive Skills</b>	Case Study analysis	2, 10	10
4	<b>Interpersonal Skills and Responsibilities</b>	Group Presentation Report	14	15
5	<b>Numerical Analysis, Communication and Information Technology Skills</b>	Teamwork Group Study	2, 10	15

## Section 6 Learning and Teaching Resources

### 1. Textbook and Main Documents

1. On Strategy. (2011). HBR's 10 Must Reads. Harvard Business Review Press. Boston Massachusetts.
2. On Business Model Innovation. (2011). HBR's 10 Must Reads. Harvard Business Review Press. Boston Massachusetts.
3. Strategy: Create and Implement the Strategy for your Business. (2015). HBR's Must Reads. Harvard Business Review Press. Boston Massachusetts.
4. Gable, C., & Shireman, B. (2004, January). The stakeholder imperative. *Environmental Quality Management*, 14(2), 1-8.

### 2. Important Documents for Extra Study

5. Ferrell, O.C., & Maignan, I. (2004). Corporate social responsibility and marketing: An integrative framework. *Journal of the Academy of Marketing Science*, 32 (1).
6. Jamali, D. A. (2008). A stakeholder approach to corporate social responsibility: A fresh perspective into theory and practice. *Journal of Business Ethics* 82, 213–231.
7. Morsing, M., Schultz, M, & Nielson. (2008, April). The Catch 22 of communicating CSR. *Journal of Marketing Communications*, 14 (2), 97-111.

### **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)

CNN/Podcast

## **Section 7**

### **Course Evaluation and Revising**

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

Allow students to evaluate lecturer's performance by using questionnaire and writing their comments without showing their names and student identification

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

Allow Head of department to observe during online teaching and evaluate lecture's performance to provide some insightful feedback

#### **3. Teaching Revision**

Revising the online teaching technique at the end of semester, find a better version of online learning program and do classroom research

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

Head of Department and Team review the rubric scores and offer insightful suggestions

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

At the end of semester, discussion with students and other lecturers to find ways to enhance the quality of learning material and online learning strategies

