College of
Hospitality Industry Management

TQF.5 Course Report

Course Code :   IBP2311

Course Title :   Introduction to International Business

Credits :   3(3-0-6)

Semester /Academic Year : 2 / 2020

Students : Bachelor of Business Administration **Program in** International Business

Lecturer(s) :   Ms. Nalin Simasathiansophon

College of Hospitality Industry Management

Suan Sunandha Rajabhat Universit

Course Report

Institution : Suan Sunandha Rajabhat University

Campus/Faculty/Department : College of Hospitality Industry Management

Section 1: General Information

1. Course Code and Title : IBP2311 Introduction to International Business

2. Pre-requisite (if any) :   None

3. Faculty Member(s) Teaching the Course and Sections
     Ms.Nalin Simasathiansophon

  Sections: 01   **Room No.**   200

4. Semester and Academic Year
     Semester 2 Academic Year 2020

5. Venue
     College of Hospitality Industry Management, Nakhon Pathom Education
     Center

Section 2 : Actual Teaching Hours Compared with

Teaching Hours Specified in the Teaching Plan

1. Number of actual teaching hours compared with the teaching plan

Topics	No. of teaching hours in the plan	No. of actual teaching hours	Reason(s) (in case the discrepancy is more than 25%)
Topic 1 An Overview of International Business • International Business Definition • International Business Activities	3 hours	3 hours	-
Topic 2 Business in a Global Setting • Globalization • Culture	3 hours	3 hours	-
Topic 3 Trade and Investment Policies • Global Trade Regulation • Global Policy Environmental Changes • Policy Responses to Changing Conditions	3 hours	3 hours	-
Topic 4 International Trade Theory • Classical Trade Theory • Factor Proportions Trade Theory • International Investment and Product Cycle Theory • The New Trade Theory: strategic Trade	3 hours	4 hours	An hour spent for explaining activity on classical trade theory.
Topic 5 Politics and Regulations • The Home-Country Perspective • Host Country Political and Legal Environment • International Relations and Laws	3 hours	3 hours	-
Topic 6 Foreign Exchange Market • Functions of Forex Market • Types of Transactions • Market Participants • Interest Rates	3 hours	3 hours	-
Topic 7 The International Monetary System • Types of Exchange Rates • Demand and Supply of Currencies • The Monetary System Evolution • Asian Economic Crisis	6 hours	7 hours	Half an hour dominated for the midterm exam review

Topics	No. of teaching hours in the plan	No. of actual teaching hours	Reason(s) (in case the discrepancy is more than 25%)
Topic 8 Economic Integration • Regional Economic Community • ASEAN Economic Community • European Union	6 hours	6 hours	-
Topic 9 Emerging Market • Doing Business with Transition Economies • Adjusting to Global Change • State Enterprises and Privatization	3 hours	5 hours	2 more hour for Field trip to BOT Museum to study from expert in financial field.
Topic 10 The Strategy of International Business • Strategy and the Firm • Profiting from Global Expansion • Pressures for Cost Reductions and Local Responsiveness • Strategic Choices	3 hours	3 hours	-
Topic 11 Issues in Contemporary Business • Digital Money	3 hours	3 hours	-
Total	**45**	**49**	

2. Topics that couldn't be taught as planned

Topics that couldn't be taught (if any)	Significance of the topics that couldn't be taught	Compensation
None	None	None

3. Effectiveness of the teaching methods specified in the Course Specification

Learning Outcomes	Teaching methods specified in the course specification	Effectiveness (Use ✓)		Problems of the teaching method(s) (if any) and suggestions
		Yes	**No**	
1. Morals and Ethics	(1) Group activities (2) Classroom attendance (3) Case study	✓	-	Reward system applied with student who can answer questions and participates in-class activities.

2. Knowledge	(1) Mid-term examination (2) Final examination (3) Group activity	✓	-	Students can analyze and solve problems better when they work as a team.
3. Cognitive Skills	(1) Cooperative learning (2) Quiz (3) Group discussion	✓	-	Cooperative learning method encourages students integrate their knowledge with real business situation. So, lecturer should create more cooperative learning activities for students.
4. Interpersonal Skills and Responsibilities	(1) Cooperative learning (2) Group discussion	✓	-	Smart students should help less smart students to learn. So, lecturer should carefully divide group with the mix of students.
5. Numerical Analysis, Communication and Information Technology Skills	(1) Group activity (2) Group project (3) Group discussion	✓	-	Students practice ICT skill in order to conduct a presentation related with the topics assigned by lecturer.

4. Suggestions for Improving Teaching Methods

Activities, discussion and cooperative learning should be carefully assigned and should be mixed with various technologies to encourage student to study via online platform.

Section 3 : Course Outcomes

1. Number of registered students :   5

2. Number of students at the end of semester : 4

3 Number of students who withdrew (W) : 1

4. Grade distribution

Grade	No. of students	Percentage
A	1	25%
A-	-	-
B+	-	-
B	2	50%
B-	1	25%
C$^+$	-	-
C	-	-
C-	-	-
D+	-	-
D	-	-
D-	-	-
F	-	-
Incomplete (I)	-	-

5. Factors causing unusual distribution of grades (If any)
None

6. Discrepancies in the evaluation plan specified in the Course Specification
6.1 Discrepancy in evaluation time frame

Details of Discrepancy	Reasons
None	None

6.2 Discrepancy in evaluation methods

Details of Discrepancy	Reasons
None	None

7. Verification of students' achievements

Verification Method(s)	Verification Result(s)
1. Interview 2. Group discussion 3. Question & answer	1. Students like to go to field trip and learn from external expertise. 2. Students can analyze business situation based on a given case study. 3. Students can apply international business concept with their real life.

Section 4 : Problems and Impacts

1. Teaching and learning resources

Teaching Problems:	Impacts on students' learning :
None	None
Learning Resources Problems: Some students' device did not support the online learning platform.	**Impacts on students' learning :** Lecturer could not see the face of students. Thus it reduced the learning atmosphere as well as could not see the reaction of students.

2. Administration and organization

Problems from administration	Impacts on students' learning
None	None
Problems from organization	**Impacts on students' learning**
None	None

Section 5 : Course Evaluation

1. Results of course evaluation by students

    1.1 Important comments from evaluation by students
       This course allows students to apply international business concept learnt in the classroom with real business practice.

    1.2 Faculty members' opinions on the comments in 1.1
       Lecturer should assign more cooperative learning tasks to encourage students to apply their knowledge in creative way.

2. Results of course evaluation by other evaluation methods

    2.1 Important comments from evaluation by other evaluation methods
       Students want to learn from experts from external organizations.

    2.2 Faculty members' opinions on the comments in 2.1
       Lecturer should apply various online learning tools to encourage students to learn.

Section 6 : Improvement Plan

1. Progress of teaching and learning improvement recommended in the previous Course Report

Improvement plan proposed in Semester 1 Academic year 2020 - A plan to take students to a field trip.	Results of the plan implementation (In case no action was taken nor completed, reasons must be provided) - The field trip to BOT Museum had been conducted as planned.

2. Other improvements

Lecturer provides more various online leaning methods for students.

3. Suggestions for improvement for <u>Semester 1 Academic year 2021</u>

Suggestions	Time Frame	Responsible person
A plan to invite a guest speaker to talk in the classroom	Week 11	Aj. Nalin Simasathiansophon

4. Suggestions of faculty member(s) responsible for the course
None

Responsible Faculty Member/Coordinator: Aj.Nalin Simasathiansophon

Signature............ *Nalin* .... Submission Date 21 – 05 – 2021

Chairperson/Program Director: …………………………………..………….

Signature... Receipt Date ....