



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: IBP2311

Course Title: Introduction to International Business

Credits: 3(3-0-6)

Program: Digital International Business

College of Hospitality Industry Management (CHM)

Semester : 2 **Academic Year :** 2020

Section 1 General Information

1. Code and Course Title :

Course Code: IBP2311

Course Title (English): Introduction to International Business

Course Title (Thai): ความรู้เบื้องต้นเกี่ยวกับธุรกิจระหว่างประเทศ

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

3. Curriculum and Course Category :

3.1 Curriculum: Bachelor of Business Administration, Program in International Business (International Program), Revised in 2016

3.2 Course Category:

General Education

Major Course

Elective Course

Others

4. Lecturer Responsible for Course and Instructional Course

Lecturer (s) :

4.1 Lecturer Responsible for Course: Ms. Nalin Simasathiansophon

4.2 Instructional Course Lecturer(s): None

5. Contact/Get in Touch

Room Number 401 Tel. 082-7842162 E-mail nalin.si@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 2 Year of Study 2020

6.2 Number of the students enrolled: 8 students

7. Pre-requisite Course (If any)

Course Code: None Course Title: None

8. Co-requisite Course (If any)

Course Code: None Course Title: None

9. Learning Location

Building: International College, Nakhon Pathom Campus

Day/time: Tuesday / 9.00-12.00

10. Last Date for Preparing and Revising this Course:

4th January 2021

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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:

3.1 Morals and Ethics

(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 morals and traditional values, beliefs and principles they claim to hold,

(3) The ability to make business decisions according to moral concepts and judgments.

3.2 Knowledge

(1) The ability to understand business theories and solve case studies,

(2) The ability to analyze and solve real practical problems and issues,

(3) The ability to apply business knowledge integrated with other disciplines.

3.3 Cognitive Skills

(1) The ability to gather and summarize information, and conduct research,

(2) Self-studying and sharing information with others,

(3) The ability to find original solution and their own method.

3.4 Interpersonal Skills and Responsibility

(1) The ability to have two responsibilities; they learn for themselves and help group member to learn,

(2) The ability to use adequate method for interpersonal communication and discussion,

(3) The ability to create some business ideas and to have leadership skills.

3.5 Numerical Analysis, Communication and Information Technology Skills

(1) The ability to use basic ICT skills and apply them to daily life,

(2) The ability to use statistics data to solve business problems,

(3) The ability to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.

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

According to TQF 5 (Thailand Quality Framework 5: HEd.) for the 2017 academic year, students should develop their abilities as follow:

- (1) To underline the important of international business theories and concepts
- (2) To identify and discuss about characteristics of multinational organization
- (3) To interpret international trade and regulations with business case studies
- (4) To criticize economics integration, particularly ASEAN Economic Community (AEC)
- (5) To assemble theories learnt with contemporary business issues.

Section 3 Characteristics and Operation

1. Course Outline

Theories and concepts of international business activities, globalization and cultures, international trade and regulations, global monetary, economics integration, and issues related to international business in digital era.

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	-	96 hours	3+ (if any)

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 No.: 401

Building: International College (Nakhon Pathom Campus/SSRU)

3.2 Consulting via office telephone/mobile phone: 082-7842162

3.3 Consulting via E-Mail: nalin.si@ssru.ac.th

3.4 Consulting via Social Media (Facebook/Twitter/Line)

Facebook: Aj Nalin Simasathiansophon

Line ID: nalin.sima

3.5 Consulting via Computer Network (Internet/Web board)

Teacher Website: http://www.elic.ssru.ac.th/nalin

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 morals and traditional values, beliefs and principles they claim to hold,
- (3) The ability to make business decisions according to moral concepts and judgments.

1.2 Teaching Strategies

- (1) The team of students reminds 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) Check student attendance every class,
- (2) Evaluate from number of students who cheat during the examinations,
- (3) Evaluate students' responsibility on their participation in group projects.

2. Knowledge

2.1 Knowledge to be acquired

- (1) The ability to understand business theories and solve case studies,
- (2) The ability to analyze and solve real practical problems and issues,
- (3) The ability to apply business knowledge integrated with other disciplines.

2.2 Teaching Strategies

- (1) Use problem-based learning,
- (2) Use cooperative learning techniques,
- (3) Invite guest speakers who are expert in real business and business regulation.

2.3 Evaluation Strategies

- (1) Pop-quiz, midterm, and final examination,
- (2) A group projects,
- (3) Class presentations.

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) The ability to gather and summarize information, and conduct research,
- (2) Self-studying and sharing information with others,
- (3) The ability to find original solution and their own method.

3.2 Teaching Strategies

- (1) Group and individual research and presentations,
- (2) Participate in real intergroup and interpersonal competitions,
- (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 have two responsibilities; they learn for themselves and help group member to learn,
- (2) The ability to use adequate method for interpersonal communication and discussion
- (3) The ability to create some business ideas and to have leadership skills.

4.2 Teaching Strategies

- (1) Implement student center learning method and problem-based learning,
- (2) Encourage students to work together in small groups,
- (3) Implement business manner practices and social skills.

4.3 Evaluation Strategies

- (1) Assess students' participation in teamwork,
- (2) Observe students business manner and social skills,
- (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) The ability to use basic ICT skills and apply them to daily life,
- (2) The ability to use statistics data to solve business problems,
- (3) The ability to use business statistic methods in market analysis.

5.2 Teaching Strategies

- (1) Use case studies that allow students to implement their knowledge of statistics to solve business problems,
- (2) Encourage students to use statistics and ICT in research and projects conduction,
- (3) Encourage students to actively use ICT and social media in daily life.

5.3 Evaluation Strategies

- (1) Evaluate the correct application of statistics to solve problems,
- (2) Evaluate effectiveness of ICT usage in research and presentations,
- (3) Evaluate their ability to use software and application in their work and studies.

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
1 & 2	Topic 1 An Overview of International Business <ul style="list-style-type: none"> International Business Definition International Business Activities 	6	<ul style="list-style-type: none"> Pre-test Zoom App.: online lecture Padlet: Think-pair-share
2	Topic 2 Business in a Global Setting <ul style="list-style-type: none"> Globalization Culture 	3	<ul style="list-style-type: none"> Zoom App.: online lecture Group discussion Google Sheet: Round robin
3	Topic 3 Trade and Investment Policies <ul style="list-style-type: none"> Global Trade Regulation Global Policy Environmental Changes Policy Responses to Changing Conditions 	3	<ul style="list-style-type: none"> Zoom App.: online lecture Problem based learning: case study
4	Topic 4 International Trade Theory <ul style="list-style-type: none"> Classical Trade Theory Factor Proportions Trade Theory International Investment and Product Cycle Theory The New Trade Theory: strategic Trade 	3	<ul style="list-style-type: none"> Zoom App.: online lecture Problem based learning: case study Moodle: online quiz
5	Topic 5 Politics and Regulations <ul style="list-style-type: none"> The Home-Country Perspective Host Country Political and Legal Environment International Relations and Laws 	3	<ul style="list-style-type: none"> Direct instruction Group discussion Child center: cooperative learning (Jigsaw)
6	Topic 6 Foreign Exchange Market <ul style="list-style-type: none"> Functions of Foreign Exchange Market Market Participants 	3	<ul style="list-style-type: none"> Direct instruction Group discussion Child center: cooperative learning (think-pair-share)
7	Topic 7 The International Monetary System <ul style="list-style-type: none"> Types of Exchange Rates Demand and Supply of Currencies The Monetary System Evolution 	3	<ul style="list-style-type: none"> Direct instruction Kahoot: online quiz Group discussion
8	MID-TERM EXAMINATION	3	<ul style="list-style-type: none"> Paper tests

Week	Topic/Outline	Hours	Learning Activities and Medias
9	Topic 7 The International Monetary System (Cont.) <ul style="list-style-type: none"> Asian Economic Crisis 	3	<ul style="list-style-type: none"> Direct instruction Problem based learning: Asian Contagion in 1997 (video from YouTube) Child center: cooperative learning (round robin)
10	Topic 8 Economic Integration <ul style="list-style-type: none"> Regional Economic Community 	3	<ul style="list-style-type: none"> Direct instruction Hands-on activity: Post-it game
11	Topic 8 Economic Integration (Cont.) <ul style="list-style-type: none"> ASEAN European Union 	3	<ul style="list-style-type: none"> Direct instruction Problem based learning Group discussion Group project review
12 & 13	Topic 9 Emerging Market <ul style="list-style-type: none"> Doing Business with Transition Economies Adjusting to Global Change State Enterprises and Privatization 	6	<ul style="list-style-type: none"> Direct instruction Group discussion Coggle.it: Think-pair-share on emerging techniques
14	Topic 10 The Strategy of International Business <ul style="list-style-type: none"> Strategy and the Firm Profiting from Global Expansion Pressures for Cost Reductions and Local Responsiveness 	3	<ul style="list-style-type: none"> Direct instruction Group discussion Child center: cooperative learning (think-pair-share)
15	Topic 11 Issues in Contemporary Business <ul style="list-style-type: none"> Digital Money 	3	<ul style="list-style-type: none"> Lecture Case study: Cryptocurrency Group discussion Child center: cooperative learning (round robin)
16	<ul style="list-style-type: none"> Group project presentation Class summary Final Exam Review 	3	<ul style="list-style-type: none"> Group report Oral presentation Post test
17	FINAL EXAMINATION	3	<ul style="list-style-type: none"> Paper test
Total of Hours		48	

2. Learning Assessment Plan

Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
<p>1. Morals and Ethics</p> <p>(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 morals and traditional values, beliefs and principles they claim to hold, (3) The ability to make business decisions according to moral concepts and judgments.</p>	<p>(1) Group activities (2) Classroom attendance (3) Case study</p>	<p>Throughout semester</p>	<p>(1) 10% (2) S/U (3) S/U</p>
<p>2. Knowledge</p> <p>(1) The ability to understand business theories and solve case studies, (2) The ability to analyze and solve real practical problems and issues, (3) The ability to apply business knowledge integrated with other disciplines.</p>	<p>(1) Mid-term examination (2) Final examination (3) Activities</p>	<p>(1) Week 8 (2) Week 17 (3) Throughout Semester</p>	<p>(1) 20% (2) 30% (3) S/U</p>
<p>3. Cognitive Skills</p> <p>(1) The ability to gather and summarize information, and conduct research, (2) Self-studying and sharing information with others, (3) The ability to find original solution and their own method.</p>	<p>(1) Cooperative learning (2) Quiz (3) Group discussion</p>	<p>(1) Throughout Semester (2) Week 4 & 6 (3) Throughout Semester</p>	<p>(1) S/U (2) 10% (3) S/U</p>
<p>4. Interpersonal Skills and Responsibility</p> <p>(1) The ability to have two responsibilities; they learn for themselves and help group member to learn, (2) The ability to use adequate method for interpersonal</p>	<p>(1) Cooperative learning (2) Group discussion (3) Group discussion</p>	<p>Throughout semester</p>	<p>(1) 10% (2) S/U (3) S/U</p>

Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
communication and discussion, (3) The ability to create some business ideas and to have leadership skills.			
5. Numerical Analysis, Communication and Information Technology Skills (1) The ability to use basic ICT skills and apply them to daily life, (2) The ability to use statistics data to solve business problems, (3) The ability to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.	(1) Group activity (2) Group project (3) Group discussion	(1) Throughout semester (2) Week 16 (3) Throughout semester	(1) S/U (2) 20% (3) S/U

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Czinkota, M. R., Ronkainen, I. A. & Moffett M. H. (2005). *International Business (7th ed.)*. USA: Thomson South-Western.

Hill, C. W. L. (2003). *International Business: competing in the global marketplace (4th ed.)*. New York: McGraw-Hill.

Karunatileka, E. (1999). *The Asian Economic Crisis*. Retrieved July 31, 2012, from www.parliament.uk/commons/lib/.../rp99/rp99-014.pdf

2. Important Documents for Extra Study

Griffin, R. W. & Pustay, M. W. (2005). *International Business: a managerial perspective (4th ed.)*. New Jersey: Pearson Prentice Hall.

Fontaine, P. (2010). *Europe in 12 lessons*. Belgium: Publications Office of the European Union.

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

ASEAN Secretariat. (2009). *About ASEAN*. Retrieved July 31, 2012, from <http://www.aseansec.org/index2008.html>

Europa (n.d.). *Basic information on the European Union*. Retrieved July 31, 2012, from http://europa.eu/about-eu/basic-information/index_en.htm

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

1.1 Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. The topics include:

- (1) Content objectives
- (2) The instructional materials
- (3) Learning methods and assessment
- (4) Advisory method

1.2 Observing students' behavior in classroom.

1.3 Interviewing students during classroom.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturer observes the class and discusses the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulated interest in the course.
- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair in dealing with students.
- (9) The lecturer makes students feel comfortable about asking question.
- (10) Course assignments are interesting and stimulating.

(11) The lecturer's use of technology enhanced learning in the classroom.

2.2 The Dean or head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

3. Teaching Revision

Lecturer revises teaching / learning process based on the results from the students' survey question, observation, interview, and classroom research.

4. Feedback for Achievement Standards

The evaluation is conducted by the Administrator Committee in order to assess process and grading.

5. Methodology and Planning for Course Review and Improvement

5.1 Revise and develop course structure and learning process every year.

5.2 Seek advisory from expertise in order to enhance content and make it up-to-date with the changing environment.

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				
	● Major Responsibility									○ Minor Responsibility							
Course Category: Business Major Course	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3		
Course Code: IBP2311 Course Title: Introduction to International Business	●	○	○	●	○	○	○	●	○	○	●	○	●	○	○		

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