

COURSE SYLLABUS
910 731: International Business Management
College of Graduate School in Management at Bangkok
Khon Kaen University
June 2010

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Course Description:

The International Business Management (IBM) course presents concepts, elements, processes, and strategies of international business management under current international economic, social, and political environments. The emphasis will be on key global environmental factors and issues impacting on international business as well as on how international business firms operate and practice to compete successfully in global markets. Furthermore, international strategic management in key areas of business; including finance, marketing, and human resources will be introduced in this c

Students will learn about the complexities of decision making when doing business on a global scale, and examine the practices of corporations engaged in different parts of the world based on texts and case studies.

The course also provides students an opportunity to study, review, and analyze issues and/or problems of international business management.

Course Objectives:

The course of International Business Management is essentially intended to achieve the following major objectives:

1. To provide a fundamental understanding of significances, concepts, and elements of the international business management;
2. To demonstrate the process of international business management and the business strategy in the global environment;
3. To develop competency of the analysis or implication on how businesses and/or enterprises apply or use international business management strategies to start compete globally.

Course Expectations:

This course is designed to be a graduate MBA class; hence, students are expected to participate actively.

Beside reading, thinking, and presenting all the class materials, students shall apply concepts, theories, and their experiences to diagnose the cases and make recommendations.

By the end of the class, student should be able to apply theories, tools, and insights found in the field of IBM to produce and present a team paper on relevant topics/issues.

Grading:

Evaluation of each student's performance will be based on the following criteria:

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| 1. Class attendance, assignment, and report | 20% |
| 2. Group research and presentation (Term paper) | 20% |
| 3. Midterm Examination | 30% |
| 4. Final Examination | 30% |

Note: Students are encouraged to source additional and relevant materials for presentation and discussion.

Main Text Book and Suggested Readings

Cavusgil Tamer, Knight Gary, and Riesenberger John. (2008). **International Business: Strategy, Management, and the New Realities**. Publisher: Pearson Prentice Hall.

Journals, Magazines, Newspapers, Internet News, Web-site, etc. that relate to the international business and management issues/topics

Course Outline:

Session	Tentative Topics/Plans
1	Course Overview Introduction to the International Business <i>Instructor: Dr. Suvit Thaniyavarn</i>
2	Globalization and Theories of International Business <i>Instructor: Dr. Suvit Thaniyavarn</i>
3	Key Environmental Forces of International Business <i>Instructor: Dr. Sakda Siripahtrtrasophon</i>

4	International Trade and Investment and Regional Economic Integration <i>Instructor: Dr. Sakda Siripahtrrasophon</i>
5	Global Market and Analyzing International Opportunities <i>Instructor: Dr. Sakda Siripahtrrasophon</i>
6	International Strategy and Organization <i>Instructor: Dr. Sakda Siripahtrrasophon</i>
	Midterm Examination
7	International Monetary and Financial Environments <i>Instructor: Dr. Sakda Siripahtrrasophon</i>
8	International Financial Management <i>Instructor: Dr. Sakda Siripahtrrasophon</i>
9	International Marketing Management (Part I) <i>Instructor: Dr. Norapol Chinuntdej</i>
10	International Marketing Management (Part II) <i>Instructor: Dr. Norapol Chinuntdej</i>
11	International Human Resource Management <i>Instructor: Dr. Vasin Udomratchatavanich</i>
12	Human Resource Management in the Global Firm <i>Instructor: Dr. Vasin Udomratchatavanich</i>
13	Guest Speaker
	Final Examination