



**International Business Management Program
International College
Second Semester, Academic Year 2014**

- I. Course Code:** MG 312
Course Title: International Business Management
Course Type: Major required course
Number of Credits: 3(3-0-6)
Prerequisite: MG 109
Class Time: 3:30-5:00 pm/Monday and Wednesday
Course website: <https://sites.google.com/site/payapmg312/>

II. Course Description

Theory and philosophy of international business management, international trade, investment, business environment, entry modes, study of how to effectively implement business functions in the international arena: marketing, finance, human resources, and supply chain management. Roles international corporations, government agencies, and private organizations play and their part in international operations.

III. Instructor: Aj. Santisuk (Sam) Chinnapongse

Position: Instructor
Email: santisuk_c@payap.ac.th
Telephone: 053 851 478 x7212

IV. Course Objectives

Upon completing this course, students should be able to:

- Understand the different challenges businesses face when they operate in an international environment.
- Examine the various cultural, political, and legal issues that impact international business activity.
- Examine the international institutions and practices that impact international business.
- Develop insight into the management implications of international business strategy and operations.
- Apply ethical concepts to issues of international business.

V. References

Required: Deresky, Helen., "International Management: Managing Across Borders and Cultures," 7th Edition, Pearson Prentice-Hall (2011)

Supplemental reading: Relevant articles from business publications and journals can be brought in by students for weekly class discussions.

VI. Expectations

1. Demonstrated proficiency in the use of the English language is expected for writing assignments. Grammatical errors and writing that do not clearly express ideas will affect your grade.

2. Ability to participate in oral presentations, public debate and commentary during class periods.
3. Assigned readings are meant to be completed prior to class.
4. You will ask for help when you need it.
5. The course website should be accessed regularly to follow postings and schedule changes.

VII. Course Policies

1. Academic Honesty

The IBM department has a zero tolerance for plagiarism. This includes downloaded material from the Internet, copied passages from a book or a fellow classmate without proper acknowledgment of the source(s). Breaches of academic integrity which includes submitting other peoples work as your own will result in an automatic grade of zero for the assignment/ exam, and may be reported to the judicial affairs officer. All students are responsible for learning the proper forms of citation required by the course instructor

2. Handing in Assignments

Unless otherwise noted, all assignments are due in class, on the date specified, and typed. Please use 12 point font and 1.5 spacing between lines. Late assignments suffer a 50% penalty, starting at the end of the class on the due date; no late assignments will be accepted more than 1 week after the due date.

3. E-mail

I do welcome questions and will provide input to you over email. Additionally, for help on assignments, come to office hours or schedule an appointment to see me.

4. Attendance

Regular attendance is expected for all students enrolled in the course. Students who arrive late or leave early will be counted as late and three will equal an absence. Every student is responsible for all material covered in class when absent. Students who miss more than 80% of the classes will not be eligible to take the final examination.

5. Disruptions to class

Your participation in class discussions on material and questions is important, welcome and integral to the class. However, I do not tolerate cross talk or disruptive conversations during class. Private conversations in class are disruptive, and prevent other students from hearing and learning from the material presented. You may be asked to leave the class if you are disruptive to other students. All mobiles must be turned to silent and put away. You can only use your electronic devices (I pads, Netbooks, etc.) if they are being used to follow the lecture PowerPoints or research relevant information to the topic being discussed.

VIII. Course Assessment Scheme

- Lectures, class discussions, and participation
Students are expected to be attentive during all class lectures and provide insight and opinions when asked. A large part of participation is simply attending classes, an essential part of university life.
- Team Case Evaluations
Students may be evaluated on their efforts during team exercises.
- Quizzes on Videos and presentations
Students may be quizzed on the contents of certain video presentations.
- Examinations
Students will be tested on their mastery of the course material by way of mid-term and final examinations.

IX. Course Grading & Requirements

Class grading will be based on points in the following distribution (Percent):

- Attendance and class participation 10%

- Individual quizzes and papers 25%
 - Midterm Examination 25%
 - Final Examination 40%
- Total 100%

X. Evaluation Criteria

1. Students are required to attend at least 80% of the classes to be eligible for the final examination.
2. This course employs the standardized grading system:

Grading Score	Letter Grade	Score (4 point scale)
100-80	A	4
79-75	B+	3.5
74-70	B	3
69-65	C+	2.5
64-60	C	2
59-55	D+	1.5
54-50	D	1
49-0	F	0

3. The following grades may also be given:

‘I’	Incomplete
‘W’	Withdrawn
‘IP’	Course work in progress

XI. Class Schedule

The details of this document may be changed during the course of the semester. Any changes will be announced in class or/and posted on the course website.

Week	Chapter	Topic	Teaching Hours		Activity
			Lecture	Student self-study (X2 lecture hours)	
1-2	Chs. 1-2	<ul style="list-style-type: none"> Overview of the course. Assessing the environment of business: Political, Economic, Legal, Technological Corporate Social Responsibility and Ethics 	7	Review Chapters 1/2. Be prepared to discuss in class.	Lecture Class discussion Videos: --Debate on Globalization --CSR --Fin Crisis
3 – 4	Chs. 3-4	<ul style="list-style-type: none"> Understanding the Role of Culture Hofstede’s Cultural Dimensions Communicating Across Culture 	6	Review Chapters 3/4. Be prepared to discuss in class	Lecture Class discussion Videos: --Saudi Arabia --Latin America --Comm Cross-Culture
5-6	Ch. 5	<ul style="list-style-type: none"> Cross cultural issues related to Negotiation and Decision Making 	6	Review Chapter 5. Be prepared to discuss in class. Research presentation topic.	Lecture Negotiation project Group discussion
7-8	Ch. 6	<ul style="list-style-type: none"> Review Strategy Formulation and Implementation in Global Context 	4	Review Chapter 6. Be prepared to discuss in class. Research presentation topic.	Lecture Class discussion Video: --Printrak Intl
MID-TERM EXAM					
10-11	Chs.7-8	<ul style="list-style-type: none"> Global Alliances and Strategy Implementation Strategy vs. Structure and changing organizational structures 	7	Review Chapters 7/8. Be prepared to discuss in class. Compile data for presentation topic.	Lecture Class discussion Videos: --Chinese market
12-13	Chs. 9-10	<ul style="list-style-type: none"> Global Human Resource Management – cross-cultural issues 	8	Review Chapters 9/10. Be prepared to discuss in	Lecture Class discussion Videos: --Global HRM --Nidek

				class. Compile data for presentation topic.	
14	Ch. 11	<ul style="list-style-type: none"> Leadership and Motivation issues in the cross-cultural context 	3	Review Chapter 11. Be prepared to discuss in class. Finalize presentation.	Lecture Class discussion Case study/ Analysis
15		Individual student presentations	3	Finalize presentation.	
		Final exam review	1		
FINAL EXAMINATION					