



Faculty of Service Industries

Prince of Songkla University, Phuket Campus

Course Syllabus

817-309 International Business

Subject Credit: 3 (3 – 0 – 0)

Prerequisites: None

Course Description:

The fundamentals of international business in a dynamic global environment, key issues facing international business today; different dimensions of business environment in a global arena including culture dimensions, trade and investment theories, global financial management, global marketing and supply chain management.

Learning Objectives:

1. To introduce the students to the fundamental concepts of international business underlie the international business discipline and allow the students to gain an understanding of those concepts
2. To orient students about the role and importance of global business. It defines global business, explains how it has gradually evolved, stresses the importance of global linkages and highlights the many global constraints that exist on domestic economic policy and policy makers.
3. To help the students develop analytic skills in the identification of key issues and in
4. the formulation of appropriate Strategies for globalization.
5. To challenge the students to perform up to his/her potential.

Lecturer's Contact Details:

Dr. Kullada Phetvaroon

Room # 2204

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Course Outline / Weekly Assignments:

Date	Topics	Readings / Homework
Week 1	Introduction to the course outline, Policies, and Rules	
Week 2	Introduction to International Business and Globalization	Chapter 1
Week 3	Cultural Environment	Chapter 2
Week 4	Cultural Environment (continue) and Global Trade Environment	Chapter 2, 3
Week 5	Global Trade Environment (continue) and Legal and Political Environment	Chapter 3, 4
Week 6	Economic Environment and Economic Integration	Chapter 5
Week 7	Trade and Investment Theory	Chapter 6
Week 8	Trade and Investment Theory (continue), and International Economic Activity of the Nation	Chapter 6, 7
Week 9	International Economic Activity of the Nation (continue), and Foreign Exchange and Global Financial Markets	Chapter 7, 8
Week 10	Foreign Exchange and Global Financial Markets (continue), and Global Financial Management	Chapter 8, 9
Week 11	Global Financial Management (continue), and Exporting and Global Expansion	Chapter 9, 10
Week 12	Global Marketing	Chapter 11
Week 13	Global Supply Chain	Chapter 12
Week 14-15	Global Supply Chain and Managing Globally	Chapter 13-14

Assessment Details:

Assessment Structure

Items	Value	Due Date	Remarks
Quizzes	20	A quiz for each chapter will be given in class throughout the semester.	In-class quiz/assignment will help students reinforce the concepts and theories studied in class. These assignments include country profile assignment, short cases, and map tests.
Attendance and Class participation	5	Class participation provides you with the opportunity to share your ideas and analyses with others in class. You are not expected to have the “right” answers. Nor are you expected to dominate the discussion in every class.	
Midterm Exam	35		Both midterm and final examinations will focus primarily on fundamentals of international business, emphasizing particularly on globalization, various forces of globalization, global trade and investment, global finance and operations.
Final Examination	40	Final examination will be arranged on the Final Exam weeks	A closed-book examination. Proper student uniform, and students’ ID card are required.

Grading Criteria

<i>Marks</i>	<i>Grades</i>
80 and above	A
75 – 79	B+
70 – 74	B
65 – 69	C+
60 – 64	C
55 – 59	D+
50 – 54	D
49 and below	F

Policies:

- (1) **PSU Uniform:** All student must properly wear PSU uniform when attend the class, eg. no jeans and slippers.
- (2) **Attendance:** The University's 80% attendance policy is STRICTLY upheld! Students with less than 80% attendance will not be eligible for the assessment and will automatic get "E" for the course.
- (3) **Communication Devices:** All communication devices must be TURNED OFF or kept silence.

Prescribed textbook:

Czinkota, M. R., Ronkainen I. A, and Moffett M. H. (2004), *Fundamentals of International Business*. Thomson (South-Western): Ohio.

Wild, J.J., Wild, K.L., Han, J. C.Y. (2006), *International Business: The Challenges of Globalization* (3rd Ed.), Prentice Hall: New Jersey.

