

COURSE SYLLABUS

International Business Short Course

“Integrated International Business & Cross Cultural Program”

(ASEAN Business and Culture)

Burapha University and Siam University

July 28th – August 17th, 2010

COURSE INTRODUCTION:

The International Business short course “**Integrated International Business & Cross Cultural Program**” (**IIB & CCP**) (**ASEAN Business and Culture**) *is established as a student exchange program conducted by the Office of the Higher Education Commission (OHEC) as the UMAP member secretariat of Thailand.* This course is jointly offered by Siam University, Burapha University, Dhurakij Pundit University, and Silpakorn University

COURSE DESCRIPTION:

The International Business Short Course in “Integrated International Business & Cross Cultural Program (IIB & CCP)” offers students an introduction to the language and terminology of international business and major international political and economic policies that affect modern international businesses. Special attention is given to building knowledge and understanding of ASEAN businesses. The cultural, attitudinal, and behavioral differences that affect international business are also examined.

In addition, students can learn the integration of economic, political, and business decisions in Thailand’s and ASEAN’s economy. The course is divided into two parts: coursework and field trip.

COURSE GOAL:

This course will develop the students’ capability to obtain in depth understanding the International Business Management and Cross Cultural, with emphasis on ASEAN

COURSE PURPOSES:

1. Enhancing the students’ knowledge in areas of International Business Management
2. Equipping the students’ experience in Thai and ASEAN Business Enterprise and Culture

CREDIT POINT: Three (3) academic credits are awarded upon successful completion of the course.

(3 credits)	45 Hrs
Part I: BURAPHA UNIVERSITY	22.5 Hrs
Part II: SIAM UNIVERSITY	22.5 Hrs

COURSE STRUCTURE:

- Course Work:** The students will study in areas of International Business Discipline such as *International Business Culture, International Trade and Policy* and *Global Marketing*.
- Field Trip:** The students will visit to some business sector factory, for example, Agro-Industry company, Automotive Industry, Bank of Thailand and Stock Market as well as the tourist attraction places, *Grand Palace, Temple of the Emerald Buddha (BANGKOK), Wat Po, and Ayuthaya Province*

Part I : SUBJECT CONTENTS: BURAPHA UNIVERSITY

SUBJ I: International Trade and Policy

“Trend in Asean Economy and Partner in the next decade”

A Short Course in Asean Economy and partner (for example Korea, China) feature a series of descriptive essays on each of the major topics of Bilateral Agreement (Barriers, Advantages and Disadvantages), international economics, trade agreements, tariff and non-tariff barriers to trade, politics vs. economics, government intervention in free markets, comparing an economy in Asean Economy and Partner and major economic systems in the next decade (2015).

SUBJ II: International Business Culture

“How to do business with ASEAN country: Thailand case study “and Workshop

Building your International Business through cultural awareness offers an excellent introduction to the differences in attitudes, values, protocol, rituals, traditions, communication styles and other characteristics those commonly separate cultures. Understanding Thai cultural differences and building relationships are critical in today's global market place. This course describes how to develop cultural awareness and avoid cultural faux pas including Workshop.

SUBJ III : International Logistics and Supply Chain

"The perspective overview of ASEAN business Logistics"

The short course provides an understanding of how cargo is moved around the world, over viewing the theory and practice of global supply chain management and discussing the myth of supply chain management and offering questions on the role of information systems. The student also visit TIPS at Laem Chabang Port in order to get in depth more understanding of Port Management in Thailand.

SUBJ IV: Global Marketing

"How to build the knowledge of Global marketing through cross cultural relationship"

The course provides an understanding of how to build the knowledge of Global marketing through cross cultural relationship including excursion to Fairtex : Leading Thai sport products in Pattaya. The student also learn the integration of Thai culture (Muay Thai) and Sport Product exporting to the world market.

SUBJ VI : International Tourism and International Business Management in Asean

Crisis Management in Service Business: A Case study from ASEAN Countries

This course primarily covers a crisis management in service business using case studies from ASEAN countries. To Begin with the concepts and approaches of crisis

management and characteristics of service, the case studies of service recovery from business in ASEAN countries will be discussed.

To Discuss an overview of social, economic, cultural and political conditions of ASEAN Countries also including ASEAN Business environment, international business entry strategy. In addition, Hofstede's cultural dimensions of ASEAN Countries and implications for managing business in ASEAN.

Part II SUBJECT CONTENTS: SIAM UNIVERSITY

Legal environment of Business

An introduction to the legal system within which business organizations operate, as well as ethical considerations and social and political influences that affect such organizations by changing the legal system.

Security Market & Financial Institution

This course will give students an overview of the **capital market** which is the market for securities, where companies and the government can raise long-term funds. The capital market includes the stock market and the bond market. This course will also provides an understanding of how **financial market** can be use as a mechanism that will allows people to easily buy and sell financial securities such as stocks and bonds.

Healthcare Business

This class will focuses on such topics as access to care; cost containment; health benefit plans; health economics, utilization review; disease management; information technology; medical technology. The impact of these topics on the business of health care will be studied.

Agricultural and Food Industry

This course will allow students to understand status of agriculture in Thailand such as the major features of important crops. The strategy of "From Farm to Table" will show how industry can operate in the present and future situation particularly in the global context

Thailand is well-known as the kitchen of the world, in this course will also introduce the major export agricultural products, and how they operate.

Automotive Industry

The effects of doing business globally on the automotive industry will be addressed, including the basics of international trade as they affect the industry, impact on manufacturers and supply chain partners, increase awareness of cultural differences among industry stakeholders, and raise the implications of global business for local operations.

SME in Thailand

SME (Small- Medium Sized Enterprise) plays a major role in Thailand. Thai government believes that it can generate business sustainable growth. The course will guide an importance of SME role in Thai economy which links to the government policy on this issue.

EDUCATIONAL MATERIALS:

Textbook, VCD, Field Trips,
E-learning, Guest Speaker,
Activities, Experience

ASSESSMENT:

Class attendance and participation	20%
Field trip report (individual)	30%
Group Presentation & Report	20%
Examination	<u>30%</u>
	100%

** Students are required to attend at least 80% of classes.