

IBM 2702

International Business Environment

3 credits

Prerequisite: BG 2401 Microeconomics

The course is an introduction to the global business environment focusing on the economics, social-cultural, political, regulatory and legal dimensions of the international business environment. International business theories, global business environment, FDI, trade policies, institutional arrangements, and government business relationships are examined. The objective of the course is to provide the students a global perspective and to make them aware of challenges and opportunities in the competitive business environment.

IBM 3641

International Product and Brand Planning

3 credits

Prerequisite: MKT2280 Principles of Marketing

This course focuses on the process of developing and introducing new products and brands for different cultural markets. Covered throughout the course are issues in product line and brand management such as product stan-

standardization versus differentiation, brand extensions and dilutions, multiple product life cycles, international product positioning and branding, and their impacts on building brand image.

IBM 3711	Comparative Management	3 credits
Prerequisite:	MGT2900 Principles of Management	

This IBM foundations course focuses on the different elements of culture that have an impact on the internationalization process, organizational structures, strategies, operations, and communications.

IBM 3713:	International Management	3 credits
Prerequisite:	IBM 3711 Comparative Management	

International Management is concerned with management of assets and operations beyond the borders of one's home country. This course focuses on managers' fundamental responsibilities for planning, organizing, leading and controlling firms' activities across cultures.

IBM 3720	International Business Law and Regulations	3 credits
Prerequisite:	IBM 2702 International Business Environment	

This is a study of general legal aspects involved in international business environment with an emphasis on specific rules and regulations concerning export and import transactions. Topics include the uniform customs and practice for documentary credits, regulations prescribed by the Ministry of Commerce, the Bank of Thailand, the National Gazette regarding to export trade, rules on imports, legal aspects of international contracts, international trade agreements, and legal problems arising from international business transactions.

IBM 3721	Export-Import Cargo Insurance	3 credits
Prerequisite:	MKT3620 Global Marketing	

The first part of the course will be the study of the risk, the perils, and hazards, the risk management techniques, and the principles of insurance related to export-import cargoes. The second part will be the study of the types of insurance available for export-import cargoes, the coverage, the exclusions, the extended coverage, the main factors affecting insurance rates, claims and compensation, assignment, subrogation.

IBM 3820	International Accounting and Taxation	3 credits
Prerequisite:	ACT2620 Fundamentals of Managerial Accounting	

This course is concerned with the study of accounting systems of international firms and problems faced by multinational firms as they gather and report accounting information. It also includes the analysis and interpretation of data for proper presentation to top management, the study of taxation systems of major trading countries in order to gain perspectives of their regulations and collecting systems.

IBM 4710	International Operations Management	3 credits
Prerequisite:	BG2200 Statistics II	

This course examines the role played by the operations function in making the strategic decision of where to locate facilities and explore how to coordinate worldwide operations to enhance performance. Topics include global logistics, production planning, and foreign manufacturing systems. Techniques involving decision and mathematical models are studied in terms of improving the performance of this system.

IBM 4711	International Human Resource Management	3 credits
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Prerequisite: IBM3713 International Management

This course covers the approaches to managing people in an international context and the variables that moderate differences between domestic and international human resource management. Topics include issues related to staffing policies, performance management, training and development, compensation, repatriation, labor relations, and potential problems and possible remedies in international human resource management.

IBM 4712 Export-Import Management 3 credits

Prerequisite: MKT 3620 Global Marketing

This course focuses on the study of principles, practices and regulations involved in export-import transactions. Topics related to law and regulations governing the shipment of goods, customs procedures, management and organization of export-import department of large companies are included. Discussions will also encompass procedures and practices of export-import financing, packaging, sales promotion, transportation, insurance, and document preparation.

IBM 4810 International Marketing Research 3 credits

Prerequisites: MGT3940 Business Research Methodology  
MKT 3620 Global Marketing

The course develops an understanding of research methodology applied to international markets. Topics include the significance of research to multinational enterprises, the study of data sources, which relate to international marketing activities, data collection, data analysis, the development of an international marketing information system, and the application of the system for marketing decision-making.

IBM 4811 International Strategic Management 3 credits

Prerequisites: MGT2900 Principles of Management  
Senior standing (IBM Major)

This course is a synthesis of strategic management amidst the phenomena of globalization. It is designed to encourage students to integrate and apply knowledge and skills learned in earlier courses, and it also introduces the critical business skills of understanding and managing strategic issues in international settings. Issues covered include environmental analysis, the challenges and benefits of globalization, the design of global corporate strategies, the system of value creation, and evaluation of corporate strategies

IBM 4820 International Cooperative Strategies 3 credits

Prerequisite: IBM3713 International Management

The course presents a systematic conceptual framework of international cooperative strategies and managerial skills and competencies necessary to form and manage effective cross-border partnerships. Issues related to various typologies and frameworks for strategic alliances and partner selection, ownership structure decision, design of management control systems, performance assessment, inter-partner fit/trust building, and the evolution and stability of alliances over time are also discussed.

IBM 4821 International Financial Markets 3 credits

Prerequisites: FIN2700 Money, Banking and Financial Markets  
Senior standing

This course introduces the international financial system by describing the structure of international financial markets. The principal focus of this course is on understanding how firms can manage interest rate risk, exchange

rate risk and commodity price risk using derivatives such as forwards, futures, swap, options, and related financial derivatives for hedging, arbitrage, and speculative purposes in the global environment. Attention will be devoted to (1) institutional arrangements, taxation, and regulation, (2) international arbitrage and parity conditions, (3) valuation, (4) derivative instruments, (5) hedging, and (6) topics of particular current relevance and importance.

IBM 4840	Global Supply Chain Management	3 credits
Prerequisite:	MGT2900 Principles of Management	

This is a study of activities involved in the flow of goods from point of origin to point of consumption on a global scale. The focus is on what is different about supply chain management in the international setting. The course is designed to develop an understanding of the nature of international problems associated with the procurement, operations management, inventory control, logistics and transportation, distribution, and customer service. Topics also include Internet-enabled supply chains.

IBM 4841	International Services Marketing	3 credits
Prerequisites:	MKT 3620 Global Marketing Senior standing	

This course aims at providing students with an understanding of services marketing in an international context. Issues related to market orientation, long-term relationship, quality and satisfaction are discussed. Cases in the marketing of services are included to help students gain more insight on the issues and problems arising from services marketing and to practice their problem-solving skills.

IBM 4920	Seminar in International Business Management	3 credits
Prerequisite:	Senior standing (IBM Major)	

The primary objective of this course is that of an integrating experience for students. All areas of international business management curriculum will be brought to play on the problems encountered. The approach will be case study analysis.

IBM 4921	Individual Research	3 credits
Prerequisite:	Senior standing (IBM Major)	

This course aims at developing in students the ability to apply a theoretical approach to the real world problems of any organization in a selected industry in Thailand. Any specific area of concentration will be chosen by students.