

COURSE DESCRIPTION

Foundation Courses

Management Theories

Principles of management; current management theories; job design and organization design; leadership styles; impact of management styles on organization; communication and control systems; reward systems; role of management and organizational adjustment to environmental factors.

Accounting for Business Decisions

Accounting concepts, principles, and procedures; financial statement preparation and analysis; accounting information for planning, operation, controlling, and decision making.

International Financial Decisions and Management

International monetary system; balance of payments; foreign exchange markets; parity conditions; foreign exchange risk management; international financial decisions in funding, investment, financial structure and cost of capital, working capital management, and mergers and acquisitions.

Economics for Business Management

Economics concepts and application; roles of economics in management decision making; economic optimization; risk analysis; demand analysis and estimation; production analysis and estimation; cost analysis; market structure analysis; pricing theory and practices; roles of business in society; economic factors affecting level of business activities; economic indicators; economic forecasting; roles of governments affecting business.

Marketing Management

Modern marketing concepts; evolution of marketing concepts; roles and functions of marketing in business; internal and external environment of marketing which have impacts upon the marketing management; marketing planning and analysis; consumer behavior; roles of marketing information system and marketing research in decision making; market segmentation and targeting; competitive strategy; marketing mix decisions; product, price, physical distributions and channels, promotions; marketing control.

Required Courses

2602661 International Business Management

International business environments; market entry mode; managing different environments; organizing, coordinating and controlling international business operations; learning and transfer of knowledge in multinational corporation; human resource management in multinational corporation.

2602665 Strategy and Policy in International Business

Prerequisites: 2602661

Development and application of management concept to formulate strategy and policies for international business

2602711 Foreign Market Entry Strategy

Prerequisites: 2602661

Analysis of foreign market entry modes; successful market entry mode plans; functional plans in marketing, production, logistics and human resources management.

2602712 International Legal Environments

Law of economic power countries; impacts of major laws on international business operation.

2602713 Seminar in International Business Management

Prerequisites: 2602711

Problems and opportunities in international business operations; exporting, patents, licensing, joint venture, taxation, labor, marketing and financial operations of multinational corporations.

2602714 International Logistics

Importance of total logistics costs for industries competing in a global market; structure, service, pricing and competitive relationships of international carriers and transport intermediaries; flows of international freight throughout Asia Pacific, Europe and North America regions; roles of international transport terminals; foreign trade practices and their impact on logistics costs of Thai importers and exporters.

2602715 Comparative Management and Cross Culture Behavior

Analysis of impacts of culture differences on work behaviors; recruitment and hiring; training; decision-making techniques; obligations of staff; work efficiency; co-operation of business and government sectors; communication and control; problems of business managed under domestic and international environments; roles of executives appointed by headquarters.

2602801 Independent Study I

Research process; presentation of the Independent Study proposal.

2602802 Independent Study II
Prerequisites: 2602801

Completing the Independent Study, presenting the research result.

2602811 Thesis

Elective Courses

2602601 Electronic Commerce and Digital Enterprise

Information technology and its role in transforming organization, markets, industries and the global economy; electronic commerce, electronic business, digital economy, information and knowledge management and digital enterprise management; fundamental enabling technologies, including World Wide Web, browsers, search engines, portals and internet service providers, HTML and web development tools, website metering tool; design principles for electronic commerce: business models, hypermarkets, auctions, intelligent agents trust, privacy and security.

2602680 Business Research
Prerequisites: 2603632

Philosophy and concepts of business research; research methods; research design; design and development of research tools; sampling methods; sources of data and data collecting methods; data analysis; summarization of research.

2602716 Negotiation for International Business

Negotiation process and strategies; analysis of different cultures, values, management and leadership styles affecting international business negotiation; selection of negotiation place and team; development of skills in international business negotiation.

2602725 International Entrepreneurship

Characteristics, necessary skills and tools for international entrepreneur; investigation of new business opportunities; problems and barriers of the new venture, with emphasis on the critical role of recognizing and creating opportunities; attributes of entrepreneurs and entrepreneurial careers, evaluation of business opportunities, business and investment planning.

2602726 Business Strategies in Foreign Market
Prerequisites: 2602661

Business environment in selected regions; effects of regional economic integration and international trade organizations; doing business in selected regions; analysis of factors and framework for making decision to invest and formulate business operating strategies.

2602727 Contemporary Issues in International Business Management

Prerequisites: 2602661

Current issues, topics, and concepts in international business management.

2602728 Resource Management for International Business Management

Prerequisites: 2602661

Resource analysis and planning; acquiring and preparing resource; resource management; resource allocation; making decision about organization resource.

2602729 Business Environment in Greater China

Prerequisites: 2602661

Business environment in Greater China, political, economic, legal, socio-cultural, technological factors; inter – relationship in Greater China.

2602730 Business Strategies in Greater China

Prerequisites: 2602661 and 2602729

Development and implementation of business strategies in Greater China: corporate-level, business-level, and functional-level strategies.