

Course Code MIB2303

Course Name Fundamentals of International Business

Credit 3(3-0-6)

Degree Bachelor's Degree

Curriculum Revised in 2025

Faculty/College College of Hospitality Industry Management (CHM)

Course Specification (TQF3/OBE3)

Section 1 General Information

1. Course Code and Name

Thai ความรู้เบื้องต้นเกี่ยวกับธุรกิจระหว่างประเทศ

English Fundamentals of International Business

2. Number of Credits

3(3-0-6) credits

3. Course Category

Requirement Course

4. Course Coordinator and Instructor

Course Coordinator : Dr.Nalin Simasathiansophon

Instructor : Dr.Nalin Simasathiansophon

Contact Information : Dr.Nalin Simasathiansophon

email : nalin.si@ssru.ac.th

5. Semester and Academic Year

Semester 1 Academic Year 2026 Year of Study 1

6. Pre-requisite courses (if any)

None

7. Co-requisites (if any)

None

8. Class Location

College of Hospitality Industry Management, Room 3625

9. Date of Last Curriculum Revision

1st July 2026

10. Alignment between the course, the University's vision of "A leader in producing professionals", and the requirements for higher education standards at bachelor's level.

University's Vision "A leader in producing professionals"		Promoting self-learning skills in practice and improving career development (Lifelong learning)	Promote digital skills
A Leader in Producing Professionals	Sustainable Social Development (SDGs)		
Equips students with up-to-date, industry-relevant knowledge of international business theory and practice, and analytical frameworks used by global business professionals, preparing graduates for careers in international trade, multinational enterprises, and digital commerce.	Course content on international trade, regional economic integration, and emerging markets is linked to SDG 8 (Decent Work and Economic Growth), SDG 10 (Reduced Inequalities) and SDG 17 (Partnerships for the Goals) through discussion of equitable and sustainable global trade.	Case-study analysis, independent research assignments, and reflective journals cultivate self-directed inquiry habits that support lifelong learning beyond graduation.	Students apply digital tools (spreadsheet/data-analytics platforms, online collaboration tools, and digital-economy case studies on fintech and digital money) to identify and solve international business problems, in direct support of CLO3.

Section 2 Course Description and Course Learning Outcomes: CLOs

1. Course Description

Thai

ทฤษฎีและแนวคิดเกี่ยวกับกิจกรรมทางธุรกิจระหว่างประเทศ โลกาภิวัตน์และวัฒนธรรม การค้าระหว่างประเทศ กฎหมาย ระบบการเงินโลก การรวมกลุ่มทางเศรษฐกิจ และปัญหาที่เกี่ยวข้องกับธุรกิจระหว่างประเทศ ในยุคดิจิทัล

English

Theories and concepts of international business activities, globalization and cultures, international trade, regulations, global monetary, economics integration, and issues related to international business in digital era.

2. Number of hours spent per semester

Lecture	Practice / Workshop Fieldwork / Internship	Self-Directed Learning
48 Hours/Semester 3 Hours/Week	0 Hours/Semester 0 Hours/Week	96 Hours/Semester 6 Hours/Week

Course Type ☒ Lecture ☐ Practice

3. Individual Academic Counseling Hours

3.1 Academic Counseling: 3 hours/week

3.2 Application of digital technology in academic consultation: E-mail, Line App., and Direct message via Facebook.

4. Course Objectives

4.1 Build students' foundational understanding of the theories, concepts, and analytical frameworks underpinning international business activities in a globalized and digital economy.

4.2 Develop students' ability to analyze economic, cultural, political, legal, and monetary factors that affect international trade and international business decision-making.

4.3 Strengthen digital literacy by applying digital tools and information technology to identify, analyze, and resolve international business problems.

4.4 Cultivate critical and evidence-based thinking in evaluating international business issues using both quantitative and qualitative information.

4.5 Promote business ethics, cross-cultural adaptability, leadership, and collaborative teamwork in solving international business challenges.

5. Course Learning Outcomes (CLOs)

CLO 1 Explain the concepts, theories, and activities of international business, including the impact of globalization and culture on international business operations.

CLO 2 Analyze international trade, legal, and global monetary issues that affect international business operations, using case studies.

CLO 3 Apply digital technology to solve international business problems effectively.

CLO 4 Demonstrate business ethics and cross-cultural awareness when analyzing international business issues.

CLO 5 Demonstrate leadership and effective collaborative teamwork in group projects on international business.

6. Alignment between Program Learning Outcomes (PLOs) and Course Learning Outcomes (CLOs)

CLOs	Knowledge (K)	Skills (S)	Ethics (E)	Character (C)
CLO1	✓			
CLO2		✓		
CLO3		✓		
CLO4			✓	
CLO5				✓

CLOs	Cognitive Domain (Knowledge)						Psychomotor Domain (Skills)	Affective Domain (Attitude)
	R	U	Ap	An	Ev	C		
CLO1		✓						
CLO2				✓				
CLO3			✓				3	

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CLOs	Cognitive Domain (Knowledge)						Psychomotor Domain (Skills)	Affective Domain (Attitude)
	R	U	Ap	An	Ev	C		
CLO4								4
CLO5							4	3

Alignment of PLOs and CLOs

PLOs	CLO1	CLO2	CLO3	CLO4	CLO5
PLO1	✓				
PLO2		✓			
PLO3		✓			
PLO4			✓		
PLO5					
PLO6					✓
PLO7				✓	

7. Course improvement based on feedback from stakeholders (if this course is offered for the first time, no need to fill it out)

Feedback from stakeholders	Improvement based on feedback
Student course evaluations under the previous version of this course (Course Code IBB2301, AY2024) indicated that content and case studies relied heavily on lecture format and had become outdated relative to current digital-era business issues.	Content updated to the IB Curriculum 2025; added an explicit digital-technology CLO (CLO3), refreshed case studies (digital money/fintech, AI, ESG/sustainability), and expanded active/flipped-learning and digital-tool-based activities.
Students requested clearer alignment between assessment and the skills expected of them after graduation (communication, digital, and leadership skills).	Introduced explicit Ethics (CLO4) and Leadership/Teamwork (CLO5) outcomes with dedicated rubrics, group project work, and peer assessment.

Section 3 Student Improvement in Alignment with Course Learning Outcomes (CLOs)

1. Alignment between course learning outcomes (CLOs/LOs) and teaching methods, assessment and evaluation

CLOs	Identify the result	Teaching Strategies and Feedback (Active Learning) (must align with Section 2, number 6)	Assessment and Evaluation Methods
CLO1	K	- Interactive lecture with multimedia slides - Flipped-classroom pre-class videos - Case-based Q&A and in-class discussion (think-pair-share via Padlet) - Diagnostic pre-test in Week 1	- Objective quiz - Class participation and Q&A - Midterm examination
CLO2	S	- Case-study analysis of contemporary trade, legal, and monetary issues - Cooperative learning (jigsaw, round-robin) - Guided data-interpretation exercises using real trade/FX data	- Case-analysis assignment - Subtest/quiz - Midterm and final Examination items
CLO3	S	- Digital-tool workshop (spreadsheet/data-visualization platforms) for analyzing trade and market data - Project-based learning using digital collaboration tools - Flipped pre-class tutorials on tools	- Digital-project assignment - Project deliverable and presentation - Final examination items
CLO4	E	Ethical-dilemma case discussion (e.g., data privacy, labor standards in emerging markets)	- Reflection journal / written case response - Final examination items

CLOs	Identify the result	Teaching Strategies and Feedback (Active Learning) (must align with Section 2, number 6)	Assessment and Evaluation Methods
		● Cross-cultural role-play/simulation ● Reflective journaling	● Instructor rubric on ethical reasoning
CLO5	C	● Structured group-project work with defined roles and rotating leadership ● Peer feedback sessions ● Presentation rehearsal and coaching	● Group project outcome and presentation ● Peer evaluation ● Leadership/teamwork rubric

* All courses in OBE program must have a complete K S E C shown in CLOs.

* All courses in TOF program must have a complete K S E C IT shown in LOs.

2. Establishing Outcome Index and rubrics in assessment and evaluation must be in accordance with the Outcome Index.

CLO1: Explain concepts, theories, and activities of international business, and the impact of globalization and culture. Levels (according to Bloom's Taxonomy): Understanding Behavior to be evaluated (Action Verb): Explain, Describe, Identify		
Below Expectation Expressed Results Below the expected criteria (Performance 0% - 49%)	Meet Expectation Expressed Results Meet the expected criteria. (Performance 50% - 79%)	Exceeds Expectation Expressed Results Higher than expected criteria (Performance 80% - 100%)
Unable to correctly explain or identify core international business concepts and theories; explanations are vague, inaccurate, or missing.	Explains core international business concepts, theories, and the effects of globalization and culture with general clarity and accuracy.	Clearly and confidently explains a wide range of international business concepts and theories, with accurate examples and awareness of nuance.

CLO 2: Analyze international trade, legal, and global monetary issues affecting international business, using case studies.

Levels (according to Bloom's Taxonomy): Analyzing

Behavior to be evaluated (Action Verb): Analyze, Differentiate, Examine

Below Expectation Expressed Results Below the expected criteria (Performance 0% - 49%)	Meet Expectation Expressed Results Meet the expected criteria. (Performance 50% - 79%)	Exceeds Expectation Expressed Results Higher than expected criteria (Performance 80% - 100%)
Unable to identify relevant factors in a case or connect evidence to a conclusion; analysis is superficial or incorrect.	Identifies relevant trade, legal, or monetary factors in a case and draws a generally sound, evidence-based conclusion.	Thoroughly deconstructs complex cases, connects multiple factors and evidence sources, and draws well-justified, nuanced conclusions.

CLO 3: Select and apply digital technology to solve international business problems effectively.

Levels (according to Bloom's Taxonomy): Applying

Behavior to be evaluated (Action Verb): Apply, Use, Implement

Below Expectation Expressed Results Below the expected criteria (Performance 0% - 49%)	Meet Expectation Expressed Results Meet the expected criteria. (Performance 50% - 79%)	Exceeds Expectation Expressed Results Higher than expected criteria (Performance 80% - 100%)
Unable to select an appropriate digital tool or apply it correctly to the assigned business problem.	Selects an appropriate digital tool and applies it correctly to produce a workable solution to the business problem.	Selects and skillfully applies digital tools, justifying the choice on accuracy, efficiency, and value, and produces an insightful, well-presented solution.

CLO 4: Demonstrate business ethics and cross-cultural awareness in analyzing international business issues.

Levels (according to Bloom's Taxonomy): Affective - *Organization*

Behavior to be evaluated (Action Verb): Prioritizing and Internationalizing values

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Below Expectation Expressed Results Below the expected criteria (Performance 0% - 49%)	Meet Expectation Expressed Results Meet the expected criteria. (Performance 50% - 79%)	Exceeds Expectation Expressed Results Higher than expected criteria (Performance 80% - 100%)
Shows little awareness of ethical or cultural considerations; reasoning is absent or superficial.	Identifies relevant ethical and cultural considerations and offers a generally sound, justified judgment.	Critically evaluates ethical and cross-cultural dimensions from multiple perspectives and justifies a well-reasoned, culturally sensitive course of action.

CLO 5: Demonstrate leadership and effective collaborative teamwork in group projects on international business.

Levels (according to Bloom's Taxonomy): Psychomotor - Articulation

Behavior to be evaluated (Action Verb): Lead, Collaborate, Coordinate

Below Expectation Expressed Results Below the expected criteria (Performance 0% - 49%)	Meet Expectation Expressed Results Meet the expected criteria. (Performance 50% - 79%)	Exceeds Expectation Expressed Results Higher than expected criteria (Performance 80% - 100%)
Limited or inconsistent participation in group work; little evidence of leadership or coordination with peers.	Contributes reliably to the group, fulfills assigned roles, and coordinates adequately with peers to complete the project.	Actively leads or coordinates the team, resolves conflicts constructively, and elevates overall team performance and outcomes.

Section 4 Lesson Plan and Assessments

1. Lesson plan (teaching and learning for at least 15 weeks)

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Week	Topic	CLOs	Hours	Teaching and Learning Activities and Materials.	Test Flowchart	Instructor
1	Course Introduction & Overview of International Business in the Digital Era (definitions, IB activities)	CLO1	L3	Icebreaker; syllabus & CLO overview; interactive lecture (slides); Padlet think-pair-share; diagnostic pre-test	Pre-test (ungraded)	NTP: Dr. Nalin
2	Globalization and Cultural Dimensions in International Business	CLO1	L3	Flipped: pre-class video on globalization; in-class case discussion (cultural dimensions); Google Sheets round-robin activity	A1 (10%): Reflection paper	NTP: Dr. Nalin
3	Trade and Investment Policies in the Digital Era	CLO1	L3	Lecture; WTO/trade-policy case study; problem-based learning discussion	Q1 (5%): Quiz (Topics 1–3)	NTP: Dr. Nalin
4	International Trade Theories (Classical to New Trade Theory)	CLO1	L3	Lecture with case examples; LMS (SSRU DLP) online self-check quiz (formative, ungraded)	-	NTP: Dr. Nalin
5	Politics, Law, and the Regulatory Environment of International Business	CLO2	L3	Jigsaw cooperative learning; group discussion on political-risk case studies	-	NTP: Dr. Nalin
6	Foreign Exchange Market and Currency Risk	CLO2	L3	Lecture; spreadsheet-based FX exposure exercise; think-pair-share	A2 (5%): Case analysis	NTP: Dr. Nalin
7	The International Monetary System	CLO2	L3	Lecture; Kahoot online quiz; group discussion	Q2 (5%): Quiz (Topics 5–7)	NTP: Dr. Nalin
8	Midterm Exam	CLO1, 2	L3	Midterm exam	M (20 items)	NTP: Dr. Nalin
9	Global Financial Crises and Lessons for Digital-Era Business (1997 Asian Financial Crisis)	CLO2	L3	Problem-based learning: video case (Asian Contagion); round-robin cooperative learning	-	NTP: Dr. Nalin

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10	Regional Economic Integration I: Concepts and the ASEAN Economic Community	CLO2, CLO3	L3	Lecture; hands-on post-it activity; introduction to spreadsheet/BI dashboard for trade-data analysis	A3 (5%): Digital-tool exercise	NTP: Dr. Nalin
11	Regional Economic Integration II: The European Union and Comparative Regional Blocs	CLO3	L3	Lecture; problem-based learning; group-project proposal review using digital collaboration tools	P1 (10%): Project proposal	NTP: Dr. Nalin
12	Emerging Markets and Doing Business with Transition Economies	CLO4	L3	Lecture; group discussion; business-ethics case (e.g., data privacy, labor practices); cross-cultural role-play	A4 (5%): Ethics/cultural reflection	NTP: Dr. Nalin
13	International Business Strategy in a Globalized, Digital Economy	CLO3	L3	Lecture; group discussion; Coggle mind-mapping activity	-	NTP: Dr. Nalin
14	Contemporary Issues I: Digital Money, Fintech, and Cryptocurrency in Global Business	CLO3	L3	Lecture; digital-currency case study; group-project work session with instructor feedback	-	NTP: Dr. Nalin
15	Contemporary Issues II: Artificial Intelligence, ESG, and Sustainability in International Business	CLO4, CLO5	L3	Lecture and case discussion; continued group-project work with peer feedback	-	NTP: Dr. Nalin
16	Group Project Presentations, Peer Review, and Course Synthesis	CLO5	L3	Student presentations; self/peer assessment; class synthesis; final-exam review	P2 (10%): Final project & presentation	NTP: Dr. Nalin
17	Final Exam	CLO2, CLO3, CLO4	L3	Written final exam	F (40 items)	NTP: Dr. Nalin

2. Assessment Plan (specify the week of assessment)

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Measurement and Evaluation	Ratio	CLO 1	CLO 2	CLO 3	CLO 4	CLO 5
Subtest (Q)	10%	Week 3	Week 7	-	-	-
Assignment (A)	20%	Week 2	Week 6	Week 10	Week 12	-
Project & Presentation (P)	20%	-	-	Week 11	-	Week 16
Midterm Exam (M)	20%	Week 8	Week 8	-	-	-
Final Exam (F)	30%	-	Week 17	Week 17	Week 17	-

3. Test Blueprint (specifies the topic and number of exams/assessments/assignments)

Topic	Ratio	CLO 1	CLO 2	CLO 3	CLO 4	CLO 5
Subtest (Q)	10%	10 items	10 items	-	-	-
Assignment (A)	20%	1 task	1 task	1 task	1 task	-
Project & Presentation (P)	20%	-	-	1 task	-	1 task
Midterm Exam (M)	20%	15 items	5 items	-	-	-
Final Exam (F)	20%	-	10 items	10 items	10 items	-

4. Academic Evaluation Criteria

percent	Grade Level	meaning
86 – 100	A	First-Rate
82 – 85	A-	Excellence
78 – 81	B+	Very Good
74 – 77	B	Good
70 – 73	B-	Fairly good
66 – 69	C+	Satisfactory / Above Average
62 – 65	C	Satisfactory / Average
58 – 61	C-	Below Average / Fair
54 – 57	D+	Poor / Marginal Pass
50 – 53	D	Poor / Weak

percent	Grade Level	meaning
46 – 49	D-	Very Poor / Barely Passing
0 – 45	F	Fail / Failing

5. Criteria for Assessing the Achievement of Course Learning Outcomes

Level of Achievement	Achievement Criteria	Explanation
Achieve Level 3	At least 80% of students must achieve performance levels between “Level 2: Meets Expectations” and “Level 3: Exceeds Expectations”	Most learners are able to exceed expectations, such as exceeding benchmarks and demonstrating the ability to apply knowledge in complex situations.
Achieve Level 2	60-79% of students achieve performance levels between “Level 2: Meets Expectations” and “Level 3: Exceeds Expectations”	Most learners are able to achieve the minimum goals, with the results reflecting a good understanding and application of knowledge at a basic level.
Achieve Level 1	Less than 60% of students achieve performance levels between “Level 2: Meets Expectations” and “Level 3: Exceeds Expectations”	It shows that the learning outcomes are still below the expected criteria. Most learners may not yet be able to achieve the expected level of achievement and need to improve or develop their learning.

Section 5 Learning Resources and Support Facilities

1. Learning Materials and Learning Aids

1.1 Teaching Materials

4. Research for learning in the course (if any)

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Section 6 Course Evaluation and Improvement

1. Course Evaluation by Students

- ☒ ☐ Course Assessment Form
- ☒ ☐ Assessment Form for Teacher Assessment (reg Website)
- ☒ ☐ Discussion and Exchange of opinions between lecturers and students
- ☒ ☐ Reflection on student behavior
- ☒ ☐ Receiving feedback from students through communication channels designated by the professor.
- ☒ ☐ Others (specified) ...

2. Strategies for Evaluating Teaching and Learning Management

- ☒ ☐ Student Exam Results
- ☒ ☐ Verification / Validation of Academic Learning Outcomes and Student Learning Achievement
- ☒ ☐ Assessment by the examination committee
- ☒ ☐ Observation by the instructor team
- ☒ ☐ Observation by Stakeholders (Identified) ...
- ☒ ☐ Others (specified) ...

3. Course Implementation Improvement Plan

- ☒ ☐ Organizing seminars or conferences on teaching and learning with stakeholders
- ☒ ☐ Research on learning management both inside and outside the classroom
- ☒ ☐ Others (specified) ...

4. Verification of student learning outcomes in accordance with PLOs and CLOs

- ☒ ☐ Establishment of a committee to review the results of the evaluation of learning outcomes. For example, exam checking, assignment review, grading and evaluation

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☒ ☐ Review of Grading and Evaluation by Academic Committees of

Faculties/Departments

☒ ☐ Checking the scoring results by random inspection from lecturers/experts who did not responsible for the curriculum

☒ ☐ Others (specified) ...

5. Course Review and Improvement Plan

☒ ☐ Annual Course Revision Based on the Auditor's Suggestion in number 4

☒ ☐ Annual course revision based on student assessments and comments

☒ ☐ Others (specified) ...



(Dr.Nalin Simasathiansophon)

Course Coordinator

date: 1st July 2026