

# International Business Seminar

Chapter 1: Introduction to International Business

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# Course Overview

- ▶ • Scope and importance of international business
- ▶ • Global economic environment
- ▶ • Strategic management in global markets
- ▶ • Seminar-based discussion and case analysis

# Definition of International Business

- ▶ • Business activities conducted across national borders
- ▶ • Includes trade, investment, licensing, franchising, and joint ventures
- ▶ • Involves interaction between firms, governments, and global institutions

# Importance of International Business

- ▶ • Access to new markets and customers
- ▶ • Economies of scale and scope
- ▶ • Diversification of risk
- ▶ • Competitive advantage in global competition

# Drivers of Globalization

- ▶ • Technological advancements
- ▶ • Trade liberalization and economic integration
- ▶ • Global supply chains
- ▶ • Digital transformation and e-commerce

# Challenges in International Business

- ▶ • Cultural differences
- ▶ • Political and legal risks
- ▶ • Exchange rate fluctuations
- ▶ • Ethical and sustainability issues

# Seminar Expectations

- ▶ • Critical analysis and academic discussion
- ▶ • Case study evaluation
- ▶ • Research-based presentations
- ▶ • Integration of theory and real-world practice