

COURSE SYLLABUS

GLOBAL BUSINESS IN ACTION

7-18 JULY 2025

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Course Duration: July 7 – July 18 (3.5 hours per session)

Course Level: Introductory

Teaching Methods: Lectures, discussions, case studies, group activities, business simulations

COURSE INTRODUCTION

This interactive and practical course introduces students to key aspects of global business, including entrepreneurship, marketing, leadership, and digital transformation. Through case studies and interactive class activities, students will explore how businesses expand internationally, adapt to cultural differences, and leverage innovation to succeed in an evolving global economy.

The course focuses on Asia's business landscape (Taiwan, Thailand, and ASEAN) while incorporating global success stories from companies like Tesla, Uniqlo, Grab, and Starbucks.

Students will collaborate in teams to tackle real business challenges, pitch business ideas, and participate in a business simulation where they make strategic decisions for an expanding international company. By the end of the course, students will have developed practical business knowledge, critical thinking skills, and a global mindset to navigate the future of business.

COURSE LEARNING OUTCOME (CLOS)

By the end of this course, students will be able to:

1. Understand Fundamental Business Concepts
2. Recognize the Impact of Globalization on Business
3. Apply Basic Marketing and Consumer Behavior Concepts
4. Explore Leadership, Ethics, and Sustainability in Business
5. Engage in Hands-On Business Activities and Team Collaboration

TEACHING PLAN

Date	Theme	Key Topics & Activities
7 July 2025	Welcome to Business: What Makes a Company Global?	<ul style="list-style-type: none"> - Understanding Business & Globalization - Case Study: How Uniqlo Became a Global Brand - Interactive Activity: Where your favourite brands started
8 July 2025	Building a Business from Scratch	<ul style="list-style-type: none"> - Business Models & Structures - Case Study: Grab vs. Uber – The Startup Battle in ASEAN - Interactive Activity: Design a simple business model in teams
9 July 2025	Marketing Like a Pro (Even Without Experience)	<ul style="list-style-type: none"> - Fundamentals of Marketing & Branding - Case Study: Nike’s “Breaking2” Campaign - Creative Exercise: Develop a marketing strategy for a new business
10 July 2025	Show Me the Money: How Businesses Make & Spend It	<ul style="list-style-type: none"> - Basics of Business Finance & Trade - Case Study: How Exchange Rates Affect Companies
11 July 2025	Boss Mode: Leadership & Teamwork Across Cultures	<ul style="list-style-type: none"> - Leadership & Management Styles (East vs. West) - Case Study: Toyota’s Leadership Model vs. Tesla’s - Role-Playing Challenge: Handling a business crisis as a leader
14 July 2025	Startup World: Can You Create the Next Big Idea?	<ul style="list-style-type: none"> - Entrepreneurship & Innovation - Case Study: How Sea Group (Shopee) Built a Digital Empire - Pitching Competition: Present your startup idea in teams

15 July 2025	Profit vs. Planet: Can Businesses Be Ethical & Profitable?	<ul style="list-style-type: none"> - Business Ethics, CSR & Sustainability - Case Study: IKEA's Sustainability Model - Debate: Should businesses always prioritize profit?
16 July 2025	The Future of Business: AI, E-Commerce & Beyond	<ul style="list-style-type: none"> - Digital Transformation & Tech-Driven Business Models - Case Study: Alibaba vs. Amazon - Activity: Predicting business trends for 2030
17 July 2025	Expanding Beyond Borders: How Companies Go Global	<ul style="list-style-type: none"> - International Business & Market Entry Strategies - Case Study: Why Burger King failed in Vietnam - Simulation: Negotiating a cross-border business deal
18 July 2025	The Ultimate Business Challenge (Simulation Day)	<ul style="list-style-type: none"> - Business Simulation: Students work in teams to run an international business and make strategic decisions - Final Reflection & Q&A

TEACHING MATERIALS

- **Recommended Textbook:** Hill, C. & Hult, T. (2022). International Business: Competing in the Global Marketplace (14th ed.). McGraw-Hill Education.
- **Recommended Reading:** Select materials from Harvard Business Review, World Economic Forum, and company case studies such as Uniqlo, Grab, Tesla, Starbucks, and Alibaba (All will be provided before the class.)
- **Videos & Interactive Content:** Short videos related to the content in each session will be provided in the class
- Presentation slides will be provided in the class.

ASSESSMENT CRITERIA

Attendance & Participation	20 %
In-Class Activity	50 %
Final Project	30 %
Total	<u>100 %</u>

GRADING CRITERIA

Mark	Grade
90-100	A
85-89	B+
80-84	B
75-79	C+
70-74	C
65-69	D+
60-64	D
0-59	F