



Course Specification

University	Siam University
Faculty / Department	International Program/ MBA

1. General Information of Course Outline

1. Course Code and Course Name:	505-110 Technology Information System
2. Credit (Lecture hour – Lab. Hour – Self Study)	3 credits (3-0-6)
3. Academic Curriculum	
3.1 Curriculum name:	Master of Business Administration
3.2 Type of Subject (Gen. Ed. / Core Course / Free Elective)	Core Course
4. Coordinated Lecturer and Lecturer	
4.1 Coordinated Lecturer	
4.2 Lecturer	Dr.Tanakorn Limsarun
5. Semester / Year	Second/2013
6. Pre-requisites	-
7. Co-requisites	-
8. Place of Study	19-307
9. Date of Lastest Course Specification Revised	1 November 2013

2. Purpose and Objection

1. Subject Purpose
<ul style="list-style-type: none">• Students will learn and understand about Information System:• Students should be able to identify advantages and effects of using IS• Students should be able to understand and apply IS in business activities.• Students should concern about ethics when they apply IS to organization.
2. Objective of Subject Revision
<ul style="list-style-type: none">• Students will learn about modern and up-to-date information system.• Students should be able to apply IS knowledge in the other classes.

3. Implementation and Procedures

1. Course Description A study of definition of information system applications of technology and computerized system such as database management system, decision supporting system for business planning, decision making, and controlling. The data communication networks and systems such as internet, e-commerce, intranet, extranet are also included.			
2. Periods Per Semester			
Lecture 45	Tuition -	Laboratory / Field trip / Training -	Self Study
3. Period of Consultant per week Addition teaching will be provided for some students if necessary or requested.			

4. Development of Learning Skills

1. Ethics 1.1 Ethics Development Improve students' responsibility, discipline, ethic and moral as follows: <ul style="list-style-type: none"> - Beware of ethics, moral and honest. - Be punctual. - Be responsible to themselves and society. - Be reasonable person. - Be able to identify the effects of using information technology in daily activities. - Follow rules and regulations. - Listen to other's ideas/reasons.
1.2 Teaching Method <ul style="list-style-type: none"> - Lecture and give examples using actual cases about information System - Give a quiz at the end of each class. - Provide a class score sheet. 1.3 Evaluation Method <ul style="list-style-type: none"> - Attend classes. - Submit assignments at the assigned date and time. - Be honest when take the quizzes
2. Knowledge Skill 2.1 Expected Knowledge Students will learn about an introduction to the computer hardware and software systems, a study of computer applications, information presentation, computer networks, electronic mail, influence of computers on society and the future of computer. Extensive hands on experiences with a broad range of computer applications will be emphasized
2.2 Teaching Method <ul style="list-style-type: none"> - Lectures
2.3 Evaluation Method <ul style="list-style-type: none"> - Quizzes, midterm and final examinations.
3.2 Teaching Method <ul style="list-style-type: none"> - Lectures

3.3 Evaluation Method - Computer information system assignments which related to real situations.
4. Interpersonal and Responsibility Skill 4.1 Required Interpersonal and Responsibility skill Development - Students should be able to develop interpersonal skills. - Students should be improved their active learner capabilities. - Students should be responsible to submit all their assignments on time.
4.2 Teaching Method - Assign computer information system assignments. - Give quizzes
4.3 Evaluation Method - Quiz - Observe in the class. - Talk with students.
5. Mathematics Communication and IT Analysis Skill 5.1 Mathematics Communication and IT Analysis skill Development Students should be able to: - Improve their Internet and library database searching. - Apply the computer assignments to solve their cases. - Use online backup for their assignments. - Communicate with their teacher via E-mail. - Use an appropriated software application.
5.2 Teaching Method - Assign computer information system assignments.
5.3 Evaluation Method - computer information system assignments

5. Lesson Plan and Evaluation

1. Lesson plan				
Week	Content Description	Study Period	Learning Activities & Teaching aids media	Lecturer
1	IS in Global Business Today.	3	Lecture & Case	Dr.Tanakorn
2	Global E-Business: How Businesses use Information system	3	Lecture & Case	Dr.Tanakorn
3	IS, Organizations, and Strategy	3	Lecture & Case	Dr.Tanakorn
4	Ethical and Social Issues in IS	3	Lecture & Case	Dr.Tanakorn
5	IT Infrastructure and Emerging Technologies	3	Lecture & Case	Dr.Tanakorn
6	Foundations of Business Intelligence: Database and Information Management	3	Lecture & Case	Dr.Tanakorn
7	Review	3	Lecture & Case	Dr.Tanakorn
8	Mid-Term Examination	3		
9	Telecommunications, the Internet, and Wireless Technology	3	Lecture & Case	Dr.Tanakorn
10	Securing Information Systems	3	Lecture & Case	Dr.Tanakorn

11	Achieving Operational Excellence and Customer Intimacy: Enterprise Applications	3	Lecture & Case	Dr.Tanakorn
12	E-Commerce: Digital Markets, Digital Goods	3	Lecture & Case	Dr.Tanakorn
13	Managing Knowledge	3	Lecture & Case	Dr.Tanakorn
14	Enhancing Decision Making	3	Lecture & Case	Dr.Tanakorn
15	Final Examination	3	Lecture & Case	Dr.Tanakorn

2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
	Midterm examination	8	20%
	Final examination	15	30%
	Case Studies	All	20%
	Attendance and Report	All	30%

6. Learning Resources

1. Course Materials – Business Case Studies apply Information System
2. Important Textbooks and References - Management Information Systems: Managing the Digital Firm by Laudon, K.C. (ISBN 0-273-75453-x)
3. Recommended Textbooks and References

7. Course Evaluation and Development

1. Course Evaluation by Students - Talk with students. - Online assessment.
2. Teaching Evaluation - Quiz results. - Midterm and final examination results.
3. Teaching Development - Suggestions from teachers who teach this course in Thai program.
4. Subject verification of Student Achievement - Internal auditing committees.
5. Revision and Development of Course Effectiveness - Follow the suggestions from teachers who teach this course in Thai.



Course Specification (MKO.3)

University	Siam University
Faculty / Department	Graduate School of Business Administration, International MBA Program

1. General Information of Course Outline

1. Course Code and Course Name	<i>502-221 Distribution Channel and Logistics Management</i>
2. Credit (Lecture hour – Lab. Hour – Self Study)	3 (3-0-6)
3. Academic Curriculum	
3.1 Curriculum name	Master of Business Administration, International MBA Program
3.2 Type of Subject (Gen. Ed. / Core Course / Free Elective)	Free elective course
4. Coordinated Lecturer and Lecturer	
4.1 Coordinated Lecturer	Dr.Ganga Sagar
4.2 Lecturer	Dr.Ganga Sagar
5. Semester / Year	1/2014 (2557)
6. Pre-requisites	502-110 Marketing Management
7. Co-requisites	None
8. Place of Study	Siam University, Bangkok, Thailand. Room 19-306
9. Date of Latest Course Specification Revised	2014 (2557)

2. Purpose and Objective

1. Subject Purpose

To understand the importance of marketing channel distribution and logistics management.

To understand market channel structure, intermediary management, and coordination among members

To develop an understanding of strategic implications of marketing channels in relations to other marketing mix

To understand the essential of planning, implementing, and controlling the logistics system in the distribution management

To be able to apply the marketing channel management concepts in practical business environment.

2. Objective of Subject Revision

Improve the course content of Marketing Channel Distribution and Logistics Management in accordance with the modern globalization era. Add more materials involving the trend, technique, and process; reduce the out-of-date content, focus on the ethical and social responsibility issues of Marketing Channel Distribution and Logistics Management.

3. Implementation and Procedures

1. Course Description

This course focuses on the marketing channels for merchandise and services as well as the effective and efficient distribution network for goods and services. Students will study the concepts for logistic management, customers servicing, information systems, inventory management, marketing channel management and direct sales strategy.

2. Periods Per Semester

Lecture	Tuition	Laboratory / Field trip / Training	Self Study
45 hrs.	0	0	90 hrs.

3. Period of Consultant per week

- The lecturer will inform the students about his/her office, teaching schedule, and counseling hours.
- At least two hours per week will be provided for student counseling.

4. Development of Learning Skills

1. Ethics

1.1 Ethics Development

1. Recognize the values of virtues and ethics, dedication and honesty.
2. Discipline, punctual, and responsible for themselves and the society.
3. Have the leadership and followership and are able to work as a team and resolve conflicts and set priorities.
4. Respect others' rights; acknowledge others' comments, and respect human rights and dignities.
5. Respect the rules and regulations of the organization and society.
6. Able to analyze the impact of using management and technological knowledge on individuals, organizations and the society.
7. Observe academic and professional ethics.

1.2 Teaching Method

1. Lecture and provide ethical examples to clarify the contents. Utilize question and answer session to solicit ideas on concept applications and actual practices.

<p>2. Assign students to write reports on ethical-related examples, and present the case studies for in-class discussions.</p> <p>Use ethical-related cases for teaching and learning</p> <p>1.3 Evaluation Method</p> <ol style="list-style-type: none"> 1. Observe learning behavior expressed in class. 2. Observe attendance rate and punctuality in submitting work assignments. 3. Evaluate case study analysis and presentation. 4. Appraise performances in quizzes, mid-term and final examinations. 5. Evaluate quality of work assignments.
<p>2. Knowledge Skill</p> <p>2.1 Expected Knowledge</p> <p>Students should understand the principles and importance of Marketing Channel Distribution and Logistics Management and be able to examine how Marketing Channel Management can help improve marketing efficiency and effectiveness, and enhance company's customer services. They should be capable of developing new marketing channels or modifying the existing channels in order to improve efficiency or to gain competitive advantages, and be able to apply the Marketing Channel Distribution and Logistics Management concepts in practical business environment.</p> <p>2.2 Teaching Method</p> <p>Lecturing with PowerPoint, case study analysis, and in-class discussion will be utilized.</p> <p>2.3 Evaluation Method</p> <ol style="list-style-type: none"> 1. Use quizzes, mid-term and final examinations containing questions that focus on principles and theories to measure students' knowledge. 2. Observe students' aptitude in group discussion. 3. Evaluate students' studies and researches on case study assignments. 4. Grading and appraising students' performance regularly.
<p>3. Wisdom Skill</p> <p>3.1 Required Intelligence Skill Development</p> <p>Develop systematic, critical, and rational thinking skills. Able to research, interpret, and evaluate the marketing environment and situations for the creative solutions of marketing channel management. Responsible for individual assignments and participate in group assignments. Collect, study, analyze, and summarize the marketing channel and logistics management issues. Have the ability to report in written as well as verbal communication properly.</p> <p>3.2 Teaching Method</p> <ol style="list-style-type: none"> 1. Assign course works that require the preparation and presentation of related case studies. 2. Study and analyze case studies in various contexts. 3. Focus on principles, concepts, and rationale in group discussions. 4. Assign projects that require intelligence skill development. <p>3.3 Evaluation Method</p> <ol style="list-style-type: none"> 1. Use quizzes, mid-term and final examinations containing questions that focus on students' analytical and critical thinking skills. 2. Observe students' intelligence skill in group discussion. 3. Evaluate students' analysis and presentation on case study assignments. 4. Grading and appraising students' intelligence skill regularly.
<p>4. Interpersonal and Responsibility Skill</p> <p>4.1 Required Interpersonal and Responsibility skill Development</p> <ol style="list-style-type: none"> 1. Able to build interpersonal relationship skills. 2. Able to assist and facilitate problem solving in various situations within the group playing both the roles of leaders and team members.

3. Able to use knowledge of social science to guide the public in the appropriate direction.
4. Are responsible for both their own and the group's actions.
5. Able to initiated solutions for personal as well as the group's issues, and express personal and team's standpoint reasonably.
6. Responsible for continuous personal and professional learning development

4.2 Teaching Method

1. Emphasize teamwork in the implementation of course projects.
2. Assign projects that require independent as well as group studies.
3. Require classroom presentations and discussions of the findings.

4.3 Evaluation Method

1. Ask students to appraise themselves and their friends on specific issues.
2. Observe group presentation behavior and team-work activities.
3. Check and measure self-study reports and activities.

5. Mathematics, Communication and IT Analysis Skill

5.1 Mathematics, Communication and IT Analysis skill Development

1. Able to use the available tools for Marketing Channel Distribution and Logistics Management functions.
2. Able to recommend problem-solving solutions by applying mathematical or statistical techniques creatively.
3. Able to communicate effectively both orally and in writing, and choose the appropriate form of media presentation suitably.
4. Able to use information and communication technologies appropriately.

5.2 Teaching Method

1. Assign case studies that require quantitative analysis and problem-solving alternatives recommendation.
2. Assign course assignments that require Thai and English communication as well as the use of modern technology such as e-learning.
3. Assign training tasks that require the analysis of data such as population, measurements of education performance, etc. for future curriculum revision.
4. Require report presentation using appropriate technological approaches.

5.3 Evaluation Method

1. Observe students' communication behavior and approaches.
2. Evaluate the suitability of the communication technologies used.
3. Observe students' discussion participations and approaches.
4. Use quizzes, mid-term and final examinations containing questions that focus on students' mathematical, written communication, and IT analysis skills.
5. Appraise performance regularly.

5. Lesson Plan and Evaluation

1. Lesson plan				
week	Content Description	Study Period (hrs.)	Learning Activities and Teaching aids media	Lecturer
1	Introduction: Course Structure and Requirements Marketing Channel Concepts <ul style="list-style-type: none"> • The growing importance of marketing channels • How marketing channels relate to strategic variables in the marketing mix 	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Ganga Sagar
2	Channel Participants	3	Lecturing with	Dr.Ganga

	<ul style="list-style-type: none"> Major Participants in the Marketing Channel Environment The economic, sociocultural, competitive, technological, and legal environment 		PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Sagar
3	Behavioral Processes <ul style="list-style-type: none"> How Conflict Emerges Conflict & Channel Efficiency Managing Channel Conflict Resolving Conflict 	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Ganga Sagar
4	Strategy in Marketing Channel <ul style="list-style-type: none"> Marketing Channel Strategy Channel Strategy as Overall Corporate Objective Channel Strategy & the Marketing Mix Emphasis on Distribution Strategy 	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Ganga Sagar
5	Quiz Designing the Marketing Channel <ul style="list-style-type: none"> When to Make a Channel Design Decision . Develop alternative channel structures Variables Affecting Channel Structure 	3	Quiz. Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Ganga Sagar
6	Selecting Channel Members <ul style="list-style-type: none"> Finding Members Selection Criteria Target Markets and Channel Design Strategy <ul style="list-style-type: none"> Framework for Market Analysis Market Behavior 	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Ganga Sagar
7	Individual Report Presentation. Motivating Market Channel Members <ul style="list-style-type: none"> Motivating Channel Members Supporting Channel Members Relationship Differences 	3	Individual Report Presentation. Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Ganga Sagar
Mid-Term Examination				
8	Product in Marketing Channel <ul style="list-style-type: none"> Product-Channel Management Interfaces Stages of Product Life Cycle and Their Implications for Channel Management 	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Ganga Sagar
9	Price in Marketing Channel <ul style="list-style-type: none"> Channel Pricing Guidelines Promotion in Marketing Channel <ul style="list-style-type: none"> Basic Push Promotional Strategies “Kinder & Gentler” Push Promotion 	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Ganga Sagar
10	Logistics and Channel Management <ul style="list-style-type: none"> Supply Chain Management The Role of Logistics Logistics System Components Logistics Service Standards 	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Ganga Sagar
11	Evaluating Channel Performance <ul style="list-style-type: none"> Evaluating Member Performance Scope & Frequency of Evaluations 	3	Lecturing with PowerPoint presentation. Case	Dr.Ganga Sagar

	<ul style="list-style-type: none"> Key Criteria for Performance Audit Three Approaches of Evaluations 		study analysis and in-class discussion will be utilized.	
12	Electronic Marketing Channel <ul style="list-style-type: none"> Advantages & Disadvantages Direct Selling and Direct Marketing Channels <ul style="list-style-type: none"> Rationale for Direct Selling and Direct Marketing 	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Ganga Sagar
13	Marketing Channels for Services <ul style="list-style-type: none"> Characteristics of Services Implications of Service Characteristics for Channel Management 	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Ganga Sagar
14	International Channel Perspectives <ul style="list-style-type: none"> Key Environmental Factors Alternative Channel Structures Indirect Exporting Direct Exporting 	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Ganga Sagar
15	Project Presentation. Case analysis and group discussion.	3	Group project PowerPoint presentation. Case study analysis and in-class discussion.	Dr.Ganga Sagar

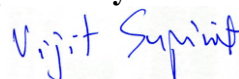
2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
1, 2, 3, 5	Quiz 1	5	5
	Individual report presentation 1	7	5
	Mid-term examination	8	30
	Final examination	17	30
1, 2, 3, 4, 5	Case study analysis Assign course works that require the integration of both analysis and implementation. Emphasize teamwork in the implementation of course projects	15 Throughout the semester	20
1, 3, 4, 5	Class attendance In-class participation and discussion Contribute ideas in case analysis and discussion.	Throughout the semester	10

6. Learning Resources

1. Course Materials Marketing Channels: A Management View (8th edition) by Bert Rosenbloom, Thomson South-Western. 2012
2. Important Textbooks and References Supply Chain Logistics Management (3rd edition) by Donald J. Bowersox, David J. Closs, and M. Bixby Cooper, McGraw Hill. 2009 Advertising and Marketing Promotion Articles at Siam University's Library
3. Recommended Textbooks and References Websites, journals, magazines, and other publications related to Integrated Marketing Communication

7. Course Evaluation and Development

1. Course Evaluation by Students 1) Use focus group research approach. 2) Observe students' behavior. 3) Ask students to appraise lecturers by answering teaching performance appraisal questionnaires. 4) Encourage students to provide feedback via electronic media channel.
3. Teaching Development Analyze the teaching performance evaluation data in order to find ways to improve teaching-learning approaches. Workshop on course improvement with the participation of all instructors in the course.
4. Subject verification of Student Achievement Verify the effectiveness of each topic in accordance with the set performance standard by soliciting feedback from students. Analyze students' course works, test scores, and examination results. 1. Analyze students' evaluation toward courses and instructors 2. Establish a performance appraisal committee to verify students' evaluations by analyzing examination papers, reports, grading systems.
5. Revision and Development of Course Effectiveness Evaluation is made annually by the chairman and instructors according to key performance indicators. Instructors in the program involved in revising, evaluating, and planning to improve and/or develop the curriculum by analyzing results from students' evaluations of instructors; job availability of graduates; level of employers' satisfaction with graduates; and other evaluation results that relate to courses, majors and the curriculum in order to improve or develop teaching and study methods.

Lecturer Signature Dr.Ganga Sagar (Dr.Ganga Sagar) Date...1.../...July.../...2014...	Approved by Dean Signature  (Dr.Vijit Supinit) Date...1.../...July.../...2014...
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Course Specification (MKO.3)

University
<i>Siam University</i>
Faculty / Department
Graduate School of Business Administration, MBA English Program

1. General Information of Course Outline

1. Course Code and Course Name:
501-611: International Marketing
2. Credit : 3
3. Academic Curriculum
3.1 Curriculum name
3.2 Type of Subject : <i>Elective Course</i>
4. Coordinated Lecturer and Lecturer
4.1 Coordinated Lecturer : <i>Dr.Theerachote Pongtaweewut</i>
4.2 Lecturer : <i>Dr.Theerachote Pongtaweewut</i>
5. Semester / Year :
2/2016
6. Pre-requisites : <i>None</i>
7. Co-requisites : <i>None</i>
8. Place of Study :
<i>19 Building, 3rd floor, Siam University (Room 302)</i>
9. Date of Latest Course Specification Revised :
Dec 1, 2016

2. Purpose and Objection

1.	<p>Subject Purpose: <i>It is expected that upon completion of the course the student</i></p> <ol style="list-style-type: none"> <i>Should be able to take most of the responsibilities of International Marketing Management.</i> <i>Should have an understanding of the interaction among the Marketing mix variables and the implications for product management, promotions management, pricing, distribution management in Global arena</i> <i>Should be able to design and execute from start to finish a basic international marketing plan.</i> <i>Should be aware of the many sources of international marketing management information.</i> <i>Should have a practical understanding and application of international marketing techniques,</i> <i>Should be able to communicate their international marketing plans and defend a set of recommendations, and to argue persuasively for a point of view, recognizing that no one strategic solution for an organization is necessarily correct</i>
1. 2.	<p>Objective of Subject Revision: <i>The objective of this course is to provide students with the skills and knowledge necessary for a successful career in international marketing. By the end of the semester, you should be able to identify, analyze, and solve marketing problems in an international context. The course is divided into four sections. The first part will review the role of marketing in modern economies. We will then explore various environmental factors (economic, ecological, cultural, political, and legal factors) calling for adaptation of international marketing activities to local conditions. The third part will deal with international marketing plans, with emphases being placed on the positioning, branding, planning, pricing, promotion, and distribution of products</i></p>

3. Implementation and Procedures

<p>1. Course Description : <i>Concepts of marketing management in international businesses for planning and determining relevant strategies consistent with international market environments. Subject content covers the analysis of market differentiation, political, legal, economics. Organization planning for operations, and also the determination of marketing mix strategy for foreign markets.</i></p>			
<p>2. Periods Per Semester</p>			
<p>Lecture 36 to 45 hours</p>	<p>Tuition <i>In class discussions and presentations</i></p>	<p>Laboratory / Field trip / Training <i>Case studies</i></p>	<p>Self Study <i>At least 90 hrs</i></p>
<p>3. Period of Consultant per week - <i>A faculty member provides academic advice and guidance as required and on request at all times</i></p>			

4. Development of Learning Skills

1. Ethics 1.1 Ethics Development 1. <i>Students will become cognisant with the importance of compliance with the rules and regulations that govern the conduct of Marketing.</i> 2. <i>The concepts of corporate social responsibility (CSR) are impressed upon students. Responsibility to:-</i> (a) <i>the market place;</i> (b) <i>the community</i> (c) <i>the workforce;</i> (d) <i>the environment</i> <i>are discussed, related to case studies, and examined.</i> 3. <i>Issues of cultural difference, the need for cultural sensitivity and the means of effective cross cultural communication are explored in depth.</i>
1.2 Teaching Method 1 <i>Lectures of 3 hours at a time, 1 time a week,</i> 2 <i>The use of power point for delivery of lectures</i> 3 <i>Provision of course materials in the form of hard copy and via the student website</i> 4 <i>Vigorous and interactive participatory course management</i>
1.3 Evaluation Method (1) <i>An open book final exam only and no mid semester exam</i> (2) <i>Four in class discussion case studies and this case study to be done individually as an assignment</i> (3) <i>Group project on Marketing</i>
2. Knowledge Skill 2.1 Expected Knowledge 1. <i>Should learn to understanding of the interaction among the Marketing mix variables and the implications for product management, promotions management, pricing, distribution management.</i> 2. <i>Should be able to decide and execute Value proposition, Segmentation, Targeting and Positioning</i> 3. <i>Should have a practical understanding and application of marketing techniques</i>
2.2 Teaching Method ➤ <i>As in 1.2 above</i>
2.3 Evaluation Method ➤ <i>As in 1.3 above</i>
3. Wisdom Skill 3.1 Required Intelligence Skill Development : <i>Having students analyze, assess and evaluate</i>

the Marketing Mix adopted by multi-national corporations that succeed and fail in the Market

1. *The ability to identify Value proposition*
2. *The ability to indentify Target market*
3. *The ability to market size.*

3.2 Teaching Method

- (1) *By teaching examples of successful analysis*
- (2) *Using an interactive participatory teaching regime*
- (3) *Setting questions that test analytical skills and avoide the pit-falls of rote learning*
- (4) *Having students debate and argue issues in class.*
- (5) *Always asking the “why” and “what next” questions.*

3.3 Evaluation Method

- (1) *Four Written individual case studies*
- (2) *Group project presentation and submission*
- (3) *Written open book three hour final examinations*

4. Interpersonal and Responsibility Skill

4.1 Required Interpersonal and Responsibility skill Development

- (1) *Punctuality is a must in this course as it is in the international business arena..*
- (2) *Courtesy, politeness and respect for authority in all its forms are taught as essential to successful business outcomes.*
- (3) *Both personal conduct and communicatin skills, with an emphasis on cross cultural communication, are studied*
- (4) *Etiquette, as an aspect of culture is explored.*
- (5) *Professional conduct, in all respects, is demanded at all times*

4.2 Teaching Method

- (1) *A Socratic, interactive and participatory teaching mode is adopted.*
- (2) *Course work on the cultural theory, which emphasises mono-chronic and polychronic cultural traits, and precision, is put into practice in the class room.*
- (3) *High and low context cultural behaviors are taught; managing business relationships in different cultural contexts*
- (4) *Practical example, by business savvy teachers, is a key to teaching this course*

4.3 Evaluation Method

- *As in 3.3 above*

5. Mathematics Communication and IT Analysis Skill

5.1 Mathematics Communication and IT Analysis skill Development

Numdrical analysus is not a key component of this course. Analytical evaluation extends to such issues as demand, price elasticity and advertising budget, costing and other statistical data on demographics, however, relevant

5.2 Teaching Method <i>As stated above</i>
5.3 Evaluation Method <i>In so far as it is relevant by using the methods outlined above</i>

5. Lesson Plan and Evaluation

1. Lesson plan				
week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	<ul style="list-style-type: none"> Course Introduction Introduction to International Marketing 	3	Power point	Dr.Theerachote Pongtaweewut
2	<ul style="list-style-type: none"> Economic & Financial Environment The Political and Legal Environment 		Power point	Dr.Theerachote Pongtaweewut
3	<ul style="list-style-type: none"> The Cultural Environment 	3 hrs	Power point	Dr.Theerachote Pongtaweewut
4	<ul style="list-style-type: none"> Understanding international consumers Case # 1 	3 hrs	Power point	Dr.Theerachote Pongtaweewut
5	<ul style="list-style-type: none"> International marketing research 	3 hrs	Power point	Dr.Theerachote Pongtaweewut
6	<ul style="list-style-type: none"> Segmentation & Positioning 	3 hrs	Power point	Dr.Theerachote Pongtaweewut
7	<ul style="list-style-type: none"> Market selection and entry strategies Case # 2 	3 hrs	Power point	Dr.Theerachote Pongtaweewut
8	<ul style="list-style-type: none"> Developing new products and services for international markets Marketing products & services 	3 hrs	Power point	Dr.Theerachote Pongtaweewut
9	<ul style="list-style-type: none"> International Marketing 	3 hrs	Power point	Dr.Theerachote

	<i>Communication</i>			<i>Pongtaweewut</i>
10	<ul style="list-style-type: none"> ● <i>Logistics : Sourcing & Distribution</i> 	3 hrs	Power point	<i>Dr.Theerachote Pongtaweewut</i>
11	<ul style="list-style-type: none"> ● <i>Export and Import Management</i> 	3 hrs	Power point	<i>Dr.Theerachote Pongtaweewut</i>
12	<ul style="list-style-type: none"> ● <i>International pricing</i> ● <i>Case # 3</i> 	3 hrs	Power point	<i>Dr.Theerachote Pongtaweewut</i>
13	<ul style="list-style-type: none"> ● <i>Global marketing strategy</i> 	3 hrs	Power point	<i>Dr.Theerachote Pongtaweewut</i>
14	<ul style="list-style-type: none"> ● <i>The evolving global marketplace</i> ● <i>Case #4</i> 	3 hrs	Power point	<i>Dr.Theerachote Pongtaweewut</i>
15	<ul style="list-style-type: none"> ● <i>Project Presentation</i> 	3 hrs	Power point	<i>Dr.Theerachote Pongtaweewut</i>

2. Learning Evaluation Plan

<i>Final Exam</i>	<i>50 %</i>
<i>Group Case Analysis</i>	<i>20 %</i>
<i><u>Group Semester Project</u></i>	<i><u>30 %</u></i>
<i>Total Points</i>	<i>100 %</i>

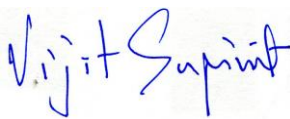
6. Learning Resources

1. Course Materials : <i>International Marketing, 10th Edition by Michael R. Czinkota, Ilkka A. Ronkainen</i>
2. Important Textbooks and References <ul style="list-style-type: none"> ● Other author Marketing Management books ● Marketing management case studies for marketing journals
3. Recommended Textbooks and References Any real world marketing article

7. Course Evaluation and Development

1. Course Evaluation by Students <ol style="list-style-type: none"> (1) <i>Promoting interactive in-class participation.</i> (2) <i>Maintaining a relaxed, non-hierarchical, teacher /student relationship</i>

2. Teaching Evaluation (1) <i>Fully announcement and confidential evaluation of instructor is done by students at end of the course, this evaluation forms is at no point accessible by the instructor. Instructor is give the result of student evaluation after the grades are released</i>
3. Teaching Development (1) <i>Teacher keeps on upgrading his self by keeping touch with new Marketing text and follow with real business world and event in region integration</i> (2) <i>Seek to change and upgrade course material and teaching style based on the previous student evaluation</i> (3) <i>Attend different Marketing forum and talk to bring real world events to class</i>
4. Subject verification of Student Achievement 1. <i>Ensure that students complete four written case studies as per course.</i> 2. <i>Have written open book applicable and not theoretical final examinations.</i> 3. <i>Encourage students to evaluate and express their own views and opinions</i>
5. Revision and Development of Course Effectiveness (1) <i>One practical and real world application using grounded theory.</i> (2) <i>Encouraging student to be more knowledge outcome based rather than grades only</i>

Lecturer Signature. Dr.Theerachote Pongtaweewut (Dr.Theerachote Pongtaweewut) Date Dec 1, 2016	Approved by Dean  Signature (Dr.Vijit Supinit) Date Dec 1, 2016
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Course Specification (MKO.3)

University	Siam University
Faculty / Department	Graduate School of Business Administration, International MBA Program

1. General Information of Course Outline

1. Course Code and Course Name	501-613 Marketing Communications and Customer Relations Management
2. Credit (Lecture hour – Lab. Hour – Self Study)	3 (3-0-6)
3. Academic Curriculum	
3.1 Curriculum name	Master of Business Administration, International MBA Program
3.2 Type of Subject (Gen. Ed. / Core Course / Free Elective)	Free elective course
4. Coordinated Lecturer and Lecturer	
4.1 Coordinated Lecturer	ดร.จิตติมา ปิยะศิริศิลป์ และอาจารย์สมเกียรติ วามวานิชย์
4.2 Lecturer	ดร.จิตติมา ปิยะศิริศิลป์ และอาจารย์สมเกียรติ วามวานิชย์
5. Semester / Year	2/2016
6. Pre-requisites	502-610 Marketing Management
7. Co-requisites	None
8. Place of Study	Siam University, Bangkok, Thailand. Room 19-306
9. Date of Latest Course Specification Revised	Dec 1, 2016

2. Purpose and Objective

1. Subject Purpose

- To understand the principles and strategies of Integrated Marketing Communications (IMC)
- To examine how integrated marketing communications helps build brand identity, and create brand equity through brand synergy.
- To develop an IMC plan to reach the brand's target audience effectively and efficiently.
- To be able to apply the IMC concepts in practical business environment.

2. Objective of Subject Revision

Improve the course content of Integrated Marketing Communication in accordance with the modern globalization era. Add more materials involving the trend, technique, and process; reduce the out-of-date content, focus on the ethical and social responsibility issues of IMC.

3. Implementation and Procedures

1. Course Description

This course focuses on the key principles, strategies and tactics of Integrated Marketing Communications (IMC). Emphasizing an on-going, interactive, cross-functional process of brand communication planning, execution and evaluation, and exploring the various methods of communications including advertising, sales promotions, direct marketing, public relations, interactive and interpersonal contact. Examining the synergistic effect across communication approaches and considers the perspectives of all relevant stakeholders in such a way that brand value is maximized

2. Periods Per Semester

Lecture	Tuition	Laboratory / Field trip / Training	Self Study
45 hrs.	0	0	90 hrs.

3. Period of Consultant per week

- The lecturer will inform the students about his/her office, teaching schedule, and counseling hours.
- At least two hours per week will be provided for student counseling.

4. Development of Learning Skills

1. Ethics

1.1 Ethics Development

1. Recognize the values of virtues and ethics, dedication and honesty.
2. Discipline, punctual, and responsible for themselves and the society.
3. Have the leadership and followership and are able to work as a team and resolve conflicts

and set priorities.

4. Respect others' rights; acknowledge others' comments, and respect human rights and dignities.
5. Respect the rules and regulations of the organization and society.
6. Able to analyze the impact of using management and technological knowledge on individuals, organizations and the society.
7. Observe academic and professional ethics.

1.2 Teaching Method

1. Lecture and provide ethical examples to clarify the contents. Utilize question and answer session to solicit ideas on concept applications and actual practices.
2. Assign students to write reports on ethical-related examples, and present the case studies for in-class discussions.

Use ethical-related cases for teaching and learning

1.3 Evaluation Method

1. Observe learning behavior expressed in class.
2. Observe attendance rate and punctuality in submitting work assignments.
3. Evaluate case study analysis and presentation.
4. Appraise performances in quizzes, mid-term and final examinations.
5. Evaluate quality of work assignments.

2. Knowledge Skill

2.1 Expected Knowledge

Students should understand the principles and strategies of Integrated Marketing Communications (IMC) and be able to examine how integrated marketing communications helps build brand identity, and create brand equity through brand synergy. They should be capable of developing an IMC plan to reach the brand's target audience effectively and efficiently, and be able to apply the IMC concepts in practical business environment.

2.2 Teaching Method

Lecturing with PowerPoint, case study analysis, and in-class discussion will be utilized.

2.3 Evaluation Method

1. Use quizzes, mid-term and final examinations containing questions that focus on principles and theories to measure students' knowledge.
2. Observe students' aptitude in group discussion.
3. Evaluate students' studies and researches on case study assignments.
4. Grading and appraising students' performance regularly.

3. Wisdom Skill

3.1 Required Intelligence Skill Development

Develop systematic, critical, and rational thinking skills. Able to research, interpret, and evaluate the marketing environment and situations for the creative solutions of marketing

communication. Responsible for individual assignments and participate in group assignments. Collect, study, analyze, and summarize the integrated marketing communication issues. Have the ability to report in written as well as verbal communication properly.

3.2 Teaching Method

1. Assign course works that require the preparation and presentation of related case studies.
2. Study and analyze case studies in various contexts.
3. Focus on principles, concepts, and rationale in group discussions.
4. Assign projects that require intelligence skill development.

3.3 Evaluation Method

1. Use quizzes, mid-term and final examinations containing questions that focus on students' analytical and critical thinking skills.
2. Observe students' intelligence skill in group discussion.
3. Evaluate students' analysis and presentation on case study assignments.
4. Grading and appraising students' intelligence skill regularly.

4. Interpersonal and Responsibility Skill

4.1 Required Interpersonal and Responsibility skill Development

1. Able to build interpersonal relationship skills.
2. Able to assist and facilitate problem solving in various situations within the group playing both the roles of leaders and team members.
3. Able to use knowledge of social science to guide the public in the appropriate direction.
4. Are responsible for both their own and the group's actions.
5. Able to initiated solutions for personal as well as the group's issues, and express personal and team's standpoint reasonably.
6. Responsible for continuous personal and professional learning development

4.2 Teaching Method

1. Emphasize teamwork in the implementation of course projects.
2. Assign projects that require independent as well as group studies.
3. Require classroom presentations and discussions of the findings.

4.3 Evaluation Method

1. Ask students to appraise themselves and their friends on specific issues.
2. Observe group presentation behavior and team-work activities.
3. Check and measure self-study reports and activities.

5. Mathematics, Communication and IT Analysis Skill

5.1 Mathematics, Communication and IT Analysis skill Development

1. Able to use the available tools for IMC functions.
2. Able to recommend problem-solving solutions by applying mathematical or statistical techniques creatively.
3. Able to communicate effectively both orally and in writing, and choose the appropriate form

of media presentation suitably.

4. Able to use information and communication technologies appropriately.

5.2 Teaching Method

1. Assign case studies that require quantitative analysis and problem-solving alternatives recommendation.

2. Assign course assignments that require Thai and English communication as well as the use of modern technology such as e-learning.

3. Assign training tasks that require the analysis of data such as population, measurements of education performance, etc. for future curriculum revision.

4. Require report presentation using appropriate technological approaches.

5.3 Evaluation Method

1. Observe students' communication behavior and approaches.

2. Evaluate the suitability of the communication technologies used.

3. Observe students' discussion participations and approaches.

4. Use quizzes, mid-term and final examinations containing questions that focus on students' mathematical, written communication, and IT analysis skills.

5. Appraise performance regularly.

5. Lesson Plan and Evaluation

1. Lesson plan				
week	Content Description	Study Period (hrs.)	Learning Activities and Teaching aids media	Lecturer
1	Introduction to IMC The Role of IMC in the Marketing Process <ul style="list-style-type: none"> - Integrated Marketing Approach - Segmentation, Targeting, and Positioning 	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	อาจารย์สมเกียรติ วามวานิชย์
2	Organizing for Advertising and Promotion <ul style="list-style-type: none"> - Participants in the IMC Process - Full-Service Agency Organization Perspectives on Consumer Behavior <ul style="list-style-type: none"> - Consumer Decision Making Process - Changing and reinforcing attitude - Pavlov's Behavioral Learning Theory 	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	อาจารย์สมเกียรติ วามวานิชย์

3	<p>The Communication Process. Source, Message, and Channel Factors</p> <ul style="list-style-type: none"> - The basic communication model - Traditional Response Hierarchy: AIDA - DAGMA Hierarchy-of-effects models - Source, Message, and Channel Factors 	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	อาจารย์ สมเกียรติ วามวานิชย์
4	<p>Establishing Objectives and Budgeting for the IMC Program</p> <ul style="list-style-type: none"> - The value of IMC objectives - The Methods for setting promotional budget 	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	อาจารย์ สมเกียรติ วามวานิชย์
5	<p>Quiz Creative Strategy</p> <ul style="list-style-type: none"> - The importance of creativity in advertising - Creative strategy development 	3	Quiz. Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	อาจารย์ สมเกียรติ วามวานิชย์
6	<p>Creative Strategy: Implementation and Evaluation</p> <ul style="list-style-type: none"> - Advertising appeals - Creative styles and formats - Printed advertising - Evaluating creative work 	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	อาจารย์ สมเกียรติ วามวานิชย์
7	<p>Individual Report Presentation. Media Planning and Strategy</p> <ul style="list-style-type: none"> - Developing the media plan - Cost effectiveness in media selection - Media implementation - Pros and cons of printed media - Pros and cons of broadcast media 	3	Individual Report Presentation. Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	อาจารย์ สมเกียรติ วามวานิชย์
	Mid-Term Examination			
8	<p>Support Media</p> <ul style="list-style-type: none"> - The scope of the support media 	3	Lecturing with PowerPoint	อาจารย์ สมเกียรติ

	<ul style="list-style-type: none"> - Out-of-home advertising - Promotional product marketing - Product placements 		presentation. Case study analysis and in-class discussion will be utilized.	วามวณิขัย
9	Direct Marketing <ul style="list-style-type: none"> - The major forms of Direct Marketing The Internet <ul style="list-style-type: none"> - The internet and IMC 	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	อาจารย์ สมเกียรติ วามวณิขัย
10	Sales Promotion <ul style="list-style-type: none"> - “Below the line” Communication - The scope and role of sales promotion - Reasons for the growth of sales promotion 	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	อาจารย์ สมเกียรติ วามวณิขัย
11	Public Relations, Publicity, and Corporate Advertising <ul style="list-style-type: none"> - Marketing Public Relations - Pros and cons of PR - Implementing the PR program - Publicity - Corporate Image Advertising 	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	อาจารย์ สมเกียรติ วามวณิขัย
12	Measuring the Effectiveness <ul style="list-style-type: none"> - Reasons to or not to measure effectiveness - Conducting research to measure advertising effectiveness 	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	อาจารย์ สมเกียรติ วามวณิขัย
13	International Advertising and Promotion <ul style="list-style-type: none"> - Global marketing: standardization versus adaptation. - Creating global advertising - The elements of culture 	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	อาจารย์ สมเกียรติ วามวณิขัย
14	Evaluating the Social, Ethical, and Economic Aspects of Advertising and Promotion	3	Lecturing with PowerPoint presentation. Case	อาจารย์ สมเกียรติ วามวณิขัย

	<ul style="list-style-type: none"> - Advertising as untruthful, deceptive, offensive or in bad taste Personal Selling - The role of personal selling in the IMC program		study analysis and in-class discussion will be utilized.	
15	Project Presentation. Case analysis and group discussion.	3	Group project PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	อาจารย์ สมเกียรติ วามวณิชช์

2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
1, 2, 3, 5	Quiz 1	5	5
	Individual report presentation 1	7	5
	Mid-term examination	8	30
	Final examination	17	30
1, 2, 3, 4, 5	Case study analysis Assign course works that require the integration of both analysis and implementation. Emphasize teamwork in the implementation of course projects	15 Throughout the semester	20
1, 3, 4, 5	Class attendance In-class participation and discussion Contribute ideas in case analysis and discussion.	Throughout the semester	10

6. Learning Resources

1. Course Materials George E. Belch and Michael A. Belch, “Advertising and Promotion: An Integrated Marketing Communication Perspective”, 9th edition, McGraw-Hill. 2012
2. Important Textbooks and References Duncan, Tom, “IMC: Using advertising and Promotion to Build Brand”, McGraw-Hill Companies, Inc. 2002 Advertising and Marketing Promotion Articles at Siam University’s Library

3. Recommended Textbooks and References

Websites, journals, magazines, and other publications related to Integrated Marketing Communication

7. Course Evaluation and Development**1. Course Evaluation by Students**

- 1) Use focus group research approach.
- 2) Observe students' behavior.
- 3) Ask students to appraise lecturers by answering teaching performance appraisal questionnaires.
- 4) Encourage students to provide feedback via electronic media channel.

3. Teaching Development

Analyze the teaching performance evaluation data in order to find ways to improve teaching-learning approaches. Workshop on course improvement with the participation of all instructors in the course.

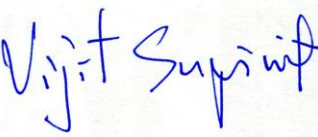
4. Subject verification of Student Achievement

Verify the effectiveness of each topic in accordance with the set performance standard by soliciting feedback from students. Analyze students' course works, test scores, and examination results.

1. Analyze students' evaluation toward courses and instructors
2. Establish a performance appraisal committee to verify students' evaluations by analyzing examination papers, reports, grading systems.

5. Revision and Development of Course Effectiveness

Evaluation is made annually by the chairman and instructors according to key performance indicators. Instructors in the program involved in revising, evaluating, and planning to improve and/or develop the curriculum by analyzing results from students' evaluations of instructors; job availability of graduates; level of employers' satisfaction with graduates; and other evaluation results that relate to courses, majors and the curriculum in order to improve or develop teaching and study methods.

<p style="text-align: center;">Lecturer</p> <p style="text-align: center;">Signature อาจารย์สมเกียรติ วามวาณิชย์ (อาจารย์สมเกียรติ วามวาณิชย์)</p> <p style="text-align: center;">Date 1 ธ.ค. 59</p>	<p style="text-align: center;">Approved by Dean</p> <p style="text-align: center;">Signature </p> <p style="text-align: center;">(Dr.Vijit Supinit)</p> <p style="text-align: center;">Date 1 ธ.ค. 59</p>
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Course Specification (MKO.3)

University	<i>Siam University</i>
Faculty / Department	Graduate School of Business Administration, International MBA Program

1. General Information of Course Outline

1. Course Code and Course Name:	<i>502-229 Marketing Strategy</i>
2. Credit : 3	
3. Academic Curriculum	
3.1 Curriculum name	
3.2 Type of Subject :	<i>Elective Course</i>
4. Coordinated Lecturer and Lecturer	
4.1 Coordinated Lecturer :	<i>Dr.Theerachote Pongtaveewould</i>
4.2 Lecturer :	<i>Dr.Theerachote Pongtaveewould</i>
5. Semester / Year :	<i>3/2013 Semester</i>
6. Pre-requisites :	<i>None</i>
7. Co-requisites :	<i>None</i>
8. Place of Study :	<i>19 Building, 3rd floor, Siam University (Room 307)</i>
9. Date of Latest Course Specification Revised :	<i>2013</i>

2. Purpose and Objection

<p>1. Subject Purpose: <i>It is expected that upon completion of the course the student</i></p> <ol style="list-style-type: none"> <i>1. Should be able to take most of the responsibilities of International Marketing Management.</i> <i>2. Should have an understanding of the interaction among the Marketing mix variables and the implications for product management, promotions management, pricing, distribution management in Global arena</i> <i>3. Should be able to design and execute from start to finish a basic international marketing plan.</i> <i>4. Should be aware of the many sources of international marketing management information.</i> <i>5. Should have a practical understanding and application of international marketing techniques,</i> <i>6. Should be able to communicate their international marketing plans and defend a set of recommendations, and to argue persuasively for a point of view, recognizing that no one strategic solution for an organization is necessarily correct</i>
<p>2. Objective of Subject Revision:</p> <p>To familiarize the non-marketers with marketing functions and to enable the marketing-related incumbents with the adoption of personal experience onto strategic management more intellectually. The extent to which both groups be trained and pragmatically able to apply various schools of thought in real-life marketing activities is gradually monitored. In addition, students are trained to exert own skill for developing and writing a marketing plan professionally. The structure of lecture will incorporate theory and well-selected case studies into practice. However, the focus of the subject is on business firms who produce consumer goods and operate mainly in Thailand.</p>

3. Implementation and Procedures

<p>1. Course Description :</p> <p>Marketing problems of business organization and non-profit entities, emphasizing the influence of consumers on purchases of goods, and market environments on decisions to devise strategy and market communication strategy or market promotion strategy. Marketing process starts from planning to put the marketing mix strategy into practice.</p>			
2. Periods Per Semester			
Lecture	Tuition	Laboratory / Field trip / Training	Self Study
36 to 45 hours	<i>In class discussions and presentations</i>	<i>Case studies</i>	<i>At least 90 hrs</i>
<p>3. Period of Consultant per week</p> <p><i>- A faculty member provides academic advice and guidance as required and on request at all times</i></p>			

4. Development of Learning Skills

<p>1. Ethics</p> <p>1.1 Ethics Development</p> <ol style="list-style-type: none"> <i>Students will become cognisant with the importance of compliance with the rules and regulations that govern the conduct of Marketing.</i> <i>The concepts of corporate social responsibility (CSR) are impressed upon students. Responsibility to:-</i> <ol style="list-style-type: none"> <i>the market place;</i> <i>the community</i> <i>the workforce;</i> <i>the environment</i> <i>are discussed, related to case studies, and examined.</i> <i>Issues of cultural difference, the need for cultural sensitivity and the means of effective cross cultural communication are explored in depth.</i>
<p>1.2 Teaching Method</p> <ol style="list-style-type: none"> <i>Lectures of 3 hours at a time, 1 time a week,</i> <i>The use of power point for delivery of lectures</i> <i>Provision of course materials in the form of hard copy and via the student website</i> <i>Vigorous and interactive participatory course management</i>
<p>1.3 Evaluation Method</p> <ol style="list-style-type: none"> <i>An open book final exam only and no mid semester exam</i> <i>Four in class discussion case studies and this case study to be done individually as an assignment</i> <i>Group project on Marketing</i>
<p>2. Knowledge Skill</p> <p>2.1 Expected Knowledge</p> <ol style="list-style-type: none"> <i>Should learn to understanding of the interaction among the Marketing mix variables and the implications for product management, promotions management, pricing, distribution management.</i> <i>Should be able to decide and execute Value proposition, Segmentation, Targeting and Positioning</i> <i>Should have a practical understanding and application of marketing techniques</i>
<p>2.2 Teaching Method</p> <p>➤ <i>As in 1.2 above</i></p>
<p>2.3 Evaluation Method</p> <p>➤ <i>As in 1.3 above</i></p>
<p>3. Wisdom Skill</p> <p>3.1 Required Intelligence Skill Development : <i>Having students analyze, assess and evaluate the Marketing Mix adopted by multi-national corporations that succeed and fail in the Market</i></p> <ol style="list-style-type: none"> <i>The ability to identify Value proposition</i> <i>The ability to indentify Target market</i> <i>The ability to market size.</i> <p>3.2 Teaching Method</p> <ol style="list-style-type: none"> <i>By teaching examples of successful analysis</i> <i>Using an interactive participatory teaching regime</i>

<p>(3) <i>Setting questions that test analytical skills and avoid the pit-falls of rote learning</i></p> <p>(4) <i>Having students debate and argue issues in class.</i></p> <p>(5) <i>Always asking the “why” and “what next” questions.</i></p> <p>3.3 Evaluation Method</p> <p>(1) <i>Four Written individual case studies</i></p> <p>(2) <i>Group project presentation and submission</i></p> <p>(3) <i>Written open book three hour final examinations</i></p>
<p>4. Interpersonal and Responsibility Skill</p> <p>4.1 Required Interpersonal and Responsibility skill Development</p> <p>(1) <i>Punctuality is a must in this course as it is in the international business arena..</i></p> <p>(2) <i>Courtesy, politeness and respect for authority in all its forms are taught as essential to successful business outcomes.</i></p> <p>(3) <i>Both personal conduct and communication skills, with an emphasis on cross cultural communication, are studied</i></p> <p>(4) <i>Etiquette, as an aspect of culture is explored.</i></p> <p>(5) <i>Professional conduct, in all respects, is demanded at all times</i></p>
<p>4.2 Teaching Method</p> <p>(1) <i>A Socratic, interactive and participatory teaching mode is adopted.</i></p> <p>(2) <i>Course work on the cultural theory, which emphasises mono-chronic and polychronic cultural traits, and precision, is put into practice in the class room.</i></p> <p>(3) <i>High and low context cultural behaviors are taught; managing business relationships in different cultural contexts</i></p> <p>(4) <i>Practical example, by business savvy teachers, is a key to teaching this course</i></p>
<p>4.3 Evaluation Method</p> <p>➤ <i>As in 3.3 above</i></p>
<p>5. Mathematics Communication and IT Analysis Skill</p> <p>5.1 Mathematics Communication and IT Analysis skill Development</p> <p><i>Numerical analysis is not a key component of this course. Analytical evaluation extends to such issues as demand, price elasticity and advertising budget, costing and other statistical data on demographics, however, relevant</i></p>
<p>5.2 Teaching Method</p> <p><i>As stated above</i></p>
<p>5.3 Evaluation Method</p> <p><i>In so far as it is relevant by using the methods outlined above</i></p>

5. Lesson Plan and Evaluation

1. Lesson plan				
week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	Introduction	3	Power point	<i>Dr.Theerachote Pongtaveewong</i>

2	Situation Analysis -Situation environment -Neutral environment		Power point	<i>Dr.Theerachote Pongtaveewould</i>
3	-Competitor Environment -Company Environment -Competitive Advantages	3 hrs	Power point	<i>Dr.Theerachote Pongtaveewould</i>
4	Target Market	3 hrs	Power point	<i>Dr.Theerachote Pongtaveewould</i>
5	Explain how you will handle and tackle these	3 hrs	Power point	<i>Dr.Theerachote Pongtaveewould</i>
6	Problems, Threats and opportunity	3 hrs	Power point	<i>Dr.Theerachote Pongtaveewould</i>
7	Marketing objectives and goals	3 hrs	Power point	<i>Dr.Theerachote Pongtaveewould</i>
8	Inclusive of the destination time frame	3 hrs	Power point	<i>Dr.Theerachote Pongtaveewould</i>
9	Marketing Strategy	3 hrs	Power point	<i>Dr.Theerachote Pongtaveewould</i>
10	Marketing Tactics	3 hrs	Power point	<i>Dr.Theerachote Pongtaveewould</i>
11	Organizing, evaluating, controlling and implementation	3 hrs	Power point	<i>Dr.Theerachote Pongtaveewould</i>
12	-Organization chart for the project -Project development schedule -Break even chart	3 hrs	Power point	<i>Dr.Theerachote Pongtaveewould</i>
13	-Organization chart for the project -Project development schedule -Break even chart	3 hrs	Power point	<i>Dr.Theerachote Pongtaveewould</i>
14	-Cash flow -Profit and loss statement -Balance sheet -Other relevant information	3 hrs	Power point	<i>Dr.Theerachote Pongtaveewould</i>
15	-Cash flow -Profit and loss statement -Balance sheet -Other relevant information	3 hrs	Power point	<i>Dr.Theerachote Pongtaveewould</i>

3. Learning Evaluation Plan

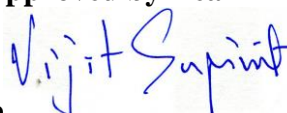
<i>Final Exam</i>	<i>30 %</i>
<i>Mid-term Exam</i>	<i>30 %</i>
<i><u>Group Presentation</u></i>	<i><u>40 %</u></i>
<i>Total Points</i>	<i>100 %</i>

6. Learning Resources

1. Course Materials : <i>Marketing Strategy, 10th Edition by Michael R. Czinkota, Ilkka A. Ronkainen</i>
2. Important Textbooks and References <ul style="list-style-type: none"> • Other author Marketing Strategy books • Marketing Strategy case studies for marketing journals
3. Recommended Textbooks and References Any real world marketing article

7. Course Evaluation and Development

1. Course Evaluation by Students (1) <i>Promoting interactive in-class participation.</i> (2) <i>Maintaining a relaxed, non-hierarchical, teacher /student relationship</i>
2. Teaching Evaluation (1) <i>Fully annoumance and confidential evaluation of instructor is done by students at end of the course, this evaluation forms is at no point accessible by the instructor. Instructor is give the result of student evaluation after the grades are released</i>
4. Teaching Development (1) <i>Teacher keeps on upgrading his self by keeping touch with new Marketing text and follow with real business world and event in region integration</i> (2) <i>Seek to change and upgrade course material and teaching style based on the previous student evaluation</i> (3) <i>Attend different Marketing forum and talk to bring real world events to class</i>
5. Subject verification of Student Achievement <ol style="list-style-type: none"> 1. <i>Ensure that students complete four written case studies as per course.</i> 2. <i>Have written open book applicable and not theoretical final examinations.</i> 3. <i>Encourage students to evaluate and express their own views and opinions</i>
6. Revision and Development of Course Effectiveness (1) <i>One practical and real world application using grounded theory.</i> (2) <i>Encouraging student to be more knowledge outcome based rather than grades only</i>

Lecturer Signature. <i>Dr.Theerachote Pongtaveewould</i> <i>(Dr.Theerachote Pongtaveewould)</i> Date.10/Nov/2012	Approved by Dean  Signature (Dr.Vijit Supinit) Date.... 10/Nov/2012....
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TQF 3

Course Specification

University	Siam University
Faculty / Department	Graduate School of Business Administration, International MBA Program

1. General Information of Course Outline

1. Course Code and Course Name	501-615 Digital Marketing Management
2. Credit (Lecture hour – Lab. Hour – Self Study)	3 credits (3-0-6)
3. Academic Curriculum 3.1 Curriculum name 3.2 Type of Subject (Gen. Ed. / Core Course / Major Elective/ Free Elective)	International Business Core
4. Coordinated Lecturer and Lecturer 4.1 Coordinated Lecturer 4.2 Lecturer	- Assoc. Prof. Dr. Pacapol Anurit
5. Semester / Year	Semester 1/2018
6. Pre-requisites	
7. Co-requisites	-

8. Place of Study	19-306
9. Date of latest Course Specification Revised	

2. Purpose and Objectives

<p>1. Subject Purpose</p> <p>The course examines digital marketing strategy, implementation and executional considerations for BtoB and BtoC brands and provides a detailed understanding of all digital channels and platforms. Participants will complete the course with a comprehensive knowledge of and experience with how to develop an integrated digital marketing strategy, from formulation to implementation.</p> <p>Objectives</p> <ol style="list-style-type: none"> 1 Understand how and why to use digital marketing for multiple goals within a larger marketing and/or media strategy 2 Understand the major digital marketing channels - online advertising: Digital display, video, mobile, search engine, and social media 3 Learn to develop, evaluate, and execute a comprehensive digital marketing strategy and plan 4 Learn how to measure digital marketing efforts and calculate ROI 5 Explore the latest digital ad technologies
2. Objective of Subject Revision

3. Implementation and Procedures

1. Course Description Electronic commerce concept, planning electronic commerce strategy, various technology concerning the security system and payment system, legal framework for electronic commerce, the application of electronic commerce in various business activities, advertising and market promotion, including Web design, website advertising, strategy and factors leading to success.			
2. Periods Per Semester			
Lecture 45	Tuition -	Laboratory / Field trip / Training -	Self Study 90
3. Period of Consultant per week <div style="text-align: center;">10</div>			

4. Development of Learning Skills

1. Ethics 1. Ethics Development <ul style="list-style-type: none"> - Prohibition of plagiarism, cheating and collusion - Respecting class
2. Teaching Method <ul style="list-style-type: none"> - Work assignment - Class participation through quizzes and discussions
1.3 Evaluation Method <ul style="list-style-type: none"> - Homework & attendance - Class participation - Group project - Final Exam
2. Knowledge Skill 2.1 Expected Knowledge <ul style="list-style-type: none"> - Meet class objectives
2.2 Teaching Method <ul style="list-style-type: none"> - Class lecture (Presentation slides and video clips) - Class participation - Work assignments

2.3 Evaluation Method <ul style="list-style-type: none"> - Homework and Quiz Score - Group project - Presentation performance - Final Examination Score
3. Wisdom Skill
3.1 Required Intelligence Skill Development <ul style="list-style-type: none"> - Ability to discuss and make judgment surrounding topics related to Services marketing.
3.2 Teaching Method <ul style="list-style-type: none"> - Class lecture (PowerPoint Presentation) - Class participation - Work assignments
3.3 Evaluation Method <ul style="list-style-type: none"> - Homework and quiz grading score - Group project and Presentation performance - Final Examinations
4. Interpersonal and Responsibility Skill
4.1 Required Interpersonal and Responsibility skill Development <ul style="list-style-type: none"> - Responsible for their works and assignments - Ability to work and lead effectively with others - Respect instructors and other students
4.2 Teaching Method <ul style="list-style-type: none"> - Assign Group project for students to have opportunity to work with others - Provide the opportunities in the classroom for students to discuss their opinions respectfully with others
4.3 Evaluation Method <ul style="list-style-type: none"> - Group project - Class participation - Observe the behavior of the students in the classroom and during class participation
5. Mathematics Communication and IT Analysis Skill
5.1 Mathematics Communication and IT Analysis skill Development <ul style="list-style-type: none"> - Use internet browser to search different types of information
5.2 Teaching Method <ul style="list-style-type: none"> - E-mail to communicate with instructors
5.3 Evaluation Method <ul style="list-style-type: none"> - Group project - Class Participation - Final Examination

Learning Outcomes	<p>This course has three main expected learning outcomes:</p> <ol style="list-style-type: none">1. Students will gain industry background knowledge to knowledgeably navigate Internet Marketing topics including online advertising, search, social media, and online privacy.2. Students will learn to quantitatively and qualitatively evaluate an experiment to measure the effectiveness of business decisions and online advertising effectiveness in particular. Students will also gain knowledge to design and implement an experiment.3. Students will become certified users of HootSuite, a social media management platform. Students will learn and apply best practices for social media marketing.
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5. Lesson Plan and Evaluation

1. Lesson plan				
Week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	Introduction – How have digital technologies transformed marketing today? What are digital marketing and multichannel marketing?	3	Lecture and Discussion	Dr. Pacapol
2	Introduction to Digital Marketing Communications – What are different types of social media marketing tools? Exercise – Using #Hashtag on Facebook to gain communication effectiveness.	3	Lecture, Class Exercise and Discussion	Dr. Pacapol
3	Online Marketing Analysis: Micro-Environment – Measuring Share of Voices and Consumer Engagement with Social Listening	3	Lecture, Class Exercise and Discussion	Dr. Pacapol
4	Delivering the Online Customer Experience – Creating Effective Visual Content Marketing – Designing images for social network (Facebook)	3	Lecture, Class Exercise and Discussion	Dr. Pacapol
5	Delivering the Online Customer Experience – Creating Effective Visual Content Marketing – Designing video clips for social media (Youtube): Part II	3	Lecture, Class Exercise and Discussion	Dr. Pacapol
6	Campaign Planning for Digital Media – The Characteristics of Digital Media	3	Lecture and Discussion	Dr. Pacapol
7	Campaign Planning for Digital Media – Step 1 : Goal Setting and Tracking for Interactive Marketing Communications Step 2 : Campaign Insight Step 3 : Segmentation and Targeting	3	Lecture and Discussion	Dr. Pacapol

8	Campaign Planning for Digital Media – Step 4 : Offer, message development and creative Step 5 : Budgeting and selecting the digital media mix Step 6 : Integration into overall media schedule or plan	3	Lecture and Discussion	Dr. Pacapol
9	Marketing Communications using Digital Media Channels – Search engine marketing, Online public relations	3	Lecture and Discussion	Dr. Pacapol
10	Marketing Communications using Digital Media Channels – Online partnerships including Affiliate Marketing, Interactive display advertising, Opt-in email marketing and mobile text messaging	3	Lecture and Discussion	Dr. Pacapol
11	Marketing Communications using Digital Media Channels – Social Media and Viral Marketing	3	Lecture and Discussion	Dr. Pacapol
12	Marketing Communications using Digital Media Channels – Offline promotion techniques	3	Lecture and Discussion	Dr. Pacapol
13	Evaluation and Improvement of Digital Channel Performance – Performance management for digital channels, Customer Experience and Content Management Process, Responsibilities for Customer Experience and Site Management	3	Lecture and Discussion	Dr. Pacapol
14	Business-to-Consumer Digital Marketing Practice – The consumer perspective: online consumer behavior, the retail perspective: online retailing, Implications for e-retail marketing strategy Business-to-Business Digital Marketing Practice – Types of B2B organizational marketing and trading environments, using digital marketing to support customer acquisition in B2B marketing	3	Lecture and Discussion	Dr. Pacapol

15	Final Group Project Presentations	3	Presentation and Discussion	Dr. Pacapol
16	FINAL EXAMINATION	3		Dr. Pacapol

2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
	Class Exercise & Participation	All	30
	Group project	14	30
	Final examination	16	40

Academic Honesty

Appropriate citation of the work of others is required. Plagiarism will not be tolerated. A failing grade will be assigned to any paper or project not offering proper citations. All work submitted to meet course requirements -- papers, assignments, lab work, and examinations -- is expected to be the student's own work. Without prior written approval by both instructors, students may not submit the same material, in substance or in writing, to two courses, nor may students purchase written work.

Teaching/Learning Style

The course will involve a lecture format with extensive interaction between students and the instructor. The teaching style will mix theory and academic concepts with practical applications. Students will be challenged to grasp a concept or idea, relate it to other concepts, and then apply it in real-world leadership and change contexts.

Class Participation:

Positive class citizenship behavior is expected and will not be rewarded in your grade. Experience suggests that most students will be somewhat engaged, having done the readings before class, able to answer questions that require them to recount the facts of the case/reading, to reflect on their job experiences to date, or to engage the visiting speakers with interesting and relevant questions. However, the best experience for everyone is when each student is fully engaged in the class -- readings have been done, digested, and thought about before class. Comments go beyond the written material to applications, other examples, etc. Extra research is done to better understand the material and is shared with the class. Constructive experiences pertaining to the subject matter of the class are shared with the class to everyone's benefit.

Less constructive situations for which grades (up to one letter grade) will be negatively affected include:

Points will be taken away from a student's grade for a situation where a student generally attends class, but needs more breaks than the day's structure provides. Or, this student is operating/monitoring/producing a chat room business on their laptop during class. Or, this student needs to spend considerable class time talking with someone via cell phone.

Points will also be taken away if a student is physically present, but the student sits quietly thereby cheating the class of their experience and expertise.

If you have to miss class and have an appropriate excuse, please inform the professor by email before class. The first class you miss will result in a reduction of 1 point from the final grade, the second class will result in a reduction of an additional 2 points, the 3rd absence will result in an additional reduction of 4 (7 points total). Absence from 4 classes will result in a full letter grade drop in your final grade.

6. Learning Resources

1. Course Materials

- Textbook, Notes from Power Point presentation, and internet resources

2. Important Textbooks and References

Course Text Book

Chaffey, Dave & Ellis-Chadwick, Fiona (2016). Digital Marketing: Strategy, Implementation and Practice (6th Edition). United Kingdom: Pearson.

References

Great marketing books for 2018

<https://www.brightedge.com/blog/best-marketing-books/>

Fleming, J.H., & Asplund, J. (2007). HumanSigma: Managing the employee–customer encounter. New York, NY: Gallup Press.

7. Course Evaluation and Development

1. Course Evaluation by Students <ul style="list-style-type: none">- Siam University Student Evaluation Program
2. Teaching Evaluation <ul style="list-style-type: none">- Siam University Class and Test Evaluation Program
3. Teaching Development <ul style="list-style-type: none">- Siam University Class and Test Evaluation Program
4. Subject verification of Student Achievement <ul style="list-style-type: none">- Siam University Student Evaluation Program
5. Revision and Development of Course Effectiveness <ul style="list-style-type: none">- Siam University Student Evaluation Program



Course Specification

University	Siam University
Faculty / Department	MBA

1. General Information of Course Outline

1. Course Code and Course Name :	502-610 Financial Strategy and Tax Planning
2. Credit (Lecture hour – Lab. Hour – Self Study)	3 credits (3-0-6)
3. Academic Curriculum	
3.1 Curriculum Name	
3.2 Type of Subject (Gen. Ed. / Core Course / Free Elective)	Free Elective
4. Coordinated Lecturer and Lecturer	
4.1 Coordinated Lecturer	
4.2 Lecturer Dr. YutthanaSrisavat	
5. Semester / Year	2nd / 2016
6. Pre-requisites	504-110 Financial Management
7. Co-requisites	-
8. Place of Study	Siam University
9.Date of Lastest Course Specification Revised	December 15, 2016

2. Purpose and Objection

1. Subject Purpose

It is expected that upon completion of the course the student

To understand how to deploy financial analysis tools and approaches to making decisions and developing a strategic and tax planning.

To demonstrate how to apply financial management concept to explain real business situations and solve tax issues.

To enable students to enhance their analytical skills, judgments, and constructive comments by reading actual business and financial reports, and in turn undertaking group assignments.

2. Objective of Subject Revision

To teach MBA students how to apply financial analysis tools and approaches in making decisions and developing a strategic and tax planning in the business organization.

To provide opportunities for students to conduct group assignments and presentations as well as constructive comments.

To ensure that the teaching contents of financial strategy and tax planning are up-to-date and address key topics necessary for solving tax issues.

3. Implementation and Procedures

1. Course Description

Principle of financial management, and financial control of a company, both long term and short term. Principle of loan, investment and risk analysis. Implication of financial structuring and dividend payment policy. The roles and importance of taxes in strategic financial planning of a company. The study of tax to determine the company structure and investment in the appropriate assets. Using case studies.

2. Periods per Semester: 16

Lecture	Tuition	Laboratory / Field Trip / Training	Self Study
16	-	-	

2. Periods of Consultant per Week

-

4. Development of Learning Skills

1. Ethics

1.1 Ethics Development

No copying or cheating in any assignment

1.2 Teaching Method

Problem-oriented and Individual research

1.3 Evaluation Method

Individual and group assignments

2. Knowledge Skill 2.1 Expected Knowledge Foundations of Financial Statement Analysis and Budgeting Strategic & Financial Planning Tax Planning
2.2 Teaching Method Class Lecture Class Participation
2.3 Evaluation Method Presentation & Paper (100 points)
3. Wisdom Skill 3.1 Required Intelligence Skill Development Logical thinking in financial strategy and tax planning aspects. Financial statement analysis.
3.2 Teaching Method Class Participation
3.3 Evaluation Method Class Participation
4. Interpersonal and Responsibility Skill 4.1 Interpersonal and Responsibility Skill Punctuality
4.2 Teaching Method Class Participation Prepare final paper
4.3 Evaluation Method Class Participation
5. Mathematics Communication and IT Analysis Skill 5.1 Mathematics Communication and IT Analysis Skill Development
5.2 Teaching Method
5.3 Evaluation Method

5. Lesson Plan and Evaluation

1. Lesson Plan				
Week	Content Description	Study Period	Learning Activities and Teaching Aids Media	Lecturer
1	Introduction to Financial Planning and Tax Planning	3	Discussion / Review Questions	Dr. Yutthana Srisavat
2	Evolution of Money	3	Discussion / Review Questions	Dr. Yutthana Srisavat
3	Saving Planning	3	Discussion / Review Questions	Dr. Yutthana Srisavat
4	Expense Planning	3	Discussion / Review Questions	Dr. Yutthana Srisavat
5	Debt Planning	3	Discussion / Review Questions	Dr. Yutthana Srisavat

6	Insurance Planning	3	Discussion / Review Questions	Dr. Yutthana Srisavat
7	Retirement Planning	3	Discussion / Review Questions	Dr. Yutthana Srisavat
8	Investment Planning	3	Discussion / Review Questions	Dr. Tanut Sirivarangkul
9	Personal Financial Planning Workshop	3	Discussion / Review Questions	Dr. Tanut Sirivarangkul
10	Presentation	3	Class presentation	Dr. Yutthana Srisavat
11	Tax Planning	3	Discussion / Review Questions	Dr. Yutthana Srisavat
12	Tax Planning	3	Discussion / Review Questions	Dr. Yutthana Srisavat
13	Inheritance Planning	3	Discussion / Review Questions	Dr. Yutthana Srisavat
14	Financial Technology	3	Discussion / Review Questions	Dr. Yutthana Srisavat
15	Review	3		Dr. Yutthana Srisavat
16	Presentation	3	Class Presentation	Dr. Yutthana Srisavat

2. Learning Evaluation Plan

Group Assignment 50%
 2 Take-Home Exercises 40%
 Class Participations 10%
 Total 100%

6. Learning Resources

1. Course Materials

Dr. Yutthana Srisavat (2014) Introduction to Tax Law, ThinkBeyond.

Prasanna Chandra (2009) Financial Management: Theory and Practice Tata McGraw Hill, New Delhi.

2. Important Textbooks and References

3. Recommended Textbooks and References

7. Course Evaluation and Development

1. Course Evaluation by Students

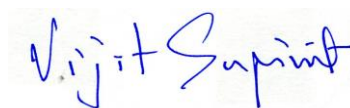
2. Teaching Evaluation

3. Recommended Textbooks and References

4. Subject Verification of Student Achievement
5. Revision and Development of Course Effectiveness



(Dr. Yutthana Srisavat)
Course Coordinator



(Dr. Vijit Supinit)
Program Coordinator



Course Specification (MKO.3)

University	Siam University
Faculty / Department	Master of Business Administration (English Program)

1. General Information of Course Outline

1. Course Code and Course Name	504-223 International Finance and Banking
2. Credit (Lecture hour – Lab. Hour – Self Study)	3 (3-0-6) , 45 Lecture hour
3. Academic Curriculum	3.1 Curriculum name Plan B. – None Thesis 3.2 Type of Subject (Gen. Ed. / Core Course / Free Elective) Core Course
4. Coordinated Lecturer and Lecturer	4.1 Coordinated Lecturer -none- 4.2 Lecturer Lecturer : Mr. Charoon Boonsanong
5. Semester / Year	1/2014
6. Pre-requisites	Financial Management
7. Co-requisites	None
8. Place of Study	MBA Building, Siam University
9. Date of Lastest Course Specification Revised	August 18, 2014

2. Purpose and Objection

1. Subject Purpose To established the knowledge of structure and procedure of international finance for the area of foreign exchange market, how to manage the foreign exchange rate risk by any type of financial derivatives, how to evaluation the foreign project investment and the risk and return of foreign portfolio investments.
2. Objective of Subject Revision Need up to date with new environments

3. Implementation and Procedures

1. Course Description			
Key concepts in international financial business. International Monetary System, balance of payment, foreign exchange markets, international parity conditions, financial risk management, currency futures and options. Exchange rate risks in trade settlements and business operations, translation risk in financial statement. Funding from international debt markets and from international equity markets, foreign direct investment, international portfolio investment, international capital budgeting and international working capital management.			
2. Periods Per Semester			
Lecture 15	Tuition	Laboratory / Field trip / Training	Self Study
3. Period of Consultant per week			
-			

4. Development of Learning Skills

1. Ethics 1.1 Ethics Development Lecture and assign to study the various cases by student and discussion and quiz by individual.
1.2 Teaching Method Use lasted edition text book for lecture in class and assignment for homework exercise and term paper with presentation. Update related news and information from international source of data such as financial website and journal for international financial market and monetary policy of major country.
1.3 Evaluation Method Exercise in class, homework exercise, term paper and presentation, mid-term examination and final examination.
2. Knowledge Skill 2.1 Expected Knowledge

After finished the class, all student and acknowledge the structure and components of foreign exchange market, how to use financial derivative instrument to manage the exchange rate risk, how to evaluation of foreign portfolio and project investment.
2.2 Teaching Method Lecture with text book and related information or news during the class time.
2.3 Evaluation Method Quiz in class, mid-term examination, term paper presentation and final examination.
3. Wisdom Skill 3.1 Required Intelligence Skill Development Time value of money and financial accounting conceptual of the student before study this subject. 3.2 Teaching Method Teaching case by example and change some data for exercise in class to make student understand the concepts and details. 3.3 Evaluation Method How long time to understanding the exercise and finished.
4. Interpersonal and Responsibility Skill 4.1 Required Interpersonal and Responsibility skill Development The class assign group discussion and presentation for the case.
4.2 Teaching Method Assign case discussion in class and student presentation , finally share the result together among group.
4.3 Evaluation Method Assign case discussion in class and student presentation , finally share the result together among group.
5. Mathematics Communication and IT Analysis Skill 5.1 Mathematics Communication and IT Analysis skill Development Foreign exchange rate calculation and how to using the IT program in financial function.
5.2 Teaching Method Assign case discussion in class and student presentation , finally share the result together among group.
5.3 Evaluation Method Understanding how to use IT program and process for the correct result.

5. Lesson Plan and Evaluation

1. Lesson plan				
week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	Overview and concepts of International Finance and Banking	3 hrs	Lecture the concept for starting class, text book and presentation	Mr. Charoon Boonsanong
2	International Monetary System	3 hrs	Lecture the policy of the country for interest rate and foreign exchange rate, text book and presentation and current news in that time	Mr. Charoon Boonsanong
3	Balance of Payment and Foreign exchange rate	3 hrs	Lecture the components of country balance of payment and how to impact with foreign exchange rate, text book and presentation and example of some country figure and the balance	Mr. Charoon Boonsanong
4	The Market for Foreign Exchange and Forecasting Foreign Exchange rate	3 hrs	Lecture the functions and participants in foreign exchange market, how to forecast the rate with any methodology, text book and presentation	Mr. Charoon Boonsanong
5	Financial Derivative for International Finance and Banking (Futures & Options)	3 hrs	Lecture the characteristic of financial derivative and how to calculation for using it or not for currency future and currency options, text book and presentation and exercise case in class	Mr. Charoon Boonsanong
6	Financial Derivative for International Finance and Banking (SWAP)	3 hrs	Lecture the characteristic of financial derivative and how to calculation for using it or not for currency and interest rate swap, text book and presentation and	Mr. Charoon Boonsanong

			exercise case in class	
7	Management of Foreign Exchange Exposure, by money market hedge	3 hrs	Lecture the process of simultaneous hedging by borrowing and deposit for needed foreign currency or domestic currency of exporter and importer, text book and presentation and exercise case in class	Mr. Charoon Boonsanong
8	Management of Foreign Exchange Exposure by international cash management, payment netting	3 hrs	Lecture the foreign currency claim and obligation that call exposure how to evaluation and protected the exchange rate risk with various methodology, a payment netting is the one of method, text book and presentation and exercise case in class	Mr. Charoon Boonsanong
9	International Banking and Money Market (Bond)	3 hrs	Lecture the characteristic of bond or other debt instrument in foreign market, risk rating level and how to valuation for investment or not and how to protect the return without foreign exchange rate risk, text book and presentation and exercise case in class	Mr. Charoon Boonsanong
10	International Banking and Money Market (Equity)	3 hrs	Lecture the characteristic of equity are common stock, preferred stock, warrant and how to valuation for investment or not and how to protect the return without foreign exchange rate risk, text book and presentation and exercise case in class	Mr. Charoon Boonsanong

11	International Portfolio management	3 hrs	Lecture the characteristic of portfolio of financial investment in foreign market and how to mixed and valuation for investment with require return in desire risk level and how to protect the return without foreign exchange rate risk, text book and presentation and exercise case in class	Mr. Charoon Boonsanong
12	International Cash Management and Trade Finance	3 hrs	Lecture the concept of working capital management for multination corporation and where to borrow the short-term money for international trading facility, text book and presentation and exercise case in class	Mr. Charoon Boonsanong
13	International Capital Budgeting	3 hrs	Lecture the components and methodology to evaluation of foreign project investment with forecasting cash flow stream and future spot exchange rate to make decision of accept or reject the project with net present value technique and cost of capital discount rate, text book and presentation and exercise case in class	Mr. Charoon Boonsanong
14	Term paper submit and presentation with recommendation	3 hrs	Student submit report and present the paper for group discussion and comments	Mr. Charoon Boonsanong
15	Conclusion and student	3 hrs	Conclusion the study topics	Mr. Charoon

	evaluations		compare to course outline and open floor discussion by all student for recommendation and suggestion directly to the dean	Boonsanong
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2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
Conceptual	Quiz	4 and 12	10%
Conceptual and mathematical procedure	Mid-term examination	9	15%
Adaptation for applied with context and application	Term paper assignment for submit and presentation	14	25%
All conceptual and mathematical procedure and application	Final Examination	After week 15	50%

6. Learning Resources

1. Course Materials Text book , bullet presentation, case study, journal and currents related news for subject.
2. Important Textbooks and References International Financial: 7 th Global Edition, Cheol.S.Eun and Bruce G. Resnick. Copyright@2014 by McGraw-Hill/Irwin ISBN -13 9780077161613
3. Recommended Textbooks and References -none-

7. Course Evaluation and Development

1. Course Evaluation by Students Done by MBA management office staff and the dean by interview after final examination.
2. Teaching Evaluation By overall average score of all student range and concentration with separate for each


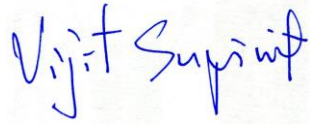
nationality student.

3. Teaching Development

Update for appropriate situation in international financial market text book and journal or relate source of data such as international internet web site, for money and capital market.

5. Revision and Development of Course Effectiveness

Many student respond when he or she finished the MBA program, this subject can use in the real business environment and make them more interested in financial area for their life.

<p style="text-align: center;">Lecturer</p> <p style="text-align: center;"></p> <p>Signature.....</p> <p style="text-align: center;">(Charoon Boonsanong)</p> <p style="text-align: center;">Date 18/Aug/2014</p>	<p style="text-align: center;">Approved by Dean</p> <p style="text-align: center;"></p> <p>Signature</p> <p style="text-align: center;">(Dr.Vijit Supinit)</p> <p style="text-align: center;">Date 18/Aug/2014</p>
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Course Specification

University
Siam University
Faculty / Department
Graduate School of Business Administration

1. General Information of Course Outline

1. Course Code and Course Name
504-234 Applied Corporate Finance
2. Credit (Lecture hour – Lab. Hour – Self Study)
3 Credits 3 Hours
3. Academic Curriculum
3.1 Curriculum name
Applied Corporate Finance
3.2 Type of Subject (Gen. Ed. / Core Course / Free Elective)
Free Elective
4. Coordinated Lecturer and Lecturer
4.1 Coordinated Lecturer Mr. Phairat Boonsuwan
4.2 Lecturer
Mr. Phairat Boonsuwan
5. Semester / Year
2/2014
6. Pre-requisites
Finance/ Accounting
7. Co-requisites
None
8. Place of Study
Siam University, Graduate School of MBA, Building #19 , floor #3, Room 305
9. Date of Latest Course Specification Revised
Dec 16, 2014

2. Purpose and Objection

1. Subject Purpose

This course recommend for MBA has to study Finance in Applied approach or Finance for Executives. After completing this course, students should understand:

1. The meaning of managing a business for value creation.
2. How to measure the value that may be created by a business proposal, such as an investment project, a change in the firm's financial structure, a business acquisition, or the decision to invest in a foreign country.
3. The significance of the firm's cost of capital and how it is measured.
4. The basic structure and the logic behind a firm's balance sheet, income statement, and the cash-flow statement.
5. Risk, how to measure it, and how it affects the firm's cost of capital.

2. Objective of Subject Revision

These learning objectives are assessed in both quizzes and the final examination. Further, students should skills in solving real business cases given in class.

3. Implementation and Procedures

1. Course Description

One of financial management's most useful guiding principles in the following: ***Managers should manage their firm's resources with the objective of increasing the firm's market value.*** This course emphasizes the fundamental concepts and applications of corporate financial theory and policy. Students will learn (1) how to analyze and manage financial statements, (2) how to value financial securities, (3) how firms select projects that maximize shareholders' wealth and raise funds at lowest cost to finance those projects, (4) how financial managers determine a firm's capital structure and (5) how to calculate a firm's weighted-average cost of capital (WACC).

2. Periods Per Semester

Lecture	Tuition	Laboratory / Field trip / Training	Self Study
3		-	

4. Development of Learning Skills

<p>1. Ethics</p> <p>1.1 Ethics Development</p> <p>Attend class on time</p> <p>Do their own assignments and homework</p> <p>Presentation in class.</p> <p>1.2 Teaching Method</p> <p>Make them punctual in submitting works</p> <p>1.3 Evaluation Method</p> <p>Observe the behavior of the students in class</p>
<p>2. Knowledge Skill</p> <p>2.1 Expected Knowledge</p> <p>Meet all class's objectives</p> <p>2.2 Teaching Method</p> <p>Demonstrate selected theory of corporate finance and framework for analysis</p> <p>Provide interactive environment for discussions in specific cases study.</p> <p>2.3 Evaluation Method</p> <p>Observe the behavior of the students in class</p> <p>A series of individual presentations</p> <p>Final examination</p>
<p>3. Wisdom Skill</p> <p>3.1 Required Intelligence Skill Development</p> <p>Be able to think systematically</p> <p>3.2 Teaching Method</p> <p>Discussion and Presentation</p> <p>3.3 Evaluation Method</p> <p>Homework and assignments</p> <p>Mid-term and Final examination</p>

4. Interpersonal and Responsibility Skill 4.1 Required Interpersonal and Responsibility skill Development Responsible for their works and assignments 4.2 Teaching Method Discussion and presentation 4.3 Evaluation Method Group's project Class's Presentation
5. Mathematics Communication and IT Analysis Skill 5.1 Required Mathematics Communication and IT Analysis Skill Be able to search and choose relevant information online 5.2 Teaching Method Presentation preparation 5.3 Evaluation Method Class's presentation

5. Lesson Plan and Evaluation

1. Lesson plan				
Class	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	Introduction Financial Management and Value Creation: Overview	3	Lecture	A.Phairat B.
2	Understanding Balance Sheets and Incomer Statements	3	Lecture	A.Phairat B.
3	Financial Diagnosis and Management Assessing Liquidity and Operational Efficiency	3	Lecture	A.Phairat B.
4	Measuring Cash Flows	3	Lecture	A.Phairat B.
5	Diagnosing Profitability, Risk,	3	Lecture	A.Phairat B.

	and Growth			
6	Investment Decisions Using the Net Present Value Rule to Make Value-Creating Investment Decisions	3	Lecture	A.Phairat B.
7	Alternatives to the Net Present Value Rule	3	Lecture	A.Phairat B.
8	Identifying and Estimating a Project's Cash Flows	3	Lecture	A.Phairat B.
9	Financing Decisions Raising Capital and Valuing Securities	3	Lecture	A.Phairat B.
10	Estimating the Cost of Capital	3	Lecture	A.Phairat B.
11	Designing a Capital Structure	3	Lecture	A.Phairat B.
12	Business Decisions Valuing and Acquiring a Business	3	Lecture	A.Phairat B.
13	Managing Risk	3	Lecture	A.Phairat B.
14	Marketing International Business Decisions	3	Lecture	A.Phairat B.
15	Managing for Value Creations	3	Lecture	A.Phairat B.
	Final exam			

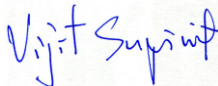
2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
Knowledge Finance Analysis & Presentation	Case Analysis		20
	Quizzes		30
Knowledge Wisdom	Final Exam		50

6. Learning Resources

1. Course Materials Textbook, power point , presentation
2. Important Textbooks and References Finance For Executives Managing for Value Creation 4 th Edition, Hawawini Viallet
3. Recommended Textbooks and References - Applied Corporate Finance by Aswath Damodaran Corporate Finance 3 rd Edition -Corporate Finance A Focused Approach by Ehrhardt Brigham 5 th Edition -Corporate Finance A Practical Approach, Workbook 2 nd Edition , CFA Institute Investment Series by Michelle R. Clayman, CFA, Martin S. Fridson, CFA, George H. Troughton, CFA www.wikipedia.com

7. Course Evaluation and Development

1. Course Evaluation by Students Siam University Student Evaluation Program
2. Teaching Evaluation Conduct class of participation all students
3. Teaching Development Have review many time
4. Subject verification of Student Achievement Final examination
5. Revision and Development of Course Effectiveness Review the subjects Evaluation Program

<i>Instructor/ Lecturers</i>	<i>Dean of Graduate School of Business</i>
Aj. Phairat Boonsuwan (Aj. Phairat Boonsuwan) Dec 16, 2014	 (Dr. Vijit Supinit) Dec 16, 2014



Course Specification (MKO.3)

University	Siam University
Faculty / Department	Graduate School Business Administration

1. General Information of Course Outline

1. Course Code and Course Name	540-221 Money and Capital market
2. Credit (Lecture hour – Lab. Hour – Self Study)	3 (3-0-6)
3. Academic Curriculum	
3.1 Curriculum name	Master of Business Administration Program
3.2 Type of Subject (Gen. Ed. / Core Course / <u>Free Elective</u>)	
4. Coordinated Lecturer and Lecturer	
4.1 Coordinated Lecturer	
4.2 Lecturer	Subin Liengpunsakul
5. Semester / Year	
6. Pre-requisites	500-110 Managerial Economics and 504-110 Financial Management or authorized by lecturer
7. Co-requisites	-
8. Place of Study	Siam University 38 Petkasem Road, Phasicharoen, Bangkok
9. Date of Lastest Course Specification Revised	

2. Purpose and Objection

1. Subject Purpose To learn the economics and business of money and capital markets and the role they play in the financial system.
2. Objective of Subject Revision -

3. Implementation and Procedures

1. Course Description			
With rapidly changing financial landscape, it is important for business students to have a clear understanding of financial markets, financial institutions, and the associated instruments. The course will provide students with an understanding of how financial system works, how it is structured, how the interest rate (price and yield) is determined, and how money and capital markets play a key role. The course will analyze the linkages among the important players in the financial system, and students should then be able to interpret and analyze the economic and market developments and their implications on money and capital markets. Several issues about money and capital markets will also be explored. (e.g. short term and long term funding for business purposes, and the mobilization of short and long term funds)			
2. Periods Per Semester			
Lecture 15 lectures	Tuition -	Laboratory / Field trip / Training -	Self Study yes
3. Period of Consultant per week -			

4. Development of Learning Skills

1. Ethics
1.1 Ethics Development Not Applicable
1.2 Teaching Method Not Applicable
1.3 Evaluation Method Not Applicable
2. Knowledge Skill
2.1 Expected Knowledge Please refer to subject purpose and course description in (2) and (3) above.
2.2 Teaching Method Lecture/ Worked Examples/Assignments
2.3 Evaluation Method Examinations and Assignments

3. Wisdom Skill 3.1 Required Intelligence Skill Development Not Applicable 3.2 Teaching Method Not Applicable 3.3 Evaluation Method Not Applicable
4. Interpersonal and Responsibility Skill 4.1 Required Interpersonal and Responsibility skill Development Not Applicable

4.2 Teaching Method Not Applicable
4.3 Evaluation Method Not Applicable
5. Mathematics Communication and IT Analysis Skill 5.1 Mathematics Communication and IT Analysis skill Development <p>This course requires some mathematical background, mainly algebra and statistics. The course will also involve a good amount of numerical calculation and modeling using a computer. Familiarity with a spreadsheet package such as Excel is useful. However, it should be noted that this course focuses more on developing your insight and intuitive understanding of the economics of money and capital markets.</p>
5.2 Teaching Method Lecture and Computer spreadsheets (Excel)
5.3 Evaluation Method Examinations and Assignments

5. Lesson Plan and Evaluation

1. Lesson plan				
week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	Why Study Money, Banking, and Financial Markets?	3 hrs	Lecture/ Worked Examples/Assignments	
2	An Overview of the Financial System	3 hrs	Lecture/ Worked Examples/Assignments	

week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
3	Understanding Interest Rates/ The Behavior of Interest Rates	3 hrs	Lecture/ Worked Examples/Assignments	
4	The Risk and Term Structure of Interest Rates	3 hrs	Lecture/ Worked Examples/Assignments	
5	The Risk and Term Structure of Interest Rates (con't)	3 hrs	Lecture/ Worked Examples/Assignments	
6	The Stock Market, the Theory of Rational Expectations, and the Efficient Market Hypothesis	3 hrs	Lecture/ Worked Examples/Assignments	
7	An Economic Analysis of Financial Structure	3 hrs	Lecture/ Worked Examples/Assignments	
8	Financial Markets: Money Market, Bond Market, Stock Market	3 hrs	Lecture/ Worked Examples/Assignments	
9	Financial Markets: Money Market, Bond Market, Stock Market (con't)	3 hrs	Lecture/ Worked Examples/Assignments	
10	Banking and the Management of Financial Institutions	3 hrs	Lecture/ Worked Examples/Assignments	
11	Banking and the Management of Financial Institutions (con't)	3 hrs	Lecture/ Worked Examples/Assignments	
12	Risk Management of Financial Institutions	3 hrs	Lecture/ Worked Examples/Assignments	

week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
13	Central banking, Money Supply Process, and the Conduct of Monetary Policy	3 hrs	Lecture/ Worked Examples/Assignments	
14	Central banking, Money Supply Process, and the Conduct of Monetary Policy (con't)	3 hrs	Lecture/ Worked Examples/Assignments	
15	Financial Crisis and its impact on Money and Capital Markets	3 hrs	Lecture/ Worked Examples/Assignments	


2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
Knowledge skill	Midterm Exam	Week 8	40%
Knowledge skill	Final Exam	Week 16	40%
Knowledge skill	Assignments	Throughout the course	20%

6. Learning Resources

1. Course Materials <ul style="list-style-type: none"> - Textbooks - Lecturer's own materials - Relevant Excel Spreadsheets - Additional Readings/Research Papers
2. Important Textbooks and References <ul style="list-style-type: none"> - The Economics of Money, Banking and Financial Markets By Frederic S. Mishkin
3. Recommended Textbooks and References <ul style="list-style-type: none"> - Modern Financial Markets By Blackwell, Griffiths and Winters, J - Money and Capital Markets By Peter Ross

7. Course Evaluation and Development

1. Course Evaluation by Students -
2. Teaching Evaluation -
3. Teaching Development -
4. Subject verification of Student Achievement -
5. Revision and Development of Course Effectiveness -

Lecturer Signature.... Subin L..... (Subin Liengpunsakul) Date ..9..../....March.../..2014...	Approved by Dean  Signature (Dr.Vijit Supinit) Date....9..../.....4...../.....2014...
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Course Specification (MKO.3)

University	Siam University
Faculty / Department	

1. General Information of Course Outline

1. Course Code and Course Name 503-221 Information System for Human Resource Management
2. Credit (Lecture hour – Lab. Hour – Self Study) 3-0-9
3. Academic Curriculum 3.1 Curriculum name Master of Business Administration 3.2 Type of Subject (Gen. Ed. / Core Course / Free Elective)
4. Coordinated Lecturer and Lecturer 4.1 Coordinated Lecturer 4.2 Lecturer Dr. Chairat Phongphanphanee
5. Semester / Year 2/2013
6. Pre-requisites
7. Co-requisites
8. Place of Study
9. Date of Lastest Course Specification Revised

2. Purpose and Objection

1. Subject Purpose The objectives of this course is to provide an introduction to the fields of information system (IS) and human resource management (HRM)
2. Objective of Subject Revision

3. Implementation and Procedures

1. Course Description This course surveys the integration of Human Resource Management (HRM) with Information Systems technology. The course reviews the evolution of Human Resource Information Systems (HRIS), and examines the HRM role in information technology management. Students will assess information systems needs, identify HRIS applications, and plan for system implementation and acceptance for the enterprise.			
2. Periods Per Semester			
Lecture 3 hours	Tuition	Laboratory / Field trip / Training	Self Study 9 hours
3. Period of Consultant per week none			

4. Development of Learning Skills

1. Ethics 1.1 Ethics Development
1.2 Teaching Method
1.3 Evaluation Method

<p>2. Knowledge Skill</p> <p>2.1 Expected Knowledge</p> <p>1) Have a basic knowledge of HR information technology infrastructures including basic networks, cloud computing, and HRIS application software.</p>
<p>2.2 Teaching Method</p> <p>Lecture and discussion</p>
<p>2.3 Evaluation Method</p> <p>paper examination</p>
<p>3. Wisdom Skill</p> <p>3.1 Required Intelligence Skill Development</p> <p>1) Know how to manage an HRIS selection project. 2) Know how to put together a business case for (against) a HRIS project</p> <p>3.2 Teaching Method</p> <p>Lecture and discussion</p> <p>3.3 Evaluation Method</p> <p>Paper examination</p>
<p>4. Interpersonal and Responsibility Skill</p> <p>4.1 Required Interpersonal and Responsibility skill Development</p>

4.2 Teaching Method
4.3 Evaluation Method
5. Mathematics Communication and IT Analysis Skill 5.1 Mathematics Communication and IT Analysis skill Development 1) Know how to design, create and populate a basic relational database. 2) Apply understanding of relational database structure and function to HRMS software
5.2 Teaching Method Lecture and discussion
5.3 Evaluation Method Paper Examination

5. Lesson Plan and Evaluation

1. Lesson plan				
week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	Evolution of Human Resource Management and Human Resource Management Systems	3 hrs	Lecture and Discussion	Dr. Chairat
2	Database Concepts and Applications in Human Resource Information	3 hrs	Lecture and Discussion	Dr. Chairat

	Systems			
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week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
3	System Considerations in the Design of a Human Resource Information System	3 hrs	Lecture and Discussion	Dr. Chairat
4	Human Resource Information System Need Analysis	3 hrs	Lecture and Discussion	Dr. Chairat
5	System Design and Acquisition	3 hrs	Lecture and Discussion	Dr. Chairat
6	Human Resources Metrics and Workforce Analytics	3 hrs	Lecture and Discussion	Dr. Chairat
7	Cost Justifying Human Resource Information Systems Investments	3 hrs	Lecture and Discussion	Dr. Chairat
8	Project Management and Human Resource Management Advice for HRIS implementation	3 hrs	Lecture and Discussion	Dr. Chairat
9	Change Management: Implementation, Integration, and Maintenance of the Human Resource Information System	3 hrs	Lecture and Discussion	Dr. Chairat
10	Human Resource Administration and Human Resource Information Systems	3 hrs	Lecture and Discussion	Dr. Chairat
11	Talent Management	3 hrs	Lecture and Discussion	Dr. Chairat
12	Recruitment and Selection in an Internet Context	3 hrs	Lecture and Discussion	Dr. Chairat

week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
13	Training and Development: Issues and Human Resource Information System Applications	3 hrs	Lecture and Discussion	Dr. Chairat
14	Performance Management, Compensation, Benefits, Payroll, and the Human Resource Information System	3 hrs	Lecture and Discussion	Dr. Chairat
15	Human Resource Information Systems and International Human Resource Management	3 hrs	Lecture and Discussion	Dr. Chairat

2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
2	Paper Examination	7	20
3	Paper Examination	7,15	30
5	Paper Examination	15	30

6. Learning Resources

1. Course Materials <i>Human Resource Information Systems: Basics, Applications, and Future Directions.</i> Michael J Kavanagh, Dr. Mohan Thite Sage Publications (2012)
2. Important Textbooks and References <i>Human Resource Management: Gaining a Competitive Advantage</i> , Noe, Hollenbeck, Gerhart and Wright, McGrawHill (2012) <i>Human Resource Management: A Concise Introduction</i> , Ronan Carbery and Christine Cross.
3. Recommended Textbooks and References

7. Course Evaluation and Development

1. Course Evaluation by Students
2. Teaching Evaluation

3. Teaching Development**4. Subject verification of Student Achievement****5. Revision and Development of Course Effectiveness**

Lecturer	Head of Department	Approved by Dean
Signature..... () Date...../...../.....	Signature..... . () Date...../...../.....	Signature..... . () Date...../...../.....



Course Specification (MKO.3)

University	Siam University
Faculty / Department	Graduate School of Business Administration, International MBA Program

1. General Information of Course Outline

1. Course Code and Course Name	503-222- Industrial Relations, Social Welfare, and Labor Unions
2. Credit (Lecture hour – Lab. Hour – Self Study)	3 (3-0-6)
3. Academic Curriculum	
3.1 Curriculum name	Master of Business Administration, International MBA Program
3.2 Type of Subject (Gen. Ed. / Core Course / Free Elective)	Required course
4. Coordinated Lecturer and Lecturer	
4.1 Coordinated Lecturer	Dr.Toni Momiroski
4.2 Lecturer	Dr.Toni Momiroski
5. Semester / Year	1/2014
6. Pre-requisites	-
7. Co-requisites	None
8. Place of Study	Siam University, Bangkok, Thailand. Room 19-306
9. Date of Latest Course Specification Revised	1/2014

2. Purpose and Objective

1. Subject Purpose	This course aims to orient the students with the concepts of employee-employer relationships and the practices in the industry that enables the students to understand better the concepts of industrial relations and the interlink ages between the triad: 1) employer; 2) employee; and, 3) government.
2. Objective of Subject Revision	-

3. Implementation and Procedures

1. Course Description	Concepts and theories about industrial relations, roles and responsibility of industrial
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relations within organization, role of government, employers and employees in industrial relations process, Laws about industrial relations, demand and negotiation, settlement of labor disputes, business closure, and litigation in labor court and creation of better understanding between employers and employees. Study of welfare system, social welfare and setting of security and establishment and, role of labor unions.

2. Periods Per Semester

Lecture	Tuition	Laboratory / Field trip / Training	Self Study
45 hrs.	0	0	90 hrs.

3. Period of Consultant per week

Teacher provides academic advice and guidance as required, on request.

4. Development of Learning Skills

1. Ethics

1.1 Ethics Development

The course prepares the students to grasp and apply the principles of Industrial Relations (IR) and develop an awareness of the significance of industrial peace, cognizant of the causes and intricacies of various labor relations, conflicts, and the techniques and resolutions promulgated by law.

- Specific ethical considerations: At the end of the course, students will be able to:
 1. Cognitive: Differentiate the various philosophies, principles and structures of Industrial relations;
 2. Affective: Identify the relevant and contemporary issues and problems at the workplace;
 3. Psychomotor: Apply acquired knowledge and skills in Industrial Relations during the interactive discussion and practical exercises of simulated labor-management concerns.

1.2 Teaching Method

1. Lectures of 3 hours at a time, 1 time a week,
2. The use of power point for delivery of lectures
3. Provision of course materials in the form of hard copy or via website
4. Vigorous and interactive participatory course management
5. Multimedia approach to teaching

1.3 Evaluation Method

1. The use of power point for delivery of lectures
2. Provision of course materials in the form of hard copy or via website
3. Vigorous and interactive participatory course management
4. Multimedia approach to teaching

2. Knowledge Skill

2.1 Expected Knowledge

Students are able to describe and explain critically the uses of negotiation diplomacy in the local, national and international workplace arena in terms of negotiation processes and outcomes. Be able to advise on the prevention and the resolving of workplace conflicts and disputes. By focusing on labor relations and collective bargaining from a systems perspective it aims to engage and enable students to put theory into practice by providing formative guide to labor relations, unions, and collective bargaining covering labor history, laws, and practices at times stressing a Thai flavor through local case scenarios.

2.2 Teaching Method

Lecture, in-class group multi-media discussions and negotiation exercises.

2.3 Evaluation Method

Closed book examination

3. Wisdom Skill 3.1 Required Intelligence Skill Development Craft workplace diplomatic negotiation and speaking skills 3.2 Teaching Method Lecture, in-class discussions and exercises, including the use of multi-media 3.3 Evaluation Method <input type="checkbox"/> Essay <input type="checkbox"/> Group project presentation and submission <input type="checkbox"/> Written closed book three hour final examinations
4. Interpersonal and Responsibility Skill 4.1 Required Interpersonal and Responsibility skill Development 1. Able to build interpersonal relationship skills. 2. Able to assist and facilitate problem solving in various situations within the group playing both the roles of leaders and team members. 3. Able to use knowledge of social science to guide the public in the appropriate direction. 4. Are responsible for both their own and the group's actions. 5. Able to initiated solutions for personal as well as the group's issues, and express personal and team's standpoint reasonably. 6. Responsible for continuous personal and professional learning development 4.2 Teaching Method <input type="checkbox"/> A Socratic, interactive and participatory teaching mode is adopted. <input type="checkbox"/> Practical examples, drawn from real experiences 4.3 Evaluation Method As in 3.3 above
5. Mathematics, Communication and IT Analysis Skill 5.1 Mathematics, Communication and IT Analysis skill Development This course does not deal with this aspect of learning ... 5.2 Teaching Method As stated above 5.3 Evaluation Method In so far as it is relevant by using the methods outlined above.

5. Lesson Plan and Evaluation

1. Lesson plan				
week	Content Description	Study Period (hrs.)	Learning Activities and Teaching aids media	Lecturer
1	Administrative matter, General Introduction and in class multi-media discussion exercise. Setting the foundation on which the course sits.	3	Group lab – negotiation exercises	Dr.Toni Momiroski
2	Introduction to Labor Relations	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Toni Momiroski
3	History and Law of Labor Relations in the Private Sector	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Toni Momiroski
4	Public Sector Labor Relations: History & Laws	3	Lecturing with	Dr.Toni

			PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Momiroski
5	Establishing a Bargaining Unit & Organizing Campaign	3	Quiz. Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Toni Momiroski
6	Negotiation Models, Strategies, and Tactics	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Toni Momiroski
7	Negotiating a Collective Bargaining Agreement	3	Individual Report Presentation. Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Toni Momiroski
	Mid-Term Examination			
8	- Wage and Salary Issues - Employee Benefits	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Toni Momiroski
9	Job Security and Seniority	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Toni Momiroski
10	Unfair Labor Practices and Contract Enforcement	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Toni Momiroski
11	Thai Specific Case studies – 1 (Visiting Lecture)	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Toni Momiroski
12	Thai Specific Case studies – 2 (Visiting Lecture)	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Toni Momiroski
13	Grievance and Disciplinary Procedures	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will	Dr.Toni Momiroski

			be utilized.	
14	The Arbitration Process	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Toni Momiroski
15	- Comparative Global Industrial Relations - Review and Exam preparation	3	Group project PowerPoint presentation. Case study analysis and in-class discussion.	Dr.Toni Momiroski

2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
1, 2, 3, 5	Quiz 1	5	5
	Individual report presentation 1	7	5
	Mid-term examination	8	30
	Final examination	17	30
1, 2, 3, 4, 5	Case study analysis Assign course works that require the integration of both analysis and implementation. Emphasize teamwork in the implementation of course projects	15 Throughout the semester	20
1, 3, 4, 5	Class attendance In-class participation and discussion Contribute ideas in case analysis and discussion.	Throughout the semester	10

6. Learning Resources

1. Course Materials Course materials and required readings will be provided by the lecturer at least one week before class.
2. Important Textbooks and References Carrell, M.R. (2012). Labor Relations and Collective Bargaining - Private and Public Sectors (10th Edition). Pearson Higher Ed. USA.
3. Recommended Textbooks and References - Lim, G.S. Holley Jr., W.H. Jennings, K.M. and Wolters, R.S. (2012). The Labor relations process: Strategic Competitive Advantage. Cengage Learning Asia. Singapore. - Salomon, M. (2000). Industrial Relations: Theory and Practice (4th Edition). FT. Prentice Hall. London. - Thompson, L.L. (2012) The Mind and Heart of the Negotiator (5th Edition). Pearson. USA.

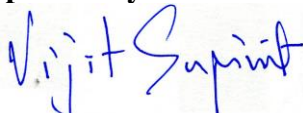
7. Course Evaluation and Development

1. Course Evaluation by Students <input type="checkbox"/> Promoting interactive in-class participation. <input type="checkbox"/> Maintaining a professional student-teacher relationship
2. Teaching Development -
3. Subject verification of Student Achievement <input type="checkbox"/> Teacher maintains a learning-centered posture aimed at keeping abreast of latest subject matter development, teaching strategies and student development.

- ☐ Proactively updates, upgrades course material and teaching style based on the previous experience

4. Revision and Development of Course Effectiveness

- ☐ Ensures that students complete set requirements as per course outline.
- ☐ Ensures that students stay engaged with the subject matter to maximize their learning uptake.
- ☐ Encourage students to evaluate and express their own views and opinions.

<p style="text-align: center;">Lecturer</p> <p>Signature. Dr. Toni Momiroski (Dr. Toni Momiroski) Date July 9, 2014</p>	<p style="text-align: center;">Approved by Dean</p> <p style="text-align: center;"></p> <p>Signature (Dr.Vijit Supinit) Date July 9, 2014</p>
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Course Specification (MKO.3)

University	Siam University
Faculty / Department	iMBA

1. General Information of Course Outline

1. Course Code and Course Name:
<i>503-223 Communication in Management</i>
2. Credit (Lecture hour – Lab. Hour – Self Study) – 3 credits 45 Lecture Hours
3. Academic Curriculum
3.1 Curriculum name 503-110 Human Resources Management
3.2 Type of Subject <i>Elective Course</i>
4. Coordinated Lecturer and Lecturer
4.1 Coordinated Lecturer - None
4.2 Lecturer – Dr Hugh O'Connell
5. Semester / Year
1/2014
6. Pre-requisites – None
7. Co-requisites – None
8. Place of Study – 3 rd Floor Building 19 Siam University, Room 306
9. Date of Latest Course Specification Revised
August 19, 2014

2. Purpose and Objective

1. Subject Purpose -

A study of organizational, interpersonal/small group, and oral communication in the corporate structure and the effect of the global community upon corporate communication. Through student presentations, threaded discussion and analysis of communication, major emphasis is on organizational communication and developing skills in the following:

- Technology
- Presentations
- Non-verbal communication/Listening
- Written communication
- Management of meetings and other group processes
- Cross-cultural/Global communication
- Business ethics
- Conflict resolution
- Building leadership skills

2. Objective of Subject Revision

Developing communication skills enables you to communicate professionally and successfully in business and educational environments. The focus is based on three objectives:

- Developing foundation skills in reading, listening, writing, and speaking; working with others; working with technology; and working with global perspective. Developing foundational skills should enable you to do the following:
 - Analyze the human communication process and determine its importance in organizations
 - Analyze the importance of interpersonal, cross cultural, and ethical communication in organization
 - Analyze the importance of communicating technologically in organizations
 - Identify the importance of basic skills and visual support in the business environment
- Developing learning skills for today's workplace, which is increasingly becoming more team oriented, especially for the following:
 - Written and oral communication
 - Nonverbal aspects of written and oral communication
 - Technology and advanced visual support
 - Interpersonal (dyadic) situations (i.e. interviews)
 - Problem solving and small group processes
- Developing special application skills to measure communication performance and results related to tasks performed in the "real world" such as:
 - Group process
 - Presentations, reports, and discussions
 - Conflict management and business ethics
 - Research, case analyzes, and problem solving

3. Implementation and Procedures

1. Course Description

Importance of Communication for Success of business executives, creation of better

understanding and skills for effective communication. The subject covers factors between people, people and organizations that influence communication management. Analyze communication setup and channels for individuals and groups, direct and indirect communication. Practical exercise about communication methods to meet the set objective.

2. Periods Per Semester

Lecture	Tuition	Laboratory / Field trip / Training	Self Study
45 Hours	0	None	As required

3. Period of Consultant per week

As required

4. Development of Learning Skills

1. Ethics

1.1 Ethics Development

- 1.1 Possess honesty, sacrifice, self-, social-, and environmental responsibility.
- 1.2 Value “sufficiency” theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.
- 1.3 Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.
- 1.4 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.

1.2 Teaching Method

Morality and ethical considerations are integrated into each topic presented. A class is dedicated to ethics and corporate social responsibility. Case studies, examples and discussion are used throughout the course to encourage students to consider ethics and morality within the context of the topic under discussion. Students are expected to be able to understand ethical dilemmas and make decisions under such circumstances and make decisions with honesty, respect and ultimately integrity.

1.3 Evaluation Method

Students are evaluated utilizing a number of methods, including assignments and examination. Specifically the second assignment focuses on understanding a business within its environment and students are required to discuss and evaluate ethics and corporate social responsibility (CSR) within the context. A question on ethics / CSR is included within the final examination.

2. Knowledge Skill

2.1 Expected Knowledge

- 2.1 Acquire knowledge on and understand the important concepts in business management.
- 2.2 Acquire knowledge on and understand the important social and science concepts related to business management.
- 2.3 Acquire knowledge on and understand the important concepts related to business processes, planning, corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances.
- 2.4 Acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on business.

2.2 Teaching Method

Human Resource Development is presented within the framework of organizational development utilizing the concepts of recruitment, selection and training. Each area of HR is considered from a practical and ethical viewpoint.

<p>2.3 Evaluation Method</p> <p>Student understanding of the areas highlighted above is assessed both informally and formally. Informally students provide feedback during class discussion and exercises. Formally students are assessed using an individual assignment, a group assignment and an examination.</p>
<p>3. Wisdom Skill</p> <p>3.1 Required Intelligence Skill Development</p> <p>3.1 Be able to search and process information and utilize various concepts appropriately in a given circumstance.</p> <p>3.2 Be able to think systematically and rationally and to integrate knowledge from other disciplines to solve the problems in business and other settings.</p> <p>3.3 Be able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages.</p> <p>3.2 Teaching Method</p> <p>Students are encouraged to read around the subjects presented and to process and assimilate additional information in the class. Students are expected to develop their intellectual ability by searching for information on specific problems and process the information so that it can be applied to the topic under discussion.</p> <p>3.3 Evaluation Method</p> <p>Students are encouraged to read around the subjects presented and to process and assimilate additional information in the class. Students are expected to develop their intellectual ability by searching for information on specific problems and process the information so that it can be applied to the topic under discussion.</p>
<p>4. Interpersonal and Responsibility Skill</p> <p>4.1 Required Interpersonal and Responsibility skill Development</p> <p>4.1 Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.</p> <p>4.2 Be creative and constructively criticize to solve problem of the team.</p> <p>4.3 Be responsible for self-learning and professional development.</p>
<p>4.2 Teaching Method</p> <p>Students are required to complete group work and exercises throughout the course. This encourages teamwork, interpersonal skills and leadership. Since many of the exercises are given within the class students have to adapt to the situation presented. They are also required to present their findings to the rest of the class and answer any questions that arise.</p>
<p>4.3 Evaluation Method</p> <p>Evaluation of interpersonal skills and responsibilities is carried out informally throughout the and feedback provided to individuals as and when necessary.</p>
<p>5. Mathematics Communication and IT Analysis Skill</p> <p>5.1 Mathematics Communication and IT Analysis skill Development</p> <p>5.1 Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.</p> <p>5.2 Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business.</p> <p>5.3 Be able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.</p> <p>5.4 Be able to utilize the information technologies or others to support the business operations.</p>

5.2 Teaching Method

Quantitative skills are given limited attention during this course but a great deal of emphasis is placed on business communication. A lecture is dedicated to communication skills and students are expected to understand the theory of good communication, communication channels, and barriers to communication. Overall students are encouraged to use their skills in both Thai and English to be able to communicate effectively and efficiently.

5.3 Evaluation Method

Informal evaluation of communication skills are carried out throughout the course and through the use of case studies. Understanding of communication theory is tested by examination.

5. Lesson Plan and Evaluation

1. Lesson plan				
week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	What is Strategic Communication?	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Hugh O'Connell
2	Foundations of Communication	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Hugh O'Connell
3	Step One: Identify the Purposes of Communication	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Hugh O'Connell
4	Step Two: Analyze the Audience	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Hugh O'Connell
5	Step Three and Four: Consider the Context and Select a Channel of Communication	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Hugh O'Connell
6	Communicating in Writing	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Hugh O'Connell
7	Communication in Oral Presentations and Managing Meeting	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Hugh O'Connell
8	<i>Mid Term Exam Week – No class</i>			
9	Communicating with Employees	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Hugh O'Connell
10	Communicating in and	3	Lecture slides, discussion,	Hugh

	Leading Teams		case studies, questionnaires, and video clips	O'Connell
11	Communicating with External Teams	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Hugh O'Connell
12	Internal Organizational Communication	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Hugh O'Connell
13	Class Exercise	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Hugh O'Connell
14	Group Presentations ¹	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Hugh O'Connell
15	Group Presentations ²	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Hugh O'Connell
16	<i>Final Exam</i>			


2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
	Assignment 1 – Case Studies	Week 8	20%
	Assignment 2 – Business Plans	Week 16	30%
	Final Examination	Post Course	50%

6. Learning Resources

1. Course Materials Walker, R. (2011). Strategic Management Communication for Leaders. 2 nd edition, Cengage Learning ISBN-13:978-0538451345
2. Important Textbooks and References <ul style="list-style-type: none"> • Casson, John. (1979). Alternatives to the Multinational Enterprise, Macmillan, London. • Bessley, Mark. And Wilson, Paul. (1984), “Public policy and small firms in Britain,” in Levicki, Charles, (Ed.) Small Business Theory and Policy, Croom Helm, London, pp.111-26.
3. Recommended Textbooks and References Journals and papers: <ul style="list-style-type: none"> • Fox Sam.(1994) “Empowerment as a catalyst for change: an example from the food industry,” Supply Chain Management, Vol.2 No.3 pp.29-33. • Neuman, William. (1955), “Security, payment, and privacy for network commerce,” IEEE Journal on Selected Areas in Communications, Vol.13 No.8 October, pp1523-31.

7. Course Evaluation and Development

1. Course Evaluation by Students There will be two evaluations per course: Mid-semester and end-of-semester course evaluations.
2. Teaching Evaluation The effectiveness of teaching methods will be evaluated from the students' accomplishments such as participation, assignments, and exams.
3. Teaching Development The instructor will use the feedback from 2. above to improve the teaching methods.
4. Subject verification of Student Achievement After receiving the feedback from the mid-semester course evaluation and students' assessments, the instructor revises the teaching methods to ensure that the desired learning outcomes are achieved.
5. Revision and Development of Course Effectiveness A summary of course evaluation for each course will be supplied to course instructor. The Program will use the feedback to improve the curriculum structure and course content in the regular curriculum revision cycle.

<p style="text-align: center;">Lecturer</p> <p>Signature Dr. Hugh O'Connell (Dr. Hugh O'Connell) Date 9/Aug/2014</p>	<p style="text-align: center;">Approved by Dean</p> <p style="text-align: center;"></p> <p>Signature (Dr. Vijit Supinit) Date 9/Aug/2014</p>
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Course Specification (MKO.3)

University	Siam University
Faculty / Department	English Program MBA

1. General Information of Course Outline

1. Course Code and Course Name:	503-613 Seminar in Human Capital Management
2. Credit (Lecture hour – Lab. Hour – Self Study)	– 3 credits 45 Lecture Hours 3(3-0-6)
3. Academic Curriculum	3.1 Curriculum name 503-110 Human Resources Management 3.2 Type of Subject <i>Elective Course</i>
4. Coordinated Lecturer and Lecturer	4.1 Coordinated Lecturer - None 4.2 Lecturer – Mr.Sagar Ganga and Other
5. Semester / Year	2/2016
6. Pre-requisites	– None
7. Co-requisites	– None
8. Place of Study	– 3 rd Floor Building 19 Siam University, Room 306
9. Date of Latest Course Specification Revised	Dec 1, 2016

2. Purpose and Objective

1. Subject Purpose -

This course is design to enhance an understanding of theories and concept in the area of Human Resources Management. Students will learn not only a high level of complex-city in Human Capital Management issues at the strategic level but also a solid understanding of analytical tools necessary to solve complex Human Resources problems. To describe and analyze the way of human capital works in global context, specifically in global context, and relationships. With the practice approach, this course facilitates several opportunities for students to attained hands on experience from group assignments to in class exercise, and field works which will also allow them to use their decision making and creative skills in working as a team to effectively communicate with each other.

2. Objective of Subject Revision

The course covers the various aspects of Retailing Management which include:

- Understand effective methods and strategies required to Calculate The ROI of Human Capital.
- How to articulate a strategic fit Human Resource Management strategic direction to outperform at dynamic competitive environment at global multicultural platform.
- How to define and deploy human capital strategy with dynamic and uncertain changes in the industry due to shift in competitive landscape and competitors strategic moves.
- How to structure the necessary analyses and synthesize the analysis results to formulate a new strategy in Human Capital Management and retain at the business unit level.
- Understand how to utilize Human Capital Resources and techniques used in Humana Resources Management.
- Understand analysis of diversified work force, culture, diversity, and retaining.

3. Implementation and Procedures

1. Course Description

Analyze and discuss theories and concepts of human resources management for application to problem solving, policies setting, strategy, decision makings in selection of various topics for research and human resources management in present environments by using case studies.

2. Periods Per Semester

Lecture	Tuition	Laboratory / Field trip / Training	Self Study
45 Hours	0	None	As required

3. Period of Consultant per week

As required

4. Development of Learning Skills

<p>1. Ethics</p> <p>1.1 Ethics Development</p> <p>1.1 Possess honesty, sacrifice, self-, social-, and environmental responsibility.</p> <p>1.2 Value “sufficiency” theory and adapt it in life path by adhering to adequacy, rationale, and immunity development.</p> <p>1.3 Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.</p> <p>1.4 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity.</p>
<p>1.2 Teaching Method</p> <p>Morality and ethical considerations are integrated into each topic presented. A class is dedicated to ethics and corporate social responsibility. Case studies, examples and discussion are used throughout the course to encourage students to consider ethics and morality within the context of the topic under discussion. Students are expected to be able to understand ethical dilemmas and make decisions under such circumstances and make decisions with honesty, respect and ultimately integrity.</p> <p>1.3 Evaluation Method</p> <p>Students are evaluated utilizing a number of methods, including assignments and examination. Specifically the second assignment focuses on understanding a business within its environment and students are required to discuss and evaluate ethics and corporate social responsibility (CSR) within the context. A question on ethics / CSR is included within the final examination.</p>
<p>2. Knowledge Skill</p> <p>2.1 Expected Knowledge</p> <p>2.1 Acquire knowledge on and understand the important concepts in business management.</p> <p>2.2 Acquire knowledge on and understand the important social and science concepts related to business management.</p> <p>2.3 Acquire knowledge on and understand the important concepts related to business processes, planning, corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances.</p> <p>2.4 Acquire the knowledge on academic advancement and professional development in business management including the understanding of the situational adaptability and its impacts on business.</p>
<p>2.2 Teaching Method</p> <p>Human Resource Development is presented within the framework of organizational development utilizing the concepts of recruitment, selection and training. Each area of HR is considered from a practical and ethical viewpoint.</p>

2.3 Evaluation Method

Student understanding of the areas highlighted above is assessed both informally and formally. Informally students provide feedback during class discussion and exercises. Formally students are assessed using an individual assignment, a group assignment and an examination.

3. Wisdom Skill

3.1 Required Intelligence Skill Development

3.1 Be able to search and process information and utilize various concepts appropriately in a given circumstance.

3.2 Be able to think systematically and rationally and to integrate knowledge from other disciplines to solve the problems in business and other settings.

3.3 Be able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages.

3.2 Teaching Method

Students are encouraged to read around the subjects presented and to process and assimilate additional information in the class. Students are expected to develop their intellectual ability by searching for information on specific problems and process the information so that it can be applied to the topic under discussion.

3.3 Evaluation Method

Students are encouraged to read around the subjects presented and to process and assimilate additional information in the class. Students are expected to develop their intellectual ability by searching for information on specific problems and process the information so that it can be applied to the topic under discussion.

4. Interpersonal and Responsibility Skill

4.1 Required Interpersonal and Responsibility skill Development

4.1 Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation.

4.2 Be creative and constructively criticize to solve problem of the team.

4.3 Be responsible for self-learning and professional development.

4.2 Teaching Method

Students are required to complete group work and exercises throughout the course. This encourages teamwork, interpersonal skills and leadership. Since many of the exercises are given within the class students have to adapt to the situation presented. They are also required to present their findings to the rest of the class and answer any questions that arise.

4.3 Evaluation Method

Evaluation of interpersonal skills and responsibilities is carried out informally throughout the and feedback provided to individuals as and when necessary.

5. Mathematics Communication and IT Analysis Skill**5.1 Mathematics Communication and IT Analysis skill Development**

5.1 Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life.

5.2 Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business.

5.3 Be able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts.

5.4 Be able to utilize the information technologies or others to support the business operations.

5.2 Teaching Method

Quantitative skills are given limited attention during this course but a great deal of emphasis is placed on business communication. A lecture is dedicated to communication skills and students are expected to understand the theory of good communication, communication channels, and barriers to communication. Overall students are encouraged to use their skills in both Thai and English to be able to communicate effectively and efficiently.

5.3 Evaluation Method

Informal evaluation of communication skills are carried out throughout the course and through the use of case studies. Understanding of communication theory is tested by examination.

5. Lesson Plan and Evaluation

1. Lesson plan				
week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	outline different HRM models.	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Mr.Sagar Ganga and Other
2	explain the strategy of HRM.	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Mr.Sagar Ganga and Other
3	explain different approaches to job creation and the respective terminology, relation to individual organizational types, the objectives and results of the job creation	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Mr.Sagar Ganga and Other

	analysis.			
4	explain the principles of performance management.	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Mr.Sagar Ganga and Other
5	identify the goals and concepts of staff evaluation.	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Mr.Sagar Ganga and Other
6	outline the objectives, advantages, and disadvantages of different types of staff evaluation.	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Mr.Sagar Ganga and Other
7	outline the principles of employee education and development.	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Mr.Sagar Ganga and Other
8	<i>Mid Term Exam Week – No class</i>			
9	explain different educational methods, their advantages, disadvantages and ways to evaluate the effectiveness of education.	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Mr.Sagar Ganga and Other
10	outline the concept of collective bargaining.	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Mr.Sagar Ganga and Other
11	explain different aspect of employee care, the issues of safety and health at work, and of accidents at work.	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Mr.Sagar Ganga and Other
12	propose a workplace description and specifications.	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Mr.Sagar Ganga and Other
13	Class Exercise	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Mr.Sagar Ganga and Other
14	deliver a presentation on a specified topic.	3	Lecture slides, discussion, case studies, questionnaires, and video clips	Mr.Sagar Ganga and Other
15	deliver a presentation on a	3	Lecture slides, discussion, case	Mr.Sagar Ganga

	specified topic.		studies, questionnaires, and video clips	and Other
16	<i>Final Exam</i>			

2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
	Participation & Attendance		20%
	Case Preparations		30%
	Mid-term Exam		20%
	Final Exam		30%
Total			100%


6. Learning Resources

1. Course Materials <ul style="list-style-type: none"> • The ROI of Human Capital 2nd Edition, Jac Fitz-Enz • The Right Game: Use Game Theory to shape Strategy
2. Important Textbooks and References -
3. Recommended Textbooks and References -

7. Course Evaluation and Development

1. Course Evaluation by Students There will be two evaluations per course: Mid-semester and end-of-semester course evaluations.
2. Teaching Evaluation The effectiveness of teaching methods will be evaluated from the students' accomplishments such as participation, assignments, and exams.
3. Teaching Development The instructor will use the feedback from 2. above to improve the teaching methods.
4. Subject verification of Student Achievement After receiving the feedback from the mid-semester course evaluation and students' assessments, the instructor revises the teaching methods to ensure that the desired learning outcomes are achieved.
5. Revision and Development of Course Effectiveness A summary of course evaluation for each course will be supplied to course instructor. The

Program will use the feedback to improve the curriculum structure and course content in the regular curriculum revision cycle.

Lecturer	Approved by Dean
<p>Signature Mr.Sagar Ganga (Mr.Sagar Ganga) Date Dec 1, 2016</p>	<p>Signature  (Dr.Vijit Supinit) Date Dec 1, 2016</p>



Course Specification (MKO.3)

University	Siam University
Faculty / Department	Graduate School of Business Administration, International MBA Program

1. General Information of Course Outline

1. Course Code and Course Name	<i>507-220 Leadership and Change Management</i>
2. Credit (Lecture hour – Lab. Hour – Self Study)	3 (3-0-6)
3. Academic Curriculum	
3.1 Curriculum name	Master of Business Administration, International MBA Program
3.2 Type of Subject (Gen. Ed. / Core Course / Free Elective)	Required course
4. Coordinated Lecturer and Lecturer	
4.1 Coordinated Lecturer	Dr.Dheera Phong-anant
4.2 Lecturer	Dr.Dheera Phong-anant
5. Semester / Year	2/2014
6. Pre-requisites	-
7. Co-requisites	None
8. Place of Study	Siam University, Bangkok, Thailand. Room 19-305
9. Date of Latest Course Specification Revised	Dec 16, 2014

2. Purpose and Objective

1. Subject Purpose
To understand about the meanings and principles related to leadership and change management. The students will learn about various kinds of leadership models and practices in various situations including the development of leaders for organizations in the future.
2. Objective of Subject Revision
To make it more appropriate for the development of managers and leaders in the present and future organizations and to improve the efficiency and effectiveness of the subject.

3. Implementation and Procedures

1. Course Description Leadership theories, leadership styles, role of leaders in bringing change into the organization, ethics of leaders, Change concepts and change management to keep pace with present and future situations.			
2. Periods Per Semester			
Lecture 45 hrs.	Tuition 0	Laboratory / Field trip / Training 0	Self Study 90 hrs.
3. Period of Consultant per week - The lecturer will inform the students about his/her office, teaching schedule, and counseling hours. - At least two hours per week will be provided for student counseling.			

4. Development of Learning Skills

1. Ethics 1.1 Ethics Development Honesty, integrity are part of leadership characteristics. Good leaders also have to be a role model for the followers and must have credibility. Development of leadership is therefore, very much related to, and have impact on the ethics development as well. 1.2 Teaching Method By including in the lectures, case studies, descriptions and comparisons of good leadership characteristics and how to develop leadership creditability. 1.3 Evaluation Method By observing the students' behaviors and attitudes during class participation and their performances related to assignments, presentation and exchange of views during group discussions and seminar presentation.
2. Knowledge Skill 2.1 Expected Knowledge Students will have the knowledge of various meanings, definitions, principles and theories related to leaders and leadership styles that are required in organizations and societies at present and in the future. The knowledge attained can be applied for general management as well as change management in order to achieve organizational goals and objectives. 2.2 Teaching Method The teaching methodology includes normal lecturing as well as the students are given individual assignments including preparing a real case simulation and making presentation in a group seminar. 2.3 Evaluation Method Students' behaviors are observed during their attendance and class discussion. Furthermore, the students' performances are evaluated on their writing and acting of role-play exercise on the related topics and on the final examination results at the end of term.
3. Wisdom Skill 3.1 Required Intelligence Skill Development Ability to think, analyze and discuss various problems and solutions including communication ideas and opinions to others by presenting and exchange views with lecturer and colleagues. 3.2 Teaching Method The teaching methodology includes normal lecturing as well as the students are given individual assignments including real case simulation and making presentation in a group seminar.

<p>3.3 Evaluation Method</p> <p>By observing students' behaviors and attitudes while exchanging views and opinion during class presentation and discussion, and considering how they respond and react during the role-play exercise.</p>
<p>4. Interpersonal and Responsibility Skill</p> <p>4.1 Required Interpersonal and Responsibility skill Development</p> <p>Abilities to work and participate in group activities, sharing responsibilities for the assigned tasks and team results.</p> <p>4.2 Teaching Method</p> <p>By giving students opportunities to participated in the exchange and sharing of views and opinion during class presentation, exercise and discussion.</p> <p>4.3 Evaluation Method</p> <p>By observing students' behaviors and attitudes while exchanging views and opinion during class presentation, exercise and discussion.</p>
<p>5. Mathematics, Communication and IT Analysis Skill</p> <p>5.1 Mathematics, Communication and IT Analysis skill Development</p> <p>Abilities in using communication and IT skills for searching information via internet, analyzing information, preparing report and expressing views and opinions and presentation during exercise and seminar.</p> <p>5.2 Teaching Method</p> <p>By giving students assignments to write reports and act in a simulation exercise and make presentation with the aids of standard computer equipment and program.</p> <p>5.3 Evaluation Method</p> <p>Evaluate from the assignment results and presentation qualitatively and quantitatively.</p>

5. Lesson Plan and Evaluation

1. Lesson plan				
week	Content Description	Study Period (hrs.)	Learning Activities and Teaching aids media	Lecturer
1	Introduction: Leadership Skills for Management	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
2	Leadership and Organizational Culture	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
3	Leading the Learning Organizations	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
4	Leading a Diverse Work Force	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
5	Roles of the Leader in the New Paradigm	3	Quiz. Lecturing with	Dr.Dheera Phong-anant

			PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	
6	Developing Three Dimensional Leaders	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
7	New Skills for New Leadership Roles	3	Individual Report Presentation. Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
8	Self-Leadership	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
9	Credibility and Capability of Leadership	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
10	A Constitutional Model of Leadership	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
11	Energy and the Puzzles of Leadership	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
12	Team Building and Empowerment	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
13	Leadership and Change Management	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
14	Leadership IQ and Review	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
15	Project Seminar Presentation	3	Group project	Dr.Dheera

			PowerPoint presentation. Case study analysis and in-class discussion.	Phong-anant
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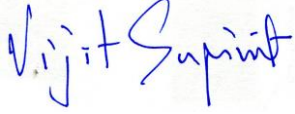
2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
Ethics Knowledge Wisdom and Responsibility Skill Mathematics Communication and IT Analysis Skill	Class participation	Every week until final examination	10
	Case studies and assignments		20
	Role-Play exercise / seminar presentations		30
	Final Examination		40
	Total		100

6. Learning Resources

1. Course Materials Lecturer's handouts and recommended textbook.
2. Important Textbooks and References The Leader of the Future: new vision, strategies, and practices for the next era/ Frances Hesselbein, Marshall Goldsmith, Richard Beckhard, editors., The Drucker Foundation Future Series, ISBN 0-7879-0180-6, 1st Edition, 1996 (or new edition) Murphy, C., Leadership IQ, Emmett, John Wiley & Sons, Inc., ISBN:0-471-14712-5, 1996 Organization Development, W.L. French and CH. Bell, Prentice-Hall, ISBN 0-13-242231-X, Jr., 6th Edition, 1999,
3. Recommended Textbooks and References Bennis, W., On Becoming a Leader Addison-Wesley, Reading, MA, 1994. Schein, E., Organizational Culture and Leadership, Jossey-Bass, San Francisco, 2 nd Edition, 1992.

7. Course Evaluation and Development

1. Course Evaluation by Students Students feedback, opinion and suggestion during classes after lessons, seminar presentation and after the examinations.
2. Teaching Development From all comments and feedback given by the students, the lecturer, the Dean and the Head of Department, the teaching can be evaluated on following issues: <ul style="list-style-type: none"> • The value and relevance of course content according to the objectives; • The lecturer's teaching techniques and methodology; • The quality and relevance of the course materials, text books and references
3. Subject verification of Student Achievement Teaching development will be according to the teaching evaluation above.
4. Revision and Development of Course Effectiveness Every time before the new term commences.

Lecturer	Approved by Dean
<p>Signature. <i>Dr.Dheera Phong-anant</i> (<i>Dr.Dheera Phong-anant</i>) Date. Dec 16, 2014</p>	<p> Signature (Dr.Vijit Supinit) Date Dec 16, 2014</p>



Course Specification (MKO.3)

University	Siam University
Faculty / Department	Graduate School of Business Administration, International MBA Program

1. General Information of Course Outline

1. Course Code and Course Name	<i>507-221 Negotiation and Conflict Management</i>
2. Credit (Lecture hour – Lab. Hour – Self Study)	3 (3-0-6)
3. Academic Curriculum	
3.1 Curriculum name	Master of Business Administration, International MBA Program
3.2 Type of Subject (Gen. Ed. / Core Course / Free Elective)	Required course
4. Coordinated Lecturer and Lecturer	
4.1 Coordinated Lecturer	Dr.Dheera Phong-anant
4.2 Lecturer	Dr.Dheera Phong-anant
5. Semester / Year	1/2014
6. Pre-requisites	-
7. Co-requisites	None
8. Place of Study	Siam University, Bangkok, Thailand. Room 19-306
9. Date of Latest Course Specification Revised	Sep 9, 2014

2. Purpose and Objective

1. Subject Purpose
To know and understand about the principles related to negotiation and conflict management. The students will learn about processes and steps required to make a successful negotiation using various kinds of negotiation strategies and tactics in various situations including the traits and attributes of good negotiators and how to develop them in order to achieve organizational and personal goals and objectives.
2. Objective of Subject Revision
To update and review the current subject in order to make it even more appropriate to deal with problems and conflicts due to changes in the present and future organizations, and also to improve its efficiency and effectiveness.

3. Implementation and Procedures

1. Course Description Theory and, process of conflict management and negotiation within organization. Framework of conflict analysis and techniques for conflict resolution. Role of executives in conflict management, conflict dimensions and psychological dynamics between person, organization and culture, strategy and methods compromise and arbitration. Application of strategy and tactics performed for fair negotiation.			
2. Periods Per Semester			
Lecture 45 hrs.	Tuition 0	Laboratory / Field trip / Training 0	Self Study 90 hrs.
3. Period of Consultant per week - The lecturer will inform the students about his/her office, teaching schedule, and counseling hours. - At least two hours per week will be provided for student counseling.			

4. Development of Learning Skills

1. Ethics 1.1 Ethics Development Honesty, integrity are parts of good and successful negotiator characteristics. Development of good negotiation skills is also related to the ethics development as well. 1.2 Teaching Method By including in the lectures, case studies, descriptions and comparisons of good traits and attributes of successful negotiators such as “win-win characters” in order to develop their creditability. 1.3 Evaluation Method By observing the students’ behaviors and attitudes during class participation and their performances related to assignments, presentation and exchange of views during group discussions and exercises.
2. Knowledge Skill 2.1 Expected Knowledge Students will have knowledge of definitions, principles, processes and tactics related to negotiation and conflict management in various situations. The knowledge attained can be applied to solve problems and conflicts in business as well as every day lives. 2.2 Teaching Method The teaching methodology includes normal lecturing as well as the students are given individual assignments including preparing a real case simulation and making presentation in a group seminar. 2.3 Evaluation Method Students’ behaviors are observed during their attendance and class discussion. Furthermore, the students’ performances are evaluated on their writing and acting of role-play exercise on the related topics and on the final examination results at the end of term.
3. Wisdom Skill 3.1 Required Intelligence Skill Development Ability to think, analyze and discuss various problems and solutions including communication ideas and opinions to others by presenting and exchange views with lecturer and colleagues. 3.2 Teaching Method The teaching methodology includes normal lecturing as well as the students are given individual assignments including real case simulation and making presentation in a group seminar.

<p>3.3 Evaluation Method</p> <p>By observing students' behaviors and attitudes while exchanging views and opinion during class presentation and discussion, and considering how they respond and react during the role-play exercise.</p>
<p>4. Interpersonal and Responsibility Skill</p> <p>4.1 Required Interpersonal and Responsibility skill Development</p> <p>Abilities to work and participate in group activities, sharing responsibilities for the assigned tasks and team results.</p> <p>4.2 Teaching Method</p> <p>By giving students opportunities to participated in the exchange and sharing of views and opinion during class presentation, exercise and discussion.</p> <p>4.3 Evaluation Method</p> <p>By observing students' behaviors and attitudes while exchanging views and opinion during class presentation, exercise and discussion.</p>
<p>5. Mathematics, Communication and IT Analysis Skill</p> <p>5.1 Mathematics, Communication and IT Analysis skill Development</p> <p>Abilities in using communication and IT skills for searching information via internet, analyzing information, preparing report and expressing views and opinions and presentation during exercise and seminar.</p> <p>5.2 Teaching Method</p> <p>By giving students assignments to write reports and act in a simulation exercise and make presentation with the aids of standard computer equipment and program.</p> <p>5.3 Evaluation Method</p> <p>Evaluate from the assignment results and presentation qualitatively and quantitatively.</p>

5. Lesson Plan and Evaluation

1. Lesson plan				
week	Content Description	Study Period (hrs.)	Learning Activities and Teaching aids media	Lecturer
1	Introduction : Definition and Theoretical Framework.	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
2	Five Stages of Negotiation : The Preparation Stage.	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
3	The Introduction Stage	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
4	The Objection Stage	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
5	The Creation Stage	3	Quiz. Lecturing with	Dr.Dheera Phong-anant

			PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	
6	The Contracting and Follow-up Stage	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
7	Attributes of Successful Negotiators : Communication TIPS	3	Individual Report Presentation. Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
8	Tactics for Negotiation	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
9	Information Attributes	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
10	People Attributes	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
11	Situation Attributes	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
12	Cross-Cultural Negotiation	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
13	Negotiation and Labour Relations	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
14	Role play Exercise – A Real Negotiation Case	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized.	Dr.Dheera Phong-anant
15	Post-mortem Review & Summary	3	Group project	Dr.Dheera

			PowerPoint presentation. Case study analysis and in-class discussion.	Phong-anant
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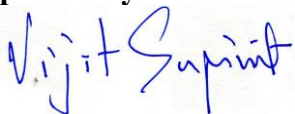
2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
Ethics Knowledge Wisdom and Responsibility Skill Mathematics Communication and IT Analysis Skill	Class participation	Every week until final examination	10
	Case studies and assignments		20
	Role-Play exercise / seminar presentations		30
	Final Examination		40
	Total		100

6. Learning Resources

1. Course Materials Lecturer's handouts and recommended textbook.
2. Important Textbooks and References Peter Nixon, C.A. "Negotiation" , Mastering Business in Asia, John Wiley & Sons (Asia) Pte., Ltd, 2005.
3. Recommended Textbooks and References David Oliver, "How to Negotiate Effectively" Kogan Page Ltd. 2005. Tan Joo Seng and Elizabeth N.K. Lim, "Strategies for Effective Cross-cultural Negotiation" The F.R.A.M.E. Approach, Mc Graw Hill Education (Asia), 2004.

7. Course Evaluation and Development

1. Course Evaluation by Students Students feedback, opinion and suggestion during classes after lessons, seminar presentation and after the examinations.
2. Teaching Development From all comments and feedback given by the students, the lecturer, the Dean and the Head of Department, the teaching can be evaluated on following issues:
3. Subject verification of Student Achievement Teaching development will be according to the teaching evaluation above.
4. Revision and Development of Course Effectiveness Every time before the new term commences.

<p align="center">Lecturer</p> <p align="center">Signature. <i>Dr.Dheera Phong-anant</i> (<i>Dr.Dheera Phong-anant</i>) Date. 9/Sep/2014</p>	<p align="center">Approved by Dean</p> <p align="center"> Signature (<i>Dr.Vijit Supinit</i>) Date 9/Sep/2014</p>
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MKO 3

Course Specification

University	Siam University
Faculty / Department	IMBA

1. General Information of Course Outline

1. Course Code and Course Name
<u>501-221 International Accounting & Taxation</u>
2. Credit (Lecture hour – Lab. Hour – Self Study)
3 credits (3-0-6)
3. Academic Curriculum
3.1 Curriculum name
IMBA
3.2 Type of Subject (Free Elective)
4. Coordinated Lecturer and Lecturer
4.1 Coordinated Lecturer Paul Henry
4.2 Lecturer Paul Henry
5. Semester / Year
2 nd Semester 2016
6. Pre-requisites
7. Co-requisites
8. Place of Study
Siam University
9. Date of Lastest Course Specification Revised
New

2. Purpose and Objection

1. Subject Purpose
This curriculum has been prepared to provide a basic working knowledge of international accounting.

2. Objective of Subject Revision

Not Revised

3. Implementation and Procedures**1. Course Description**

Accounting theories relating to international businesses. This includes regulations, criteria, methods of accounting and finance used in international financial situations. Effects of the difference in exchange rates and inflation pricing for international transactions according to the regulation of government agencies and/or the accounting profession of a country. Also taxation systems of major countries in order to gain perspective of their regulation and collecting system.

2. Periods Per Semester

Lecture	Tuition	Laboratory / Field trip / Training	Self Study
45	Students are encouraged to see the Instructor		

3. Period of Consultant per week

Tuesday through Saturday 8:30 to 4:30

4. Development of Learning Skills**1. Ethics****Ethics Development****1.1 Teaching Method**

Improve students' responsibility, discipline, ethics and morals as follows:

- Take heed of ethics, be moral and honest.
- Be punctual.
- Be responsible to themselves and society.
- Be a reasonable person.
- Be able to identify the effects of using information technology in daily activities.
- Follow rules and regulations.

- Listen to other's ideas/reasons.

1.3 Evaluation Method

- Attend classes.
- Submit assignments at the assigned date and time.
- Be honest when take the quizzes

2. Knowledge Skill

2.1 Expected Knowledge

This program aims to provide students with a comprehensive set of skills and in-depth knowledge of international accounting practices to enable them to deal with issues and challenges effectively and efficiently in the current business environment.

2.2 Teaching Method

- Lectures

2.3 Evaluation Method

- Midterm and final examinations.

3. Wisdom Skill

3.1 Required Intelligence Skill Development

Students will improve their thinking processes. Students should be able to analyze the problems and the effects of applying information. They are expected to demonstrate their ability in applying the knowledge gained as well as to enhance their writing and other soft skills.

3.2 Teaching Method

A mixed method of teacher-centered and student-centered is used for curriculum delivery. Lectures, individual and group work, presentation, and problem-based learning are some of the common instructional methods used to enhance students' learning experience. Students are expected to be more independent in their learning as the curriculum progresses.

3.3 Evaluation Method

Quizzes, midterm and final examinations.

Discussion with students

4. Interpersonal and Responsibility Skill

4.1 Required Interpersonal and Responsibility skill Development

Leadership

The process of successfully influencing the activities of a group towards the achievement of a common goal.

Networking

The ability to actively seek, identify and create effective contacts with others, and to maintain those contacts for mutual benefit..

Teamwork

Involves working with others in a group towards a common goal.

4.2 Teaching Method

A mixed method of teacher-centered and student-centered is used for curriculum delivery. Lectures, individual and group work, presentation, and problem-based learning are some of the common instructional methods used to enhance students' interpersonal and responsibility skill. Students are expected to be more independent in their learning as the curriculum progresses.

4.3 Evaluation Method

- Observe in the class.
- Talk with students.

5. Mathematics Communication and IT Analysis Skill**5.1 Mathematics Communication and IT Analysis skill Development**

Students should be able to:

- *Improve their Internet and library database searching.*
- Use online backup for their assignments.
- Use the University Records System Access online.
- Communicate with their teacher via E-mail.

Use an appropriated software application.

5.2 Teaching Method

A mixed method of teacher-centered and student-centered is used for curriculum delivery. Lectures, individual and group work, presentation, and problem-based learning are some of the common instructional methods used to enhance students' learning experience. Students are expected to be more independent in their learning as the curriculum progresses.

5.3 Evaluation Method

Discussion with students

5. Lesson Plan and Evaluation

1. Lesson plan				
Week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	Introduction to International Accounting	3	Lecture Power Points	Paul Henry
2	Worldwide Accounting Diversity	3	Lecture Power Points	Paul Henry
3	International Convergence of Financial Reporting	3	Lecture Power Points	Paul Henry
4	International Financial Reporting Standards Part I	3	Lecture Power Points	Paul Henry
5	International Financial Reporting Standards Part II	3	Lecture Power Points	Paul Henry
6	Comparative Accounting	3	Lecture Power Points	Paul Henry
7	Foreign Currency Transactions and Hedging Foreign Exchange Risk	3	Lecture Power Points	Paul Henry
8	Mid-Term	3	Written Examination	
9	Translation of Foreign Currency Financial Statements	3	Lecture Power Points	Paul Henry
10	Additional Financial Reporting Issues	3	Lecture Power Points	Paul Henry
11	Analysis of Foreign Financial Statements	3	Lecture Power Points	Paul Henry
12	International Taxation	3	Lecture Power Points	Paul Henry
13	International Transfer Pricing	3	Lecture Power Points	Paul Henry
14	Strategic Accounting Issues in Multinational	3	Lecture	Paul Henry

	National Companies		Power Points	
15	Comparative International Auditing and Corporate Governance	3	Lecture Power Points	Paul Henry
16	Final Exam	3	Written Examination	Paul Henry

2. Learning Evaluation Plan				
Learning Skill		Evaluation Method	Week of Evaluation	Evaluation Score (%)
Worldwide Accounting Diversity International Convergence of Financial Reporting International Financial Reporting Standards Comparative Accounting Foreign Currency Transactions and Hedging Foreign Exchange Risk		Midterm Examination	8	40%
Worldwide Accounting Diversity International Convergence of Financial Reporting International Financial Reporting Standards, Comparative Accounting Foreign Currency Transactions and Hedging Foreign Exchange Risk Translation of Foreign Currency Financial Statements Financial Reporting Issues Analysis of Foreign Financial Statements International Taxation		Final Examination	16	60%


International Transfer Pricing Strategic Accounting Issues in Multinational National Companies Comparative International Auditing and Corporate Governance International Corporate Social Reporting			
1. Ethics 2. Knowledge Skill 3. Wisdom Skill 4. Interpersonal and Responsibility Skill 5. Mathematics Communication and IT Analysis Skill		all	

6. Learning Resources

1. Course Materials Main Textbook: International Accounting – Fourth Edition Timothy Douppnik Hector Perera International Edition 2015 Power Points
2. Important Textbooks and References Main Textbook: International Accounting – Fourth Edition Timothy Douppnik Hector Perera International Edition 2015
3. Recommended Textbooks and References Main Textbook: International Accounting A Global Perspective Second Edition M. Zafar Iqbal

7. Course Evaluation and Development

1. Course Evaluation by Students 1. Talk with students
2. Teaching Evaluation 1. Observation from other teachers who teach the same course. 2. Quiz results. 3. Midterm and final examination results.
3. Teaching Development 1. Suggestions from teachers who teach this course in Thai program
4. Subject verification of Student Achievement 1. Internal auditing committees.
5. Revision and Development of Course Effectiveness 1. Follow the suggestions from teachers who teach this course in Thai.

Lecturer Signature. Paul Henry (Paul Henry) Date Dec 1, 2016	Approved by Dean Signature  (Dr. Vijit Supinit) Date Dec 1, 2016
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Course Specification (MKO.3)

University	Siam University
Faculty / Department	International Masters of Business Administration

1. General Information of Course Outline

1. Course Code and Course Name 504-611 ASEAN Economic Community
2. Credit (Lecture hour – Lab. Hour – Self Study) 3 Hours
3. Academic Curriculum 3.1 Curriculum name International Masters of Business Administration 3.2 Type of Subject (Gen. Ed. / Core Course / Free Elective) -
4. Coordinated Lecturer and Lecturer 4.1 Coordinated Lecturer Dr. Om Huvanandana 4.2 Lecturer: Dr. Frank Faulkner
5. Semester / Year Semester 1 / 2016
6. Pre-requisites None
7. Co-requisites None
8. Place of Study Siam University Building 19 3 rd floor
9. Date of Latest Course Specification Revised August 1, 2016

2. Purpose and Objection

1. Subject Purpose
-
2. Objective of Subject Revision
-

3. Implementation and Procedures

1. Course Description			
Development of ASEN leading to Asean Economic Community in 2015 and financial integration in 2020. The meaning and implication of AEC in 2015 and financial integration in 2020. Latest legal structure and regulations in trade, financial investment and resources mobility across boundaries, specifically, manpower and finance. The change in economic and legal structure, agreements and regulations to be forthcoming in the future and their implication on AEC.			
2. Periods Per Semester			
Lecture	Tuition	Laboratory / Field trip / Training	Self Study
36 to 45 hours	<i>In class discussions and presentations</i>	<i>Study Tour</i>	<i>At least 90 hrs.</i>
3. Period of Consultant per week			
<i>- A faculty member provides academic advice and guidance as required and on requested</i>			

4. Development of Learning Skills

1. Ethics	
Discuss Definition of Ethics and How Ethics can be used in this course.	
Students are asked to incorporate Ethics discussion in their Assignments and are responsible for Ethics application in their presentation and examination.	
1.1 Teaching Method	
1	<i>Lectures of 3 hours at a time, 1 time a week,</i>
2	<i>The use of power point for delivery of lectures</i>
3	<i>Provision of course materials</i>
4	<i>Vigorous and interactive participatory course management</i>
1.3 Evaluation Method	
(1)	<i>A final exam and mid semester exam</i>
(2)	<i>A class discussion case study and this case study to be done individually as an</i>

<p style="text-align: center;"><i>assignment</i></p> <p>(3) <i>Group project</i></p>
<p>2. Knowledge Skill</p> <p>Application of Cause and Effect Analysis to the Key Learning Concept of the Course.</p> <p>Using Contemporary events to bring students up to date and opportunity to practice.</p>
<p>2.2 Teaching Method</p> <p>➤ <i>As in 1.2 above</i></p>
<p>2.3 Evaluation Method</p> <p>➤ <i>As in 1.3 above</i></p>
<p>3. Wisdom Skill</p> <p>Interactive Discussion on the Key Issues of the Course to allow students to demonstrate their understanding of the subject and able to apply in real life case.</p> <p>Evaluation Method</p> <p>(1) <i>One Written individual case study</i></p> <p>(2) <i>Group project presentation and submission</i></p> <p>(3) <i>Written three hour mid term</i></p>
<p>4. Interpersonal and Responsibility Skill</p> <p>Creating Class Atmosphere for students relationship building and responsibility through Group Work Assignment.</p>
<p>4.2 Teaching Method</p> <p>(1) <i>A Socratic, interactive and participatory teaching mode is adopted.</i></p> <p>(2) <i>Practical example is a key to teaching this course</i></p>
<p>4.3 Evaluation Method</p> <p>➤ <i>As in 3.3 above</i></p>
<p>5. Mathematics Communication and IT Analysis Skill</p> <p>5.1 Mathematics Communication and IT Analysis skill Development</p> <p>Provide Assignments for Students to do the presentation by using appropriate Statistical and Mathematical techniques with IT tools.</p>
<p>5.2 Teaching Method</p> <p><i>-As stated above</i></p>
<p>5.3 Evaluation Method</p> <p><i>-In so far as it is relevant by using the methods outlined above</i></p>

5. Lesson Plan and Evaluation

1. Lesson plan				
week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	PART ONE: Socio-Cultural and Business Personal introductions; introduction to the. Overview of weekly syllabus. progress, production, and completion	3		
2	Discussions about ASEAN general, course work outline, discussion of journal handouts;	3		
3	Concord and disagreements – ASEAN and regional international relations;	3		
4	ASEAN members – a social and historical evolution;	3		
5	The cultural environment – social, cultural and industrial mixes;	3		
6	Integration versus globalisation: the global language and engagement with the world – English as ASEAN's official tongue;	3		
7	The environment and its impact on ASEAN countries;	3		
8	Midterm			
9	Part Two: Integration, Segregation,	3		

	and the nexus of Pan-Security Regional security – treaties, low-intensity conflicts, and inward migration;			
10	Territorial disputes – international law, ASEAN, and beyond;	3		
11	Japan and China – regional influences and likely futures	3		
12	US influence: from Pearl Harbour to encirclement – prospects and implications;	3		
13	Terrorism and its impact on the greater-ASEAN region: hard and soft targets.	3		
14	Leisure and tourism: rivalry, security or integration in the ASEAN orbit?	3		
15	Final Examination	3		

2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
	Participation		10
	Assignment		20
	Mid term Examination		30
	Final Examination		40
	Total		100

6. Learning Resources

1. Course Materials

- Hand outs, and journal articles; electronic resources made available to the students by the academic staff.

2. Important Textbooks and References

Paul R. Krugman, Maurice Obstfeld, Marc J. Melitz, *International Trade Theory and Practice*, tenth edition, Pearson Education Limited 2015

Acharya, A. (2001). Constructing a security community in Southeast Asia. *London: Routledge*.

Amyx, J. (2004). A regional bond market for East Asia? The evolving political dynamics of regional financial integration. *Canberra: Australian National University*.

Ba, A. (2006). Who's socializing whom? Complex engagement in Sino-ASEAN relations. *19, 2. The Pacific Review*.

Bhasin, B. (2010) Doing Business in the ASEAN countries. *New York: Business Expert Press*.

Camroux, D. (2010). Interregionalism or merely a fourth-level game? An examination of the EU-ASEAN relationship. *Issue 27, East Asia*

Dent, C. (2008). East Asian regionalism. *London: Routledge*.

Emmers, R. (2003). Co-operative security and the balance of power in ASEAN and the ARF. *London: Routledge*.

Guerrero, R. (Undated). Regional Integration: the ASEAN vision in 2020. *Issue 32, IDC Bulletin*.

Ismanto, R. and I. Krishmurti. (2014). The political economy of ASEAN-China Free Trade Agreement: An Indonesian perspective. *Karawaci: Pelita harapan University*.

Lee, HY, H-s Huh, D Park. (2011). Financial integration in East Asia: an empirical Investigation. *Issue 259, Asian Development Bank*.

Narine, S. (2008). Forty years of ASEAN: a historical review. *Pacific Review. 21, 4*.

Passadilla, G. (2004). East Asian co-operation: the ASEAN view. *Issue 2004-27. Makati: Philippine Institute for Development Studies (PIDS)*.

Pempel, T. (Ed.) (2005). Remapping East Asia: The construction of a region. *Ithaca, London. Cornell University Press*.

- Pongsaparn, R., Unteroberdoerster, O. (2011). Financial integration and rebalancing in Asia. *WP 11/243, World Bank*.
- Plummer, G., D. Chong. (2008). FDI effects of ASEAN integration. *Provenance: nk*.
- Sen, R. (2006). 'New Regionalism' in Asia: A comparative analysis of emerging regional and bi-lateral trading agreements involving ASEAN, China and India. *Journal of World Trade*. 40, 4.
- Severino, R. (Ed.) (2006). Framing the ASEAN Charter. *Singapore: ISEAS*.
- Shimizu, K. (2007). East Asian regional economic co-operation and FTA: Deepening of intra-ASEAN co-operation and expansion into East Asia. *Hokkaido: Economic Journal of Hokkaido University* 36.
- Yoshimatsu, H. (2002). Preferences, interests, and regional integration: the development of the industrial co-operation arrangement. *Review of International Political Economy*. 9,1.
- Volz, U. (2012). Lessons of the European Crisis for regional monetary and financial integration in East Asia. *Tokyo: Asian Development Bank Institute*.
- Volz, U. (2013). ASEAN financial integration in the light of recent European experiences. *London: School of Oriental and African Studies (SOAS), University of London*.

3. Recommended Textbooks and References

Any real world5..... article

7. Course Evaluation and Development

1. Course Evaluation by Students

- (1) Promoting interactive in-class participation.
- (2) Maintaining a relaxed, non-hierarchical, teacher /student relationship

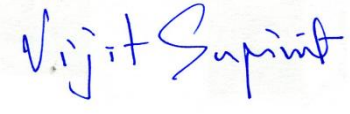
2. Teaching Evaluation

-Fully announce and confidential evaluation of instructor is done by students at end of the course, this evaluation forms is at no point accessible by the instructor. Instructor is give the result of student evaluation after the grades are released

3. Teaching Development

- (1) Teacher keeps on upgrading his self by keeping touch with new international trade and

<p><i>follow with real business world and event in region integration</i></p> <p>(2) <i>Seek to change and upgrade course material and teaching style based on the previous student evaluation</i></p> <p>(3) <i>Attend different Trade forum and talk to bring real world events to class</i></p>
<p>4. Subject verification of Student Achievement</p> <p>1. <i>Ensure that students complete their assignment within class</i></p> <p>2. <i>Have written non- theoretical final examinations.</i></p> <p>3. <i>Encourage students to evaluate and express their own views and opinions.</i></p>
<p>5. Revision and Development of Course Effectiveness</p> <p>(1) <i>One practical and real world application using international trade theory.</i></p> <p>(2) <i>Encouraging student to be more knowledge outcome based rather than grades only.</i></p>

<p>Lecturer</p> <p>Signature. Dr. Om Huvanandana</p> <p>(Dr. Om Huvanandana)</p> <p>Date 1/August/2016</p>	<p>Approved by Dean</p> <p></p> <p>Signature</p> <p>(Dr.Vijit Supinit)</p> <p>Date 1/August/2016</p>
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Course Specification (MKO.3)

University	Siam University
Faculty / Department	MBA. English Program

1. General Information of Course Outline

1. Course Code and Course Name	504-612 International Trade and Investment
2. Credit (Lecture hour – Lab. Hour – Self Study)	3 (3-0-6) 15 Lecture session @ 3 hrs
3. Academic Curriculum	
3.1 Curriculum name	Plan B – None Thesis
3.2 Type of Subject (Gen. Ed. / Core Course / Free Elective)	Free Elective
4. Coordinated Lecturer and Lecturer	
4.1 Coordinated Lecturer -none	
4.2 Lecturer : ดร.วรรณรัตน์ วัฒนานิมิตกุล	
5. Semester / Year	2/2016
6. Pre-requisites	None
7. Co-requisites	None
8. Place of Study	MBA Building, Siam University
9. Date of Latest Course Specification Revised	Dec 1, 2016

2. Purpose and Objection

1. Subject Purpose To established the knowledge of structure and procedure of international trade and investment, how it's important to country economic, the effect of trade barrier and investment limitation or trade liberalization of economic integration of each group, effect of foreign exchange rate risk and the criteria for making decision to trade and investment in each country or religion, the trading term and source of money for trading facility
2. Objective of Subject Revision Need up to date with new environments

3. Implementation and Procedures

1. Course Description Concepts and theories in trade and investment. Effects of exchange rate on trade and international investment, trades balance and balance of payments, international financial system and international financial organizations, role of world trade organizations, trade and economic integration, trade barriers, trade measure and trade policies, international investment promotion. Import and export process, rule, regulation and customer procedure, search for target markets. Analysis of problems and threats of import and export from case studies. Planning and strategy for export promotion. Financial institutions and export promotion organizations, international organizations related to promotion of export and import, policies and export promotion by the government.			
2. Periods Per Semester			
Lecture 15	Tuition	Laboratory / Field trip / Training	Self Study
3. Period of Consultant per week			

4. Development of Learning Skills

1. Ethics 1.1 Ethics Development Lecture and assign to study the various cases by student and discussion and quiz by individual.
1.2 Teaching Method Use lasted edition text book for lecture in class and assignment for homework exercise and term paper with presentation.

<p>Update related news and information from international source of data such as financial website and journal for international financial market, monetary policy of major country and report from World Trade Organization</p> <p>1.3 Evaluation Method</p> <p>Exercise in class, homework exercise, assignment and presentation, in class examination and final examination</p>
<p>2. Knowledge Skill</p> <p>2.1 Expected Knowledge</p> <p>After finished the class, all student and acknowledge the structure and components of international trading and investment in theory, policy, process and case study for analytical trade policy and invest policy of western and eastern country, state of the country policy, how to quote in foreign trading term(InCo Term) and source trade financing</p>
<p>2.2 Teaching Method</p> <p>Lecture with text book and related information or news during the class time</p>
<p>2.3 Evaluation Method</p> <p>Quiz in class, mid-term examination, assignment presentation and final examination</p>
<p>3. Wisdom Skill</p> <p>3.1 Required Intelligence Skill Development</p> <p>Criteria and real case mapping with multimedia and box case for the understanding in conceptual and applied.</p> <p>3.2 Teaching Method</p> <p>Teaching case by example and change with another case for exercise in class to make student understand the concepts and details</p> <p>3.3 Evaluation Method</p> <p>How long time to understanding the exercise and finished</p>
<p>4. Interpersonal and Responsibility Skill</p> <p>4.1 Required Interpersonal and Responsibility skill Development</p> <p>The class assign group discussion and presentation for the case in different group</p>
<p>4.3 Evaluation Method</p> <p>Assign case discussion in class and student presentation , finally share the result together among group</p>
<p>5. Mathematics Communication and IT Analysis Skill</p> <p>5.1 Mathematics Communication and IT Analysis skill Development</p> <p>Only simple mathematical case study only how to read the foreign exchange rate quotation and non IT program applied to the class</p>
<p>5.2 Teaching Method</p> <p>Example and case study</p>

5.3 Evaluation Method

Quiz the short exercise in class and group discussion

5. Lesson Plan and Evaluation

1. Lesson plan				
week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	The Theory of International Trade and Investment	3 hrs	Lecture, topics presentation, related documents or report	ดร.วรรณรัตน์ วัฒนานิมิตกุล
2	Micro-economic for the comparative of production and 3agents characteristic in economy	3 hrs	Lecture, topics presentation, related documents or report	ดร.วรรณรัตน์ วัฒนานิมิตกุล
3	Case Study from WTO report latest year in major area	3 hrs	Lecture, topics presentation, related documents or report	ดร.วรรณรัตน์ วัฒนานิมิตกุล
4	Trade and investment policy.	3 hrs	Lecture, topics presentation, related documents or report	ดร.วรรณรัตน์ วัฒนานิมิตกุล
5	Tools of international trade and investment for increase economic growth	3 hrs	Multimedia presentation with script document (Investment policy of Taiwan)	ดร.วรรณรัตน์ วัฒนานิมิตกุล
6	Student presentation report assignment	3 hrs		ดร.วรรณรัตน์ วัฒนานิมิตกุล
7	Case study :Taiwan foreign trade and investment policy & Facilities	3 hrs	Lecture, topics presentation, related documents or report	ดร.วรรณรัตน์ วัฒนานิมิตกุล
8	The exchange rate system, trade balance and balance of payments	3 hrs	Lecture, topics presentation, related documents or report	ดร.วรรณรัตน์ วัฒนานิมิตกุล
9	International practice for standardize in commercial pricing and financing source for foreign trade	3 hrs	Lecture, topics presentation, related documents , box case for discussion in class	ดร.วรรณรัตน์ วัฒนานิมิตกุล
10	Global Production, Outsourcing, and Logistics for international business	3 hrs	Lecture, topics presentation, related documents, with case study	ดร.วรรณรัตน์ วัฒนานิมิตกุล
11	Student presentation	3 hrs		ดร.วรรณรัตน์

	report assignment			วัฒนานิมิตกุล
12	Region international trade and investment policy: case California State	3 hrs	Lecture, topics presentation, compare to conceptual	ดร.วรรณรัตน์ วัฒนานิมิตกุล
13	Multinational corporation and capital budgeting		Lecture, topics presentation, class exercise	ดร.วรรณรัตน์ วัฒนานิมิตกุล
14	Corporate Governance, Accounting and taxation.		Lecture, topics presentation, with case study	ดร.วรรณรัตน์ วัฒนานิมิตกุล
15	Discussion the latest environment for world trade		Panel discussion with Western and Eastern view	ดร.วรรณรัตน์ วัฒนานิมิตกุล

2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
Conceptual	Quiz	4 and 12	10%
Conceptual and how to applied with mapping	Mid-term examination	9	15%
Adaptation for applied with context and application	Term paper assignment for submit and presentation	14	25%
All conceptual and case analytical and applied for opinion	Final Examination	After week 15	50%

6. Learning Resources

1. Course Materials Bullet presentation, case study with multimedia, journal and currents related news for subject

2. Important Textbooks and References

Research material and report of World Trade Organization and economic theory for trading and investment, Law and regulation of Foreign Direct Investment of some country

7. Course Evaluation and Development**1. Course Evaluation by Students**

Done by MBA management office staff and the dean by interview after final examination

2. Teaching Evaluation

By overall average score of all student range and concentration with separate for each nationality student

3. Teaching Development

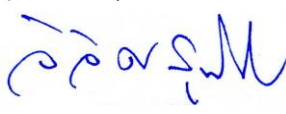
Update for appropriate situation in international trade and invest policy or integration group from GATT and WTO, book and journal or relate source of data such as international internet web site, for economic integration and trade liberalization

4. Subject verification of Student Achievement

Finally in every semester all of attendant student past the course with standard result score

5. Revision and Development of Course Effectiveness

Many students respond when he or she finished the MBA program, this subject can help them to better understand the process to do in the real business environment and make them more interested in today trading and investing in the globe and some group of students from European country and understand the environments of trading and investment in Asian country or group of developing countries

<p style="text-align: center;">Lecturer</p> <p style="text-align: center;">Signature ดร.วรรณรัตน์ วัฒนานิมิตกุล (ดร.วรรณรัตน์ วัฒนานิมิตกุล) Date Dec 1, 2016</p>	<p style="text-align: center;">Approved by Dean</p> <p style="text-align: center;">Signature  (Dr.Vijit Supinit) Date Dec 1, 2016</p>
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Course Specification

University	Siam University
Faculty / Department	IMBA

1. General Information of Course Outline

1. Course Code and Course Name :	504-613 International Business Law
2. Credit (Lecture hour – Lab. Hour – Self Study)	3 credits (3-0-6)
3. Academic Curriculum	
3.1 Curriculum Name	
3.2 Type of Subject (Gen. Ed. / Core Course / Free Elective)	
4. Coordinated Lecturer and Lecturer	
4.1 Coordinated Lecturer	
4.2 Lecturer Dr. YutthanaSrisavat	
5. Semester / Year	2 nd / 2016
6. Pre-requisites	none
7. Co-requisites	-
8. Place of Study	Siam University
9. Date of Lastest Course Specification Revised	

2. Purpose and Objection

1. Subject Purpose	Introduces students to legal aspects of international business. After attending this course, students learn how law affects business.
2. Objective of Subject Revision	

3. Implementation and Procedures

1. Course Description The importance of legal environment in the everyday international business world, i.e., international organizations, contracts, negotiable instruments, agency, partnerships, corporations, property, employment, and taxation.			
2. Periods per Semester: 16			
Lecture 16	Tuition -	Laboratory / Field Trip / Training -	Self Study
2. Periods of Consultant per Week -			

4. Development of Learning Skills

1. Ethics 1.1 Ethics Development No copying or cheating in any assignment
1.2 Teaching Method Example
1.3 Evaluation Method Attitude, Attendance
2. Knowledge Skill 2.1 Expected Knowledge Meet all class objectives
2.2 Teaching Method Class Lecture Class Participation
2.3 Evaluation Method Presentation Paper
3. Wisdom Skill 3.1 Required Intelligence Skill Development Ability to understand and discuss some legal aspects in international business
3.2 Teaching Method Class Participation
3.3 Evaluation Method Class Participation Quizzes
4. Interpersonal and Responsibility Skill 4.1 Interpersonal and Responsibility Skill Punctuality
4.2 Teaching Method Class Participation Prepare final paper
4.3 Evaluation Method Class Participation
5. Mathematics Communication and IT Analysis Skill 5.1 Mathematics Communication and IT Analysis Skill Development

5.2 Teaching Method
5.3 Evaluation Method

5. Lesson Plan and Evaluation

1. Lesson Plan				
Week	Content Description	Study Period	Learning Activities and Teaching Aids Media	Lecturer
1	Introduction to Law	3	Discussion / Review Questions	Dr. Yutthana Srisavat
2	International Organizations	3	Discussion / Review Questions	Dr. Yutthana Srisavat
3	International Organizations	3	Discussion / Review Questions	Dr. Yutthana Srisavat
4	Intellectual Property	3	Discussion / Review Questions	Dr. Yutthana Srisavat
5	Intellectual Property	3	Discussion / Review Questions	Dr. Yutthana Srisavat
6	Investment	3	Discussion / Review Questions	Dr. Yutthana Srisavat
7	Business Organizations	3	Discussion / Review Questions	Dr. Yutthana Srisavat
8	Business Organizations	3	Discussion / Review Questions	Dr. Yutthana Srisavat
9	Terms of Use	3	Discussion / Review Questions	Dr. Yutthana Srisavat
10	Taxation	3	Discussion / Review Questions	Dr. Yutthana Srisavat
11	Taxation	3	Discussion / Review Questions	Dr. Yutthana Srisavat
12	International Trade	3	Discussion / Review Questions	Dr. Yutthana Srisavat
13	Dispute Resolution	3	Discussion / Review Questions	Dr. Yutthana Srisavat
14	Class workshop	3	Discussion / Review Questions	Dr. Yutthana Srisavat
15	Review	3		Dr. Yutthana Srisavat
16	Presentation	3		Dr. Yutthana Srisavat

2. Learning Evaluation Plan
Group Assignment 50%
2 Take-Home Exercises 40%
Class Participations 10%

Total 100%

6. Learning Resources

1. Course Materials

Business Law, Third Edition, Robert W. Emerson and John W. Hardwicke, Barron's Business Review Series

2. Important Textbooks and References

3. Recommended Textbooks and References

7. Course Evaluation and Development

1. Course Evaluation by Students

2. Teaching Evaluation

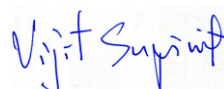
3. Recommended Textbooks and References

4. Subject Verification of Student Achievement

5. Revision and Development of Course Effectiveness



(Dr. Yutthana Srisavat)
Course Coordinator



(Dr. Vijit Supinit)
Program Coordinator



Siam University

Graduate School: Master of Business Administration (English Program)

Course Outline

1. General Information

1. Course Code and Course Name: 510-221 - Doing Business in ASEAN and FTA
2. Credit (Lecture hour – Lab. Hour – Self Study): 3 (3-0-6)
3. Academic Curriculum 3.1 Curriculum Name: Master of Business Administration (English Program) 3.2 Type of Subject: Selective course 3.3 Duration: 15 Weeks (3 hrs. each)
4. Instructor Mr. Chanatip Suksai
Contact Detail Email: chanatipsuksai@yahoo.com Contact: Co-operative Education, 19 Bldg., 19 th Fl. Office Hours: Monday / Tuesday / Friday (Email for appointment)
5. Semester / Year: 3/2013
6. Pre-requisites: 506-110 Economic Integration and ASEAN Studies or authorized by lecturer
8. Place of Study: Siam University
9. Date of Latest Course Specification Revised: 25 February 2014

2.Course Description

This course provides a comprehensive detail of “*Doing Business in ASEAN and FTA*” by focusing on selected ASEAN countries (Thailand, Indonesia, Myanmar and Vietnam). This is to study business environment and opportunity during the recent decade; including, greater emergence of ASEAN or ASEAN Community 2015.

This course detail economic structure of key ASEAN countries covering political, economic and social aspects, cross-culture management and linkage to the global economy. This course is designed with the mixture of lecture, case studies analysis and in-class discussion and will be concluded with the “*Term Paper*” to allow students chances to develop their critical thinking and learning skills.

This course also aims to search for business opportunities in the ASEAN countries, especially around Thai boundary including countries that ASEAN have Free Trade Agreement (FTA) with. The emphasis of this course is put on the study of economic systems, structures, and business operation in the ASEAN targeting in trade, finance, investment, services, labor and resources mobility, in particular working opportunity and condition under the framework of (Mutual Recognition Agreements – MRAs).

3.Purpose and Objective

- To provide a comprehensive understanding of “*Doing Business in ASEAN and FTA*” and linkage to greater Asia
- To comprehend business environment, economic development, cross-culture management and practice; especially, under the context of ASEAN Economic Community (AEC) 2015 -- to be known as ASEAN in the Modern World
- To investigate business opportunity and threat under the phenomenon of ASEAN Single Market (in the name of AEC), and ASEAN business landscape
- To study economic systems and business operation in the ASEAN countries; including, trade, finance, investment, labor and resources mobility
- To analyze the ongoing business challenges in ASEAN, through case studies, and how these could impact ASEAN’s business landscape and future direction

4. Evaluation

Items	Weights (%)	Details
Assignment 1 (PPT and oral presentation)	10	<i>Individual work</i>
Assignment 2 (PPT and oral presentation)	10	
Quiz	10	<i>Take-home</i>
Class attendance + Active participation	10	<i>4 times absence maximum</i>
Individual Discussion Paper (Document, PPT and oral presentation)	30	<i>Thoughtful paper based on the key word “Business in ASEAN” and your interest</i>
Final exam	30	<i>In-class exam</i>

5. Teaching Plan

	Date/Time	Topic	Instructor
1	4 March 2014	Course Introduction <ul style="list-style-type: none"> • General information of the subject • Purpose and objective • Assignments, Evaluation and Grading • Reading list recommendation • Guideline for the “<i>Individual Discussion Paper</i>” 	<i>Mr. ChanatipSuksai</i>
2	11 March 2014	ASEAN in the Modern World <ul style="list-style-type: none"> • Overview of ASEAN • Milestone Achievements • ASEAN in the Global Stage and relations with the major powers • ASEAN as a fast growing economy in the new century 	<i>Mr. ChanatipSuksai</i>
3	18 March 2014	ASEAN Community 2015 <ul style="list-style-type: none"> • ASEAN Community: 3 Pillars in details • ASEAN Charter • AEC as a “Single Market” covering key elements; <ul style="list-style-type: none"> - <i>A single market and production base</i> - <i>A highly competitive economic region</i> - <i>A region of equitable economic development</i> - <i>A region fully integrated into the global economy</i> 	<i>Mr. ChanatipSuksai</i>
4	25 March 2014	ASEAN Free Trade Area (AFTA) <ul style="list-style-type: none"> • Background • Principles, Elements, Targets and Benefits • Is AFTA matter? • Current status of AFTA and way forward to AEC as a single market 	<i>Mr. ChanatipSuksai</i>
5	1 April 2014	Business Opportunity in ASEAN countries (Class lecture and Open discussion) Selected Country: <u>Thailand</u> <ul style="list-style-type: none"> • Overview Economic Structure • Business Opportunity <ul style="list-style-type: none"> • <i>Why Thailand?</i> • <i>Where to get started?</i> • <i>What to do? Which sector? Line of Business?</i> • <i>Supporting government policy, concerned</i> 	<i>Mr. ChanatipSuksai</i>

		<i>authorities, related successful factors and competitiveness</i> <ul style="list-style-type: none"> Challenges and Current Circumstance 	
6	8 April 2014	Business Opportunity in ASEAN countries (Class lecture and Open discussion) Selected Country: <u>Indonesia</u> <ul style="list-style-type: none"> Overview Economic Structure Business Opportunity Challenges and Current Circumstance 	Mr. ChanatipSuksai
	15 April 2014	Holiday (Songkran Festival)	
7	22 April 2014	Business Opportunity in ASEAN countries (Class lecture and Open discussion) Selected Country: <u>Myanmar</u> <ul style="list-style-type: none"> Overview Economic Structure Business Opportunity Challenges and Current Circumstance 	Mr. ChanatipSuksai
8	29 April 2014	Business Opportunity in ASEAN countries (Class lecture and Open discussion) Selected Country: <u>Vietnam</u> <ul style="list-style-type: none"> Overview Economic Structure Business Opportunity Challenges and Current Circumstance 	Mr. ChanatipSuksai
9	6 May 2014	Business Culture in ASEAN <ul style="list-style-type: none"> Bureaucratic system in ASEAN business culture Multicultural study in Muslim countries (focusing on Malaysia and Indonesia) Domestic Politics Related case studies 	Mr. ChanatipSuksai
10	13 May 2014	Invited Guest Speaker	TBC
11	20 May 2014	Invited Guest Speaker	TBC
12	27 May 2014	Transnational issues in ASEAN	Mr. ChanatipSuksai
13	3 June 2014	Implication: ASEAN beyond 2015 <ul style="list-style-type: none"> Future Challenges and Opportunity Way Forward 	Mr. ChanatipSuksai
14	10 June 2014	Individual discussion paper and presentation	Mr. ChanatipSuksai
15	17 June 2014	Subject Summary and Wrap up	Mr. ChanatipSuksai

Reading Lists


Books

- Kulwant Singh, NitinPangarkar, and LoizosHeracleous, **Business Strategy in Asia: A casebook**, (Singapore: Cengage Learning Asia Pte Ltd, 2010)
- AdrewDelios and Kulwant Singh, **Mastering Business in Asia: Strategy for Success in Asia**, (Singapore: John Wiley & Sons (Asia)Pte Ltd, 2002)
- Philip Kotler, HernawanKatajaya and Hooi Den Huan, **Think ASEAN: Rethinking Marketing toward ASEAN Community 2015**, (Singapore: McGraw-Hill, 2007)
- Philip Kotler, Michale Alan Hamlin, Irving Rein, and Donald H. Haider, **Marketing Asian Places: Attracting Investment, Industry, and Tourism to cities, States and Nations**,(Singapore: John Wiley & Sons (Asia) Pte Ltd, 2002)
- Peter G. Warr, **The Thai Economy in Transition**, (Cambridge University Press, 1993)
- ASEAN Secretariat, **ASEAN Economic Co-operation Transition & Transformation**, (Singapore: Institute of Southeast Asian Studies, 1997)

Internet Resources

- **AEC Handbook for Business**, ASEAN Secretariat, Jakarta,
http://www.asean.org/images/2013/resources/publication/ASEAN_Economic_Community_Handbook_for_Business_2012.pdf
- **ASEAN an emerging global player**, Asia Business Council,
http://www.asiabusinesscouncil.org/docs/Fall12_Asean_Briefing.pdf
- **Investing in an accelerating asia**, The Economist,
http://www.corporatenetwork.com/sites/default/files/ABOS_2013_report_final.pdf
- **ASEAN in the Global Platform**, Asian Knowledge Institute (AKI),
<http://www.akiedu.org/form/ASEAN%20report-Global%20Platform-issue%201-final-issuu.pdf>
- **Investing in ASEAN 2013-2014**, ASEAN Secretariat,
http://investasean.asean.org/index.php/ajax/exec_ajax/file_download/776/newsid/992/investing-in-asean-2013--2014.pdf
- **Riding the ASEAN elephant: How business is responding to an unusual animal**, The Economist, http://ftp01.economist.com.hk/ECN_papers/ridingASEAN.pdf
- **Doing Business on a More Transparent World 2013**: The World Bank<http://www.doingbusiness.org/~media/GIAWB/Doing%20Business/Documents/Annual-Reports/English/DB13-full-report.pdf>
- **Trade and Development Report 2013**, UNCTAD,
http://unctad.org/en/PublicationsLibrary/tdr2013_en.pdf

As of 25February 2014
Prepared by ChanatipSuksai
Email: chanatipsuksai@yahoo.com

<p style="text-align: center;">Lecturer</p> <p>Signature..... (A.ChanatipSuksai)</p> <p>Date...../...../.....</p>	<p style="text-align: center;">Approved by Dean</p> <p style="text-align: center;"></p> <p>Signature..... (Dr.Vijit Supinit) Date 22/3/2014</p>
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Course Specification (MKO.3)

University	Siam University
Faculty / Department	Graduate School of Business Administration, International MBA Program

1. General Information of Course Outline

1. Course Code and Course Name	509-222 MICE and Tourism Management
2. Credit (Lecture hour – Lab. Hour – Self Study)	3 (3-0-6)
3. Academic Curriculum	
3.1 Curriculum name	Master of Business Administration, International MBA Program
3.2 Type of Subject (Gen. Ed. / Core Course / Free Elective)	Free Elective
4. Coordinated Lecturer and Lecturer	
4.1 Coordinated Lecturer	Dr. La-iard Silanoi
4.2 Lecturer	Dr. La-iard Silanoi
5. Semester / Year	1/2014
6. Pre-requisites	None
7. Co-requisites	None
8. Place of Study	19 Building, 3 rd floor, Siam University (Room 302)
9. Date of Latest Course Specification Revised	Sep 9, 2014

2. Purpose and Objection

1. Subject Purpose

The organization, structure, planning and operation of conventions, conference, meeting and incentive travel at both a national and international level; and designed to introduce students how conventions, conference, meeting and incentive travel operate through Meeting Planners, Destination Management Company, Corporate Meeting Planners, Association Meeting Planners, Independent Meeting Planners, and Tour Operators/Travel Agents. This basic of human resources, suppliers and site and venue management will be covered along with the advertising, selling, financial, budgetary and legal considerations of the Destination Management Company, especially the roles of various players in providing the necessary services within this industry.

2. Objective of Subject Revision

1. Preparing students with the fundamental knowledge, and skill for interacting with the various players involved in this industry.
2. Provide the basic framework for planning a meeting, convention, conference or incentive traveling.
3. Provide overview of the industry and awareness of the growth and changes within this industry.

3. Implementation and Procedures

1. Course Description

The course examines the lucrative MICE industry (meetings, incentives, conventions, and expositions) that caters to the needs of business travelers and festivals and events (ranging from mega-events to community celebrations) that serve as tourist attractions for pleasure travelers. The role of an expert convention planner, destination management companies, hotel and related industries and organizations, incentive tourism strategies and the importance of e-tourism.

2. Periods Per Semester

Lecture	Tuition	Laboratory / Field trip / Training	Self Study
45		0	90

3. Period of Consultant per week
Every week one hour before teaching

4. Development of Learning Skills

1. Ethics

1.1 Ethics Development

Discipline, punctual, and responsible for themselves and the society.
Respect the rules and regulations of the organization and society
Observe academic and professional ethics
Create understanding of research ethics and moral

1.2 Teaching Method

Lecturer gives the basic knowledge of topics with clear examples with comparative examples and after that students should to explore alternative examples issue is talked. Lecturer is in class for the students, and create independent thinking rather memory based learning.
Practice student to independent thinking and problem solve thinking with dilemmas and cases

1.3 Evaluation Method 1. Observe learning behavior 2. Observe the development process 3. Evaluate the development of skills 4. Evaluate the work assignments 5. Observe problem solve skills
2. Knowledge Skill 2.1 Expected Knowledge Student should to know basic world philosophies . Understand the differences between philosophies and implement that for perspective of ASEAN integration process. Student should to understand basics principles of International political economy and implement in ASEAN perspective.
2.2 Teaching Method Lectures with PPP. Comparative examples of integration process in different places in the world Case studies
2.3 Evaluation Method Class participation Attendance of the class Class room activity Development and attitude to learn new thinks and ideas Able to create
3. Wisdom Skill 3.1 Required Intelligence Skill Development Develop systematic and logical thinking. Meaning of ideologies as a base for integration process 3.2 Teaching Method Practice in current topic after lecture. Student capacity to find most appropriate way to connect theoretical base for practice 3.3 Evaluation Method Check and measure the result of logical thinking Observe together with students alternative approach and capacity to implement their approach for real situation.
4. Interpersonal and Responsibility Skill 4.1 Required Interpersonal and Responsibility skill Development Able to communicate between lecture as other students Responsibility of own work as group participation Discipline Willingness to learn new ideas and knowledge (develop own professional skills)
4.2 Teaching Method Support to create own way to thinking Give the question for the groups and individual student and probably find together other way to do it and how it affects the results Create conversation of current topics
4.3 Evaluation Method Participation and capacity to take under the consideration others ideas and methods
5. Mathematics Communication and IT Analysis Skill 5.1 Mathematics Communication and IT Analysis skill Development Able to choose most appropriate tools for the research problem. Able to recommend problem-solving solutions by applying mathematical or statistical techniques creatively and alternatively choose more appropriate approach; qualitative

or quantitative methods for current topics
<p>5.2 Teaching Method</p> <p>Assign case studies that require quantitative analysis and problem-solving alternatives recommendation.</p> <p>Assign case studies that require quantitative and qualitative analysis and problem-solving alternatives recommendation. Explain why the result may be different, by using two different approach</p>
<p>5.3 Evaluation Method</p> <p>Observe students' communication behavior and approaches.</p> <p>Evaluate the suitability of the communication technologies used.</p> <p>Students capacity to analyze the results, both quantitative as qualitative with philosophical way</p>

5. Lesson Plan and Evaluation

1. Lesson plan				
week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	Introduction to the Tourism Industry History of Tourism	3	PowerPoint/ Copy (Text)	Dr. La-iard Silanoi
2	History of Meetings, Conventions, and Incentive Travel Four Components of Tourism	3	PowerPoint/ Copy (Text)	Dr. La-iard Silanoi
3	Overview of Convention... (Korea) Meaning of "Convention" What is the MICE Industry? Economic Aspects of MICE Global Tourism including MICE Tourism in the Asian Region Reason for the growth of MICE	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	Dr. La-iard Silanoi
4	Players in MICE Tourism Characteristics of MICE Industry Type of Corporate Meeting Purposes for Corporate Meeting Type of Associations Type of Association Meetings Purposes for Association Meeting Professional Convention Organizer Meeting Planner/Manager	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	Dr. La-iard Silanoi
5	Rationale for Integrated Networking in MICE Challenges in MICE Integrated Networking for MICE Convention & Visitors Bureau Challenges for CVB Justification for Public Sector Involvement	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	Dr. La-iard Silanoi
6	Principles and Practices 1. Cooperation and Competition 2. Aggregation &	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be	Dr. La-iard Silanoi

	Disaggregation 3.Engaging and Enabling 4.Public Funding & Private Partnerships 5.Convergence and Coverage Concluding Remarks		utilized	
7	Convention Planning and Operation... (Korea) Guidelines for Proposals to Host Commercial Usage Business Custom, Attitude and Culture	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	Dr. La-iard Silanoi
8	Marketing for Convention... (Korea) Convention Operation... (Korea) Case Study on Convention... (Korea)	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	Dr. La-iard Silanoi
9	Convention and Visitors Bureaus (Mont.ch2) Organizational Structure Funding Services How CVB Members can work effectively with their Bureaus International Association of Convention and Visitors Bureaus	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	Dr. La-iard Silanoi
10	Players in the Industry (Mont.ch3) Associations Convention Centers Conference Centers Association Meeting Planners Corporate Meeting Planners Tour Operators	3	Documentary video for educational purposes	Dr. La-iard Silanoi
11	The Sponsor (Mont.ch4) The Process of Meeting and Incentive Travel Management On-Site Management Providing Services at Meeting Evaluation	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	Dr. La-iard Silanoi
12	Host Venues (Mont.ch5) Significance of Convention, Meeting and Incentive Travel Business Role of the Host Property Key Players in the Host Property Services Check - in/Check-out Hospitality Programs/Spousal Programs or Special Events Types of Host Facilities	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	Dr. La-iard Silanoi
13	Meeting Management (Mont.ch7) Meeting Planners Pre-meeting Responsibilities Legal Issues (Mont.ch8) Negotiations The Commercial Code International Contractual Considerations Ethics	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	Dr. La-iard Silanoi

14	Meeting Technology (Mont.ch9) The Meeting Videoconferencing Technology in the Planning Phase Technology for the Meeting Attendee	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	Dr. La-iard Silanoi
15	Change Affecting the Meetings, (Mont.ch10) Conventions and Incentive Travel Industry Professional Education into the Next Millennium Globalization of the Meetings, Conventions, and Incentive Travel Market The Logistics of Planning an International Meeting and Incentive Travel	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	Dr. La-iard Silanoi
16	Career and Resource Information (Mont.ch11) Employment Forecast for Occupations in Meetings, Conventions, and Incentive Travel Salary Compensation and Working Conditions Resource Information	3	Lecturing with PowerPoint presentation. Case study analysis and in-class discussion will be utilized	Dr. La-iard Silanoi

2. Learning Evaluation Plan

Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
	Assigned Tasks/Projects (percentage).....		10
	Attendance (percentage).....		10
	Mid term Examination		20
	Finale Examination		60

6. Learning Resources

1. Course Materials

1. Montgomery, Rhonda J., Strick, Sanda K., 1994. Meetings, Conventions, and Expositions: An Introduction to the Industry, Van Nostrand Reinhold, New York, USA. 318 pages.
2. Davidson, 2006. Marketing Destinations and Venues for Conferences, Conventions and Business Events. ISBN 0750667001.
3. Korea International Cooperation Agency, 2002. Professional Course for Exhibition &

Convention. International Training Program 2002, March 10 – 29, 2002. Seoul, Korea. 309 pages.

4. Kotler, Philip., Bowen, John T., and Makens, James C., 2006. Marketing for Hospitality and Tourism. Fourth Edition, Pearson International Edition, New Jersey, USA. 932 pages.

5. Burke, James E., and Resnick, Barry P., 1991. Marketing & Selling the Travel Product, South-western Publishing Co. Ohio, USA. 321 pages.

6. Abbey, James R., 1996. Hospitality Sales & Advertising, Second Edition, Educational Institute of the American Hotel & Motel Association, Michigan, USA. 691 pages.

7. Tourism Authority of Thailand, 1993. Guideline for Domestic Incentive Travel Promotion and Development. Data Search (Thailand) Co.,Ltd. 273 pages. (Thai version)

2. Important Textbooks and References

-

3. Recommended Textbooks and References

Different kind of date bases, Journals and publications as research papers

7. Course Evaluation and Development

1. Course Evaluation by Students

-

2. Teaching Evaluation

-

3. Teaching Development

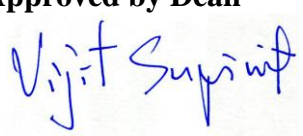
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4. Subject verification of Student Achievement

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5. Revision and Development of Course Effectiveness

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<p style="text-align: center;">Lecturer</p> <p>Signature Dr. La-iard Silanoi (Dr. La-iard Silanoi) Date 02/ 09/2014</p>	<p style="text-align: center;">Approved by Dean</p> <p style="text-align: center;"> Signature (Dr.Vijit Supinit) Date 02/ 09/2014</p>
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Course Specification (MKO.3)

University	<i>Siam University</i>
Faculty / Department	<i>Graduate School of Business Administration, International MBA Program</i>

1. General Information of Course Outline

2. Course Code and Course Name: <i>509-223 Sustainable Development of Tourism</i>
2. Credit : <i>3</i>
3. Academic Curriculum 3.1 Curriculum name 3.2 Type of Subject : <i>Core Course</i>
4. Coordinated Lecturer and Lecturer 4.1 Coordinated Lecturer : <i>Dr.La-iad Silanoi</i> 4.2 Lecturer : <i>Dr.La-iad Silanoi</i>
5. Semester / Year : <i>1/2014 Semester</i>
6. Pre-requisites : <i>None</i>
7. Co-requisites : <i>None</i>
8. Place of Study : <i>Siam University</i>
9. Date of Latest Course Specification Revised : <i>July 2014</i>

2. Purpose and Objectives

1. Subject Purpose:
<ul style="list-style-type: none"> To provide students with knowledge and understanding of sustainable development of tourism. To enable students to apply the theory of sustainable development of tourism to fit the environments of Thailand and other relevant countries.
2. Objectives of Subject:
<ul style="list-style-type: none"> To provide students with knowledge and understanding of sustainable development of tourism. To enable students to apply the theory to the variety of tourism environments. To enable students to apply the theory for research purposes.

3. Implementation and Procedures

1.Course Description : Investigate impacts of tourism on economic, socio-cultural and physical environments. In addition, the course will explore the current impacts on tourism industry and sustainability and problem analysis solutions and decision-making for planning and developing in sustainable tourism. Concepts, principles and techniques for planning developing and managing sustainable tourism of UNWTO at the national, regional and local level. Tourism sectors should be integrated with other local sectors and with national and regional tourism development policies and plans. And how to achieve integration of the local tourism sector in many types of local situations according to its own particular environment, cultural and institutional characteristics and approaches to development, and tourism planning, development and management must be adapted to each local situation. Give the specific guidance from UNWTO Concept on developing tourism at the local level for each of the world's major geographic and cultural regions.			
2. Periods Per Semester			
Lecture	Tuition	Laboratory / Field trip / Training	Self Study
45 hours	In class discussions and presentations	Case studies	At least 90 hrs
3. Period of Consultant per week - A faculty member provides academic advice and guidance as required and on request at all times			

4. Development of Learning Skills

1. Ethics
1.1 Ethics Development
<ul style="list-style-type: none"> To realize in the value, morality, ethics and honesty in the profession of development of sustainable development of tourism. To have discipline and responsibility to one self and society. To be punctual and respectful of rules and regulations of organizations and society as a whole. To be respectful of opinions of others within and outside the framework of

<p>planning and development of the industry.</p> <ul style="list-style-type: none"> • To generate consciousness in environment protection and energy protection.
<p>1.2 Teaching Method</p> <ul style="list-style-type: none"> • To incorporate topic and problems of professional ethics in the lesson. • To promote broad discussion in ethics and morality of the planners and developers of sustainable tourism development. • To conduct field trips to see real examples, magazines and internet.
<p>1.3 Evaluation Method</p> <ul style="list-style-type: none"> • To assess the result of final examination with respect to the knowledge, morality, ethics and professional consciousness. • To analyses the quality of reports and assignments relating to knowledge, research method and presentation technique. • To observe the behavior, attitude and expression of intellect and social etiquette. • To assess and observe the students from case studies.
<p>2. Knowledge Skill</p> <p>2.1 Expected Knowledge: Foundations of <i>Sustainable Development of Tourism</i> including:</p> <ul style="list-style-type: none"> • To possess knowledge in the development of sustainable tourism development along the line of UNWTO and its application in various markets, including hotel markets, in a systematic and up to date way, consistent with changes in the global environments. • To be able to follow in the academic progress in the development of sustainable tourism development, to understand trends of changes and the impact for the futures, including the applicable new technology. • To be able to analyses and discuss case studies.
<p>2.2 Teaching Method</p> <ul style="list-style-type: none"> • Lecture in class room • Self-study • Presentation of assignments • Group discussion • Case studies and report writing
<p>2.3 Evaluation Method</p> <ul style="list-style-type: none"> • Result of test, • Assessment of class assignment • Quality of reports • Class participation • Self-assessment • Final Exam
<p>3. Wisdom Skill</p> <p>3.1 Required Intelligence Skill Development :</p> <ul style="list-style-type: none"> • To think with intelligence and in a systematic way • Ability to analyze the problems and apply the solution, including the use of appropriate tools to solve problems. • Ability to search, compile and analyze information and problems in order to seek constructive solution. • Fractional skill in planning and developing and making decisions on projects. <p>3.2 Teaching Method</p>

<ul style="list-style-type: none"> • Using case studies in the class room to develop analytical skill. • Problem solving relating to planning and development of sustainable tourism, with solution. • Group discussion on topics of interest, emphasizing student-centered. • Giving assignments that require research and quantitative analysis for conclusion • Encouraging students to display leadership in displaying knowledge and in study group management. <p>3.3 Evaluation Method</p> <ul style="list-style-type: none"> • Assessment of work assignment. • Test of knowledge, understanding and application skill. • Assessment of research quality and analytical skill. • Presentation in the class. • Self-assessment.
<p>4. Interpersonal and Responsibility Skill</p> <p>4.1 Required Interpersonal and Responsibility skill Development</p> <ul style="list-style-type: none"> • Good personality with ability to communicate and to generate understanding and consensus. • Ability to express the views and showing correct position within the scope of responsibility. • Developing both leader and follower quality with the ability to adjust to others and to work as a team. • Cultivating lifelong learning and development.
<p>4.2 Teaching Method</p> <ul style="list-style-type: none"> • Creating activities both inside and outside the class to supplement the curriculum. • Assigning small groups for different activities. • Observe learning behavior. • Mutual assessment by group members.
<p>4.3 Evaluation Method</p> <ul style="list-style-type: none"> • Assessment of work assignment. • Self-assessment and peer evaluation. • Observation of learning behavior. • Assessment by those participating in the activities.
<p>5. Mathematics Communication and IT Analysis Skill</p> <p>5.1 Mathematics Communication and IT Analysis skill Development</p> <ul style="list-style-type: none"> • Skill in using computer and program relating to planning and development of sustainable tourism development, as well as skill in using communication technology. • Skill in applying mathematical and statistical information to plan and develop tourism. • Ability to communicate affectively both orally and in writing, including the selection of choice of appropriate communication.
<p>5.2 Teaching Method</p> <ul style="list-style-type: none"> • Lecture and self-study • Case study using real examples • Arrange activities outside the class room • Assigning reports to be submitted

5.3 Evaluation Method

- Testing the ability to communicate, to use the English language and the use of appropriated communication and technology.
- Assessment of project presentation and the use of computer.
- Self-assessment.

5. Lesson Plan and Evaluation

1. Lesson plan				
week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	<ul style="list-style-type: none"> • <i>What is tourism and tourist group?</i> • <i>Statistics of World Tourism Organization</i> 	3 hrs	Power point	Dr.La-iad Silanoi
2	<ul style="list-style-type: none"> • <i>Special Characteristics of tourists.</i> • <i>Limit to tourism.</i> • <i>Tourism expenditure</i> 	3 hrs	Power point	Dr.La-iad Silanoi
3	<ul style="list-style-type: none"> • <i>Concept of planning and development of sustainable tourism development of WTO</i> 	3 hrs	Power point	Dr.La-iad Silanoi
4	<ul style="list-style-type: none"> • <i>Tourism in the community, benefit of tourism to communities and problems falling to communities and problems falling to communities</i> 	3 hrs	Power point	Dr.La-iad Silanoi
5	<ul style="list-style-type: none"> • <i>Tourism system, Tourism and community environments, Assessment of resources in local communities</i> 	3 hrs	Power point	Dr.La-iad Silanoi
6	<ul style="list-style-type: none"> • <i>Planning and development of tourism in local areas.</i> • <i>Planning concept.</i> 	3 hrs	Power point	Dr.La-iad Silanoi
7	<ul style="list-style-type: none"> • <i>Development process for tourism project, assessment of EIA, design and development standards for facilities for tourism and</i> 	3 hrs	Power point	Dr.La-iad Silanoi

1. Lesson plan				
week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
	<i>tourists.</i>			
8	<ul style="list-style-type: none"> <i>Principle of tourism Planning, Planning for local and national levels, planning for resorts, planning for city community tourism and ecotourism.</i> 	3 hrs		Dr.La-iad Silanoi
9	<ul style="list-style-type: none"> <i>Planning to develop natural cultural and historical tourism attraction.</i> 	3 hrs		Dr.La-iad Silanoi
10	<ul style="list-style-type: none"> <i>The start of tourism development, role of public and private sectors, Financial factors.</i> 	3 hrs		Dr.La-iad Silanoi
11	<ul style="list-style-type: none"> <i>Development of tourism manpower.</i> <i>Community responsibility in developing sustainable tourism.</i> <i>Marketing and marketing promotion for tourism.</i> 	3 hrs		Dr.La-iad Silanoi
12	<ul style="list-style-type: none"> <i>Preservation for sustainable tourism.</i> <i>Management of environments and social and economic repercussion.</i> 	3 hrs		Dr.La-iad Silanoi
13	<ul style="list-style-type: none"> <i>Use of tourism environment indicator Maintenance of market share, including that of tourism products.</i> 	3 hrs		Dr.La-iad Silanoi
14	<ul style="list-style-type: none"> <i>Management of tourism in different sectors, organizations and their duties in tourism management, Information and data on tourism.</i> 	3 hrs		Dr.La-iad Silanoi

1. Lesson plan				
week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
	<i>Promotion of efficiency in different tourism sectors.</i>			
15	<ul style="list-style-type: none"> • <i>Education of the public about tourism, safety of tourists business.</i> • <i>Management of crisis.</i> • <i>Management of support for sustainable tourism.</i> 	3 hrs		Dr.La-ia Silanoi
16	<i>Final Exam</i>			

6. Learning Evaluation Plan	
• 2 Group Assignments & Presentations	40%
• 2 Take-Home Exercises	10%
• Class Participations	15%
• Final Examination	35%
• Total	100%

6. Learning Resources

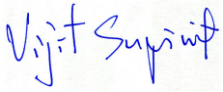
1. Course Materials :
• Kotler, Philip., Bowen, John T., and Makens, James C., 2006. Marketing for Hospitality and Tourism. Fourth Edition, Pearson International Edition, New Jersey, USA.
2. Important References:
• Zeithaml, Valarie A., Bitner, Mary Jo, and Gremler, Dwayne D., 2006. Services Marketing : Integrating Customer Focus across the Firm, Fourth Edition. McGraw-Hill International Edition, Singapore.
7. Recommended Textbooks and References:
• Additional research from journals, academic articles and internet.

7. Course Evaluation and Development

1. Course Evaluation by Students
• Check with students
• Assessment Form
2. Teaching Evaluation
• Exam results
3. Teaching Development
• Teaching improvement as a result of evaluation and result form (1) and (2) above to be made every semester.
4. Subject verification of Student Achievement
• Assessment from the quality of exam questions, grades received and grade statistics

5. Revision and Development of Course Effectiveness

- Result of assessments of effectiveness of teaching is to be considered for curriculum revision every 3 years.

<p style="text-align: center;">Lecturer</p> <p>Signature. Dr.La-iad Silanoi (Dr.La-iad Silanoi) Date July/19/2014</p>	<p style="text-align: center;">Approved by Dean</p> <p style="text-align: center;"></p> <p>Signature (Dr.Vijit Supinit) Date July/19/2014</p>
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Course Specification (MKO.3)

University Siam University
Faculty / Department Master of Business Administration (International Program)

1. General Information of Course Outline

1. Course Code and Course Name 505-615 Marketing Strategy for Hotel Tourism and Service Business
2. Credit (Lecture hour – Lab. Hour – Self Study) Lecture hour (3-0-6)
3. Academic Curriculum 3.1 Curriculum name Master of Business Administration (International Program) 3.2 Type of Subject (Gen. Ed. / Core Course / Free Elective) Free Elective
4. Coordinated Lecturer and Lecturer 4.1 Coordinated Lecturer - 4.2 Lecturer Dr. Nantira Pookhao
5. Semester / Year 2-2559
6. Pre-requisites -
7. Co-requisites -
8. Place of Study 19-302
9. Date of Latest Course Specification Revised 15 December 2016

2. Purpose and Objection

1. Subject Purpose <ul style="list-style-type: none">- Understand the differences between marketing concept applied in hotel and tourism industry and other business sectors- Understand the relationships between hotel and tourism in order to identify steps in marketing process of the industries- Understand why the marketing concept calls for a customer orientation- Understand the application of marketing as a mechanism towards customer satisfaction, loyalty and retention.
2. Objective of Subject Revision <p>Classroom discussion and participation are promoted, and highlighted as objective of subject revision.</p>

3. Implementation and Procedures

1. Course Description Theory of direct marketing and service marketing for practical use in the hotel and tourism industry. Concepts analyzed include marketing mix components of products presentation communication and distribution customer retention, service deliveries, systems and internet based strategic marketing, hotel and tourism applications			
2. Periods Per Semester			
Lecture 45	Tuition As per individual requirement	Laboratory / Field trip / Training -	Self Study 80
3. Period of Consultant per week 2 hrs/week			

4. Development of Learning Skills

1. Ethics 1.1 Ethics Development <ul style="list-style-type: none"> - Understand the ethical concept of marketing for hotel and tourism industry - Increase positive attitude towards hotel and tourism sector
1.2 Teaching Method <ul style="list-style-type: none"> - Promote punctuality for attendance as a preliminary step towards a key to hotel and tourism industry - Discuss about ethical issues in hotel and tourism industry in order to foster students' awareness - Emphasis about the nature of hotel and tourism industry to increase positive attitude 1.3 Evaluation Method <ul style="list-style-type: none"> - Evaluate from actual behavior of each student - Evaluate from level of participation received from students in relation to the topic discussed about ethic/moral
2. Knowledge Skill 2.1 Expected Knowledge <ul style="list-style-type: none"> - Understand the marketing concept of hotel and tourism and be able to apply the theoretical knowledge into practice
2.2 Teaching Method <ul style="list-style-type: none"> - Emphasis student-centered learning as a main teaching technique - Assign individual research for in-class presentation and report - Use case studies, scenarios and situations
2.3 Evaluation Method <ul style="list-style-type: none"> - Quiz from analyzing case studies - In-class participation, discussion, presentation and report - Final examination
3. Wisdom Skill 3.1 Required Intelligence Skill Development <ul style="list-style-type: none"> - Ability to search for information required, analyze and synthesis accordingly 3.2 Teaching Method <ul style="list-style-type: none"> - Establish in-class activities that promote the integration of theoretical concept learned from this subject with other fields - Use case studies for class discussion

3.3 Evaluation Method <ul style="list-style-type: none"> - Quiz from analyzing case studies - In-class participation, discussion, presentation and report - Final examination
4. Interpersonal and Responsibility Skill
4.1 Required Interpersonal and Responsibility skill Development <ul style="list-style-type: none"> - Interpersonal skills derived from group discussion and sharing opinions - Submit assigned tasks within appointed timeline to demonstrate responsibility skills
4.2 Teaching Method <ul style="list-style-type: none"> - Apply ice breaking techniques at the beginning of the class - Use class discussion for emphasizing students to share their opinions in the group - Use case studies to analyze and discuss within class
4.3 Evaluation Method <ul style="list-style-type: none"> - Notice from in-class behavior in relation to the participation within group - Evaluation from the quality of work assigned - Evaluation from feedbacks of other students
5. Mathematics Communication and IT Analysis Skill
5.1 Mathematics Communication and IT Analysis skill Development <ul style="list-style-type: none"> - Ability to use IT for collecting data
5.2 Teaching Method <ul style="list-style-type: none"> - Assign projects to search information from IT such as on-line journal and learn how to use citation.
5.3 Evaluation Method <ul style="list-style-type: none"> - Evaluate from the quality of assigned tasks and the reliability of information cited

5. Lesson Plan and Evaluation

1. Lesson plan				
week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	<ul style="list-style-type: none"> - Ice breaking - Course introduction/ requirement - Preliminary verbal test about existing knowledge of hotel and tourism industry - Concept of marketing Mechanism for Hotel and Tourism 	3	<ul style="list-style-type: none"> - PowerPoint - Presentation about knowledge (experiences) about hotel and tourism industry 	Nantira
2	<ul style="list-style-type: none"> - Definitions - Roles of the industry towards national development - Discuss about students' project for final report and 	3	<ul style="list-style-type: none"> - PowerPoint - Discussion about the topics 	Nantira

	presentation			
3	- Ethical issues in marketing for Hotel and Tourism	3	- PowerPoint - Case studies - Discussion and presentation	Nantira
4-5	- Competitive market - Market condition - Consumer behaviors - Market share - Target market selection - Positioning	3	- PowerPoint - Case studies - Discussion	Nantira
6-8	- Marketing Mix of hotel and tourism industry (8Ps)	3	- PowerPoint - Case studies - Discussion	Nantira
9-10	- Marketing Plan	3	- PowerPoint - Case studies - Discussion	Nantira
11-12	- Example of global hotel chain/travel agencies and its marketing in each country	3	- PowerPoint - Case studies - Discussion	Nantira
13	- Submit final report - Presentation	3	- PowerPoint - Discussion after listening to each group	Nantira
14	- Submit final report - Presentation	3	- PowerPoint - Discussion after listening to each group	Nantira
15	- Summarize theoretical issues and discuss about knowledge gained for practical use	3	- Discussion	Nantira
16	Final Examination			

2. Learning Evaluation Plan				
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)	
1. Responsibility for oneself and society	- Class participation and attention to topics	1-15	5%	
2. Understand about concept, theory and practical use of marketing mechanism for hotel and tourism industry	- Class participation and discussion - In-class participation about case studies analysis - Report and presentation - Final examination	13, 14, 16	80%	
3. Ability to search information from				

electronic journals, newspapers, e-magazine and other online resources and ability to communicate that information into verbal language to present for further class			
4. Use of marketing theory for actual application in order to adapt through a lifetime of knowledge for enhancing self development	<ul style="list-style-type: none"> - In-class participation - Analysis and synthesis of case studies - Answer questions from lecturer with analytic and synthetic ability based on reliable sources 	3-12	10%
5. Ability to continuously develop oneself towards academic and professional achievement	<ul style="list-style-type: none"> - Analysis and synthesis of case studies - Answer questions from lecturer with analytic and synthetic ability based on reliable sources 	3-12	5%

6. Learning Resources

1. Course Materials Lecturer gathered information from various sources. <ol style="list-style-type: none"> 1. PowerPoint-Handouts 2. Case studies for analyzing
2. Important Textbooks and References Kotler, P. (2013). <i>Marketing for hospitality and tourism</i> (Sixth edition ed.). Boston Pearson. Ray, N. a. c. (2015). <i>Emerging innovative marketing strategies in the tourism industry</i> . Hershey, Pennsylvania: Business Science Reference. Tresidder, R. (2012). <i>Marketing in food, hospitality, tourism and events a critical approach</i> . Oxford: Goodfellow Pub. Ltd. Tsiotsou, R. H. (2012). <i>Strategic marketing in tourism services</i> . Bingley: Emerald Group Publishing Limited. McCabe, S. (2009). <i>Marketing communications in tourism and hospitality concepts, strategies and cases</i> (1st ed. ed.). Amsterdam; Boston: Butterworth-Heinemann.
3. Recommended Textbooks and References Mannan, B. A. (Ed.) (2008). <i>Encyclopedia of hospitality management</i> : Himalaya Publishing House. Šerić, M., Gil-Saura, I., & Mollá-Descals, A. (2015). The impact of integrated marketing communications on hotel brand equity: Does national culture matter? In A. A. Camillo (Ed.), <i>Handbook of Research on Global Hospitality and Tourism Management</i> (pp. 440-467): IGI Global. Hudson, S. (2008). <i>Tourism and hospitality marketing a global perspective</i> . London: SAGE. Jafari, J., & Cai, L. A. (Eds.). (2009). <i>Book series: bridging tourism theory and practice</i> (Vol. 1). Teare, R. (2015). <i>What is the current and future impact of social media on hospitality and tourism?</i> : Bingley : Emerald Group Publishing Limited, 2015.

- Ahmad, S. Z., & Saber, H. (2015). Understanding marketing strategies with particular reference to small- and medium-sized hotel businesses in the United Arab Emirates. *Tourism and Hospitality Research*, 15(2), 115-129.
doi:10.1177/1467358414567799
- Almeida, N. M., Silva, J. A., Mendes, J., & Oom Do Valle, P. (2012). The effects of marketing communication on the tourist's hotel reservation process. *Anatolia*, 23(2), 234-250.
- Barbieri Lima, G., & Tornavoi De Carvalho, D. (2010). Marketing strategies and brand positioning in the hotel sector: an exploratory study. *REMark*, 9(3), 98.
- Chan, E. S.-W. (2014). Green marketing: hotel customers' perspective. *Journal of Travel & Tourism Marketing*, 31(8), 915-936.
- Chen, W.-J., & Chen, M.-L. (2013). Interrelation between relationship marketing, corporate image and service quality in the hotel industry. *African Journal of Business Management*, 7(9), 661.
- Cvelbar, L. K., Grün, B., & Dolnicar, S. (2016). Which hotel guest segments reuse towels? Selling sustainable tourism services through target marketing. *Journal of Sustainable Tourism*, 1-14.
- Fernández-Morales, A., Cisneros-Martínez, J. D., & McCabe, S. (2016). Seasonal concentration of tourism demand: Decomposition analysis and marketing implications. *Tourism Management*, 56, 172-190.
- FitzPatrick, M., Davey, J., Muller, L., & Davey, H. (2013). Value-creating assets in tourism management: Applying marketing's service-dominant logic in the hotel industry. *Tourism Management*, 36, 86-98.
- Leonidou, L. C., Leonidou, C. N., Fotiadis, T. A., & Zeriti, A. (2013). Resources and capabilities as drivers of hotel environmental marketing strategy: Implications for competitive advantage and performance. *Tourism Management*, 35, 94-110.
- Leung, X. Y., Bai, B., & Stahura, K. A. (2015). The Marketing Effectiveness of Social Media in the Hotel Industry. *Journal of Hospitality & Tourism Research*, 39(2), 147-169.
- Pitoska, E. (2013). E-tourism: the use of internet and information and communication technologies in tourism: the case of hotel units in peripheral areas. *Tourism in South East Europe*, 2, 335-344.
- Seric, M., Gil-Saura, I., & Ozretic-Dosen, Ä. (2015). Insights on integrated marketing communications: implementation and impact in hotel companies. *International Journal of Contemporary Hospitality Management*, 27(5), 958-979.
- Shaw, G., Bailey, A., & Williams, A. (2011). Aspects of service-dominant logic and its implications for tourism management: Examples from the hotel industry. *Tourism Management*, 32(2), 207-214.
- Turner, L. (2012). Beyond "medical tourism": Canadian companies marketing medical travel. *Globalization and Health*, 8, 16.

7. Course Evaluation and Development

1. Course Evaluation by Students

- Online course/lecturer evaluation are available for students

2. Teaching Evaluation

Classroom information is continuously gathered for further course adaptation

- Level of participation
- Answers received during lecturing
- Results of report, presentation and case studies analysis
- Outcomes of final examination

- Subject verification of student achievement (discussion)
3. Teaching Development Teaching development is based on no.2 above
4. Subject verification of Student Achievement Verbal check through academic discussion is subject verification of student achievement of this course
5. Revision and Development of Course Effectiveness - Use contemporary and up-to-date sources such as academic journal from 2011-2016

Lecturer	Head of Department	Approved by Dean
Signature..... (Dr. Nantira Pookhao)	Signature..... ()	Signature..... ()
Date...../...../.....	Date...../...../.....	Date...../...../.....



Course Specification

University	Siam University
Faculty / Department	Graduated /MBA

1. General Information of Course Outline

1. Course Code and Course Name	505-616 Strategy for Hotel Tourism and Service Business Management
2. Credit (Lecture hour – Lab. Hour – Self Study)	3 credits (3-0-6)
3. Academic Curriculum	
3.1 Curriculum name	MBA
3.2 Type of Subject	Free Elective
4. Coordinated Lecturer and Lecturer	
4.1 Coordinated Lecturer	Yaowares Vorapiyawat
4.2 Lecturer	Yaowares Vorapiyawat
5. Semester / Year	2nd Semester 2016
6. Pre-requisites	-
7. Co-requisites	-
8. Place of Study	19-302
9. Date of Lastest Course Specification Revised	12/12/2016

2. Purpose and Objective

1. Subject Purpose

1. Student will be able to develop their capacity to think strategically about a hotel, its present business position, its long term direction, its resources and competitive capabilities.
2. Student will be able to build skills in conducting strategic analysis in a variety of industries and competitive situations and to provide them with a stronger understanding of the competitive challenges of a global market environment.
3. Student will be able to be more conscious about the importance of exemplary ethical principles, sound personal and company values, and socially responsible management practices.
4. To integrate the knowledge gained in earlier core courses in the business school curriculum, show students how the various pieces of business puzzle fit together, and demonstrate why the different parts of a business need to be managed in strategic harmony for a company to operate in winning fashion.
5. Student will be able to develop their powers of managerial judgement , build their skills in assessing business risk, and improve their ability to create results oriented action plans.
6. Student will be able to learn how to conduct business strategies to compete in the global market.
7. Student will be able to become more proficient in using personal computers to do managerial analysis and managerial work.

2. Objective of Subject Revision

Update the information on global basis and to emphasize on information in the internet.

3. Implementation and Procedures

1. Course Description

Basic concept of managing through strategic eyes and drilling students in the why and how of utilizing the tools and techniques of strategic analysis to craft , implement, and execute the hotels' strategies.

2. Periods Per Semester

Lecture	Tuition	Laboratory / Field trip / Training	Self Study
45 hours	-	-	90 hours

3. Period of Consultant per week

1 hour per week

4. Development of Learning Skills

1. Ethics

1.1 Ethics Development

- Attend class on time
- Do their own assignments and homework

<ul style="list-style-type: none"> - Respect classmate and instructor by pay attention and work hard in classroom and out of classroom
<p>1.2 Teaching Method</p> <ul style="list-style-type: none"> - Lecturer show the integrity and honesty to students by behave as a role model - Provide examples on how to be an honest and social responsible businessman and discuss the business 's ethics with students - Provide the opportunities for students to raise question involve the business's ethics <p>1.3 Evaluation Method</p> <ul style="list-style-type: none"> - Observe the behavior of the students in the classroom such as their attention, assignments and homework - Check their attendances and homework every week - Assigned homework will ask for student's critical analysis
<p>2. Knowledge Skill</p> <p>2.1 Expected Knowledge</p> <ul style="list-style-type: none"> - Meet all class's objectives
<p>2.2 Teaching Method</p> <ul style="list-style-type: none"> - Power point Presentation - E-learning provides useful web-site - Group's project - Homework and assignments - Class participation
<p>2.3 Evaluation Method</p> <ul style="list-style-type: none"> - Homework checking - Group's project - Quiz - Midterm and Final examination
<p>3. Wisdom Skill</p> <p>3.1 Required Intelligence Skill Development</p> <ul style="list-style-type: none"> - Ability to define globalization and international business and show how they affect each other - Ability to apply social science disciplines to understanding the differences between international and domestic business - Ability to become familiar with different ways in which a company can accomplish its global objectives - Ability to understand why companies engage in international business and why international business growth has accelerated <p>3.2 Teaching Method</p> <ul style="list-style-type: none"> - Group's project that students must gather, process and analyze information to present in

the classroom.

- Homework and assignments

3.3 Evaluation Method

- Group's project
- Homework and assignments
- Midterm and Final examination

4. Interpersonal and Responsibility Skill

4.1 Required Interpersonal and Responsibility skill Development

- Responsible for their works and assignments
- Ability to work and lead effectively with others
- Respect instructors and other students

4.2 Teaching Method

- Assign group's project for students to have opportunity to work with others
- Provide the opportunities in the classroom for students to discuss their opinions respectfully with others

4.3 Evaluation Method

- Group's project
- Class's presentation
- Observe the behavior of the students in the classroom and during class participation

5. Mathematics Communication and IT Analysis Skill

5.1 Mathematics Communication and IT Analysis skill Development

- Use internet browser to search different types of globalized information

5.2 Teaching Method

- E-mail to communicate with instructors
- Require students to do assignment on e-learning
- Provides teaching materials on e-learning for students to download
- Assign closing case homework that require an analysis of the chapter's objectives
- Assign group's project that require the students to search globalized information from the world-wide-web

5.3 Evaluation Method

- Group's project
- Class's presentation
- the number of times that students visit e-learning for this class

5. Lesson Plan and Evaluation

1. Lesson plan				
Week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	Course Overview What is strategy and Why is it important?	3	Obtain textbook Chapter 1	Yaowares
2	The Environment and External Stakeholders - Assessment of the Broad environment - Analysis of external stakeholders and the operating environment	3	Powerpoint Chapter 2 , Problems from case	Yaowares
3	Strategic direction - Creating a strategic direction - Mission statements - Organizational Vision and Values	3	Powerpoint Chapter 3 , Problems from case	Yaowares
4	Organizational resources and competitive advantage - Internal analysis - Value adding activities - Financial, Physical and Human Based Resources	3	Powerpoint Chapter 4, Problems from Case	Yaowares
5	Strategy formulation at business unit level - Generic business strategies - Competitive dynamics - Strategic group mapping	3	Powerpoint Chapter 5 , Problems from Case	Yaowares
6	Corporate level strategy and restructuring - Concentration Strategies - Vertical integration strategies - Deversification strategies	3	Powerpoint Chapter 6, Problems from Case	Yaowares
7	Mid term exam			

8	Strategy Implementation through interorganizational relationships and management of functional resources	3	Powerpoint Chapter 7, Problems from Case	Yaowares
9	Strategy implementation through organization design and control - Organizational structures - Organizational control	3	Powerpoint Chapter 8, Problems from Case	Yaowares
10	Strategies for entrepreneurship and innovation - Entrepreneurial start-ups - Innovation and corporate entrepreneurship	3	Powerpoint Chapter 9, Problems from Case	Yaowares
11	Global strategic management - Global strategies and entry tactics - International alliances and business format franchising	3	Powerpoint Chapter 10, Problems from Case	Yaowares
12	Strategic management in Hospitality firms in the future	3	Powerpoint Chapter 10, Problems from Case	Yaowares
13	Case presentation	3	Student presentation Group discussion	Yaowares
14	Case presentation Review	3	Student presentation Group discussion	Yaowares

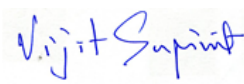
2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
1.1, 1.3, 2.1, 5.1	Homework-Case analysis done weekly	2-15	15
4.1, 4.2, 5.1, 5.2, 5.3	Case Presentation –case assignment	13-14	10
1.1, 2.1, 2.2, 3.1, 3.2, 4.1, 5.1, 5.3	Midterm Exam	7	25
1.1, 2.1, 2.2, 3.1, 3.2, 4.1, 5.1, 5.3	Final Exam	16	50

6. Learning Resources

1. Course Materials Textbook, Notes from Power Point presentation, e-learning and Internet resources
2. Important Textbooks and References <ul style="list-style-type: none"> ● Crafting and Executing Strategy concept and cases, 20th edition, Arthur A. Thompson, McGraw-Hill/Irwin 2016
3. Recommended Textbooks and References <ul style="list-style-type: none"> ● Hospitality Strategic Management concept and cases, 2nd edition, Cathy A. Enz, John Wiley & Sons Co.,Ltd. 2010

7. Course Evaluation and Development

1. Course Evaluation by Students Siam University Student Evaluation Program
2. Teaching Evaluation Siam University Class and Test Evaluation Program
3. Teaching Development Siam University Class and Test Evaluation Program
4. Subject verification of Student Achievement Siam University Evaluation Program
5. Revision and Development of Course Effectiveness Siam University Evaluation Program

Lecturer Signature Yaowares Vorapiyawat (Yaowares Vorapiyawat) Date 12/12/2016	Approved by Dean  Signature (Dr.Vijit Supinit) Date 12/12/2016
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**Course Specification**

University	Siam University
Faculty / Department	Graduate School of International MBA Program

1. General Information of Course Outline

1. Course Code and Course Name	508-610 Big Data Analysis Sundays 5.00-8.00 P.M. Room #307
2. Credit (Lecture hour – Lab. Hour – Self Study)	3 credits (3-0-6)
3. Academic Curriculum	
3.1 Curriculum name	International Business
3.2 Type of Subject (Gen. Ed. / Core Course / Free Elective)	Elective Course
4. Coordinated Lecturer and Lecturer	
4.1 Coordinated Lecturer	
4.2 Lecturer	Dr. Parham Porouhan (Ph.D.)
5. Semester / Year	2/2018
6. Pre-requisites	-
7. Co-requisites	-
8. Place of Study	Siam University
9. Date of Lastest Course Specification Revised	January 8, 2019

2. Purpose and Objection

1. Subject Purpose
The explosion of social media and the computerization of every aspect of social and economic activity resulted in creation of large volumes of mostly unstructured data: web logs, videos, speech recordings, photographs, e-mails, Tweets, and similar. In a parallel development, computers keep getting ever more powerful and storage ever cheaper. Today, we have the ability to reliably and cheaply store huge volumes of data, efficiently analyze them, and extract business and socially relevant information. The key objective of this course is to familiarize the students with most important information technologies used in manipulating, storing, and analyzing big data. We will examine the basic tools for Data Modeling, Data Mining, Clustering, Decision

Trees, Statistical Analysis, Visualization, , and several Process Mining algorithms. We also will get familiar with Hadoop and some other Big Data parallel processing techniques. We will examine Data Analysis tools, as a workshop, which allows analysis of data previously collected from an Information System. We will also learn about so-called NoSQL storage type of data in a very basic level. In general, the main objectives of the course are as the following:

- To let the students learn about various types of Data Science and Big Data techniques (and approaches) as well as their applications, benefits, advances and their development processes in Business situations and environments. The students also are introduced to some of the major ethical and societal concerns about acquiring, storing, and reporting potentially sensitive information by means of the most common Data Science techniques.
- Another purpose of the course is to enable the students on how to use information strategically, and how to harness Data Science and Big Data techniques (and approaches) for gaining competitive advantage in business scenarios and settings.
- And finally, the last but not the least, the purpose of this course is to enable the students on how they might best use Data Science and Big Data techniques (and approaches) to help manage a business, whether they need to order inventory and track sales, generate financial statements, or automate payroll systems.

2. Objective of Subject Revision

1. *Terminology.* The students will be able to explain the meaning of terms used to describe common techniques and concepts in regard to Data Science and Big Data techniques (and approaches) and Business Data Science techniques.
2. *Skill.* The students will successfully use several Data Science and Big Data techniques and algorithms in order to analyze large sets of data.
3. *Theories and Concepts.* The students will be able to describe the ways in which computers and Data Science and Big Data techniques (and approaches) are and will be used in business and management.
4. *Application.* The students will be involved in application/development of *Data Science and Big Data techniques (and approaches).*
5. *Real-Life Issues.* The students will recognize the reality of implementing real-life Data Science techniques, including economic and cultural differences.
7. *Social and Ethical Issues.* The students will understand the major social and ethical issues involved in the development and use of Data Science and Big Data techniques (and approaches) techniques and their applications.

3. Implementation and Procedures

1. Course Description

The roles of information technology and Data Science and Big Data techniques (and approaches) have become deeply integrated with every business function within all organizations. This course introduces the role of Data Science and Big Data techniques (and approaches) to support the business processes and enterprise-wide initiatives to fulfill the strategic, tactical and operational requirements of business organizations. The

course examines the competitive impact of evolving and emerging technologies such as: scientific methods, processes, algorithms and systems to extract knowledge and insights from data in various forms, both structured and unstructured, similar to data mining. To do this, various business scenarios/problems are presented to teach students how to use Data Science and Big Data techniques (and approaches) to formulate, analyze, and solve problems and to enhance their analytical skills. Students are encouraged to apply what they have learned and present a team-based experiential project for a course-wide analytical case.

2. Periods Per Semester

Lecture	Tuition	Laboratory / Field trip / Training	Self Study
45 hours	-	-	45 hours

3. Period of Consultant per week

3 hours per week

4. Development of Learning Skills

1. Ethics

1.1 Ethics Development

This course puts a great emphasis on some of the questionable and controversial uses of Data Science techniques, with special treatment provided in the Ethical & Societal Issues boxes. The students are required to weigh the positive and negative impacts of the Data Science and Big Data techniques (and approaches) and to convincingly argue their own positions on important issues such as privacy, free speech, and professional conduct. Moreover, the students need to be disciplined and follow the rules, such as attending the classes and submitting the assignments on time.

1.2 Teaching Method

Critical thinking is used as the main teaching method throughout the course and semester. For instance, the students are put in the midst of a business dilemma relating to the running case of each chapter and required to answer What Is Your Advice? types of questions. The questions motivate students to evaluate many aspects of each situation and to repeatedly consider how quickly Data Science and Big Data techniques (and approaches) have been evolved. Similarly, many of the Discussion Questions at the end of chapters call for their evaluation and judgment. In order to achieve the above-mentioned goals, the following tools are going to be used:

- Lectures
- PowerPoint presentations
- Class participation (including review questions, discussion questions, and quantitative hands-on work in each chapter). In this course, a selection of assignments at the ends of each chapter, mainly assignments that require the use of relevant software and the web, are presented. Many of these assignments, including Applying Concepts, Hands-On Activities, and Team Activities need to be done in group pairs before the end of each session. .
- Assignments both individual and group
- Self-study

- Final Project

1.3 Evaluation Method

Each student will be expected to demonstrate their understanding and ability to explain various Data Science and Big Data techniques (and approaches) terminologies, behavioral and organizational issues, international issues, as well as the social and ethical issues associated with information technology concepts and initiatives. The measurement of a students' mastery of these components will be evaluated both by the quantity and quality of their responses and submissions of project materials.

While gaining knowledge about Data Science and Big Data techniques (and approaches) concepts and terminology is a solid foundation to learning, the application of such topics and concepts through discussions, cases, problem solving and real-world projects are essential to develop a meaningful, more substantive knowledge of information technology. Accordingly, students will be encouraged to contribute significantly to the dialogue of class discussions.

2. Knowledge Skill

2.1 Expected Knowledge

The expected knowledge of this course is divided into two main parts. First, students will learn a wide array of real-world events and challenges that dramatize how Data Science and Big Data techniques (and approaches) are integrated into everyday business. The integration of one business example, rather than several different cases across chapters, focuses the attention of students on gaining an intimate and up-close perspective on one business. Second, as the students progress through the course, their analysis and insights will expand as they leverage the previous knowledge and information on IS and their applications and developments, especially after the midterm examinations. Consequently, a combination of the both above-mentioned approaches will help students develop a distinct perspective on the application and development of one IS systems (applied on a collected data, in form of a group project).

2.2 Teaching Method

- Lectures
- PowerPoint presentations
- Class participation (including review questions, discussion questions, and quantitative hands-on work in each chapter). In this course, a selection of assignments at the ends of each chapter, mainly assignments that require the use of relevant software and the web, are presented. Many of these assignments, including Applying Concepts, Hands-On Activities, and Team Activities need to be done in group pairs before the end of each session.
- Assignments both individual and group
- Self-study
- Final Project

2.3 Evaluation Method

<ul style="list-style-type: none"> - Assignments both individual and group (including Applying Concepts, Hands-On Activities, and Team Activities) - Quiz - Project - Midterm and final examinations
<p>3. Wisdom Skill</p> <p>3.1 Required Intelligence Skill Development</p> <ul style="list-style-type: none"> - Ability to get acquainted with the basics of the Data Science and Big Data techniques (and approaches) as well as their applications and developments, especially in business areas or situations/scenarios. - Confidence in gaining practical experience by applying and developing an authentic and real-world data previously collected through Data Science and Big Data techniques (and approaches). - Confidence in expressing themselves as a Data Scientist or professional (or at least get familiar with the basics of the knowledge and its applications). <p>3.2 Teaching Method</p> <ul style="list-style-type: none"> - Lectures - PowerPoint presentations - Class participation (including review questions, discussion questions, and quantitative hands-on work in each chapter). - Assignments both individual and group - Self-study - Final Project - Group Discussions/ Class Activities <p>3.3 Evaluation Method</p> <p>Assignments both individual and group (including Applying Concepts, Hands-On Activities, and Team Activities)</p> <ul style="list-style-type: none"> - Quiz - Project - Midterm and final examinations
<p>4. Interpersonal and Responsibility Skill</p> <p>4.1 Required Interpersonal and Responsibility skill Development</p> <ul style="list-style-type: none"> - Responsible for the assigned works both individual and group - Ability to work and lead effectively with others - Respect the instructor and other classmates or peer group members
<p>4.2 Teaching Method</p> <ul style="list-style-type: none"> - Lectures - PowerPoint presentations - Class participation (including review questions, discussion questions, and quantitative hands-on work in each chapter). - Assignments both individual and group - Self-study - Final project

<p>4.3 Evaluation Method</p> <ul style="list-style-type: none"> - Assignments both individual and group - Final project participation and extent of involvement in group tasks and goals - Observation of the students' behavior (and progress) throughout the semester
<p>5. Mathematics Communication and IT Analysis Skill</p> <p>5.1 Mathematics Communication and IT Analysis skill Development</p> <ul style="list-style-type: none"> - Ability to surf and search the Internet for specific purposes - Ability to reflect the application and use of the Data Science techniques, how to apply or develop them, in authentic/real-life situations and scenarios - Ability to adopt Data Science and Big Data techniques (and their algorithms) through the use of tablets and smartphone technology
<p>5.2 Teaching Method</p> <ul style="list-style-type: none"> - Lectures - PowerPoint presentations - Class participation (including review questions, discussion questions, and quantitative hands-on work in each chapter). - Assignments both individual and group - Self-study - Final project
<p>5.3 Evaluation Method</p> <p>Assignments both individual and group (including Applying Concepts, Hands-On Activities, and Team Activities)</p> <ul style="list-style-type: none"> - Quiz - Project - Midterm and final examinations

5. Lesson Plan and Evaluation

1. Lesson plan				
Week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	Introduction to the course: Review of course syllabus & course expectation + digital era + Why Big Data Analysis? + Benefits of the course	3	<ul style="list-style-type: none"> - Lecture - PowerPoint presentation - Supplementary handout and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities) 	Dr. Parham Porouhan

2	Part1: Data Science and Big Data	3	<ul style="list-style-type: none"> - Lecture - PowerPoint presentation - Supplementary handout and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities) 	Dr. Parham Porouhan
3	Part 2: Different Types of Data Mining Techniques	3	<ul style="list-style-type: none"> - Lecture - PowerPoint presentation - Supplementary handout and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities) 	Dr. Parham Porouhan
4	Part 3: How Big Data Analysis Relates to Data Mining	3	<ul style="list-style-type: none"> - Lecture - PowerPoint presentation - Supplementary handout and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities) 	Dr. Parham Porouhan
5	Part 4: Learning Decision Trees and Applying Decision Trees	3	<ul style="list-style-type: none"> - Lecture - PowerPoint presentation - Supplementary handout and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities) 	Dr. Parham Porouhan
6	Part 5: Association Rule Mining in Big Data	3	<ul style="list-style-type: none"> - Lecture - PowerPoint presentation - Supplementary handout and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities) 	Dr. Parham Porouhan
7	Part 5: Cluster Analysis and Evaluating Mining Results	3	<ul style="list-style-type: none"> - Lecture - PowerPoint presentation - Supplementary handout and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities) 	
8	Midterm Exam			
9	Part 6: Introduction to Hadoop and NoSQL	3	<ul style="list-style-type: none"> - Lecture - PowerPoint presentation - Supplementary handout 	Dr. Parham Porouhan

			and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities) - Workshop	
10	Part 7: Discovering Data: Big Data Analysis techniques (and approaches) (Practical/Experimental Workshop #1)	3	- Lecture - PowerPoint presentation - Supplementary handout and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities) - Workshop	Dr. Parham Porouhan
11	Part 8: Conformance Checking: Data: Big Data Analysis techniques (and approaches) (Practical/Experimental Workshop #2)	3	- Lecture - PowerPoint presentation - Supplementary handout and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities) - Workshop	Dr. Parham Porouhan
12	Part 9: Mining Bottlenecks: Data: Big Data Analysis techniques (and approaches) (Practical/Experimental Workshop #3)	3	- Lecture - PowerPoint presentation - Supplementary handout and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities) - Workshop	Dr. Parham Porouhan
13	Part 10: Mining Decision Points: Data: Big Data Analysis techniques (and approaches) (Practical/Experimental Workshop #4)	3	- Lecture - PowerPoint presentation - Supplementary handout and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities)	Dr. Parham Porouhan
14	Visualization Techniques: Data: Big Data Analysis techniques (and approaches) (Practical/Experimental Workshop #5)	3	- Lecture - PowerPoint presentation	Dr. Parham Porouhan
15	Final Project Presentation: Big Data Analysis* (group-based)	3	- Lecture - PowerPoint presentation	Dr. Parham Porouhan
16	Revision for final exam	3	- Lecture - PowerPoint presentation	Dr. Parham Porouhan

			- Supplementary handout and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities)	
17-18	Final Exam			

* Each presentation team consists of at least 4 students. The timeslot for each presentation will be indicated in the class schedule later.

2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
Course Introduction & Part 1-12	Class Attendance	1-16	10
Part 1-12	Class Participation: Review Questions Discussion Questions Applying Concepts Team Activities	2-7, 9-16	10
Part 1-5	Midterm exam	8	20
Part 1-12	Final Project	6-15	20
Part 1-12	Final exam	17-18	40

The final grades will be determined as follows:

Letter Grade	Percent
A	90 – 100
B+	85 – 89
B	80 – 84
C+	75 – 79
C	70 – 74
D+	60 – 69
D	50 – 59
F	< 60

6. Learning Resources

1. Course Materials Textbook, eBook, Notes from PowerPpoint presentation, e-Learning and Internet resources, Supplementary handouts and worksheets
2. Important Textbooks and References 1. Inflection Point: How the Convergence of Cloud, Mobility, Apps, and Data Will Shape the Future of Business, by Scott Stawski 2. Doing Data Science: Straight Talk from the Frontline, by Cathy O’Neil and Rachel

Schutt

3. Mining of Massive Datasets, by: Jure Leskovec, Anand Rajaraman, Jeff Ullman

4. Kochtanek, T., & Matthews, J. (2002). Library Data Science techniques: From library automation to distributed information access solutions. (2 ed., p. 287). Santa Barbara: Libraries Unlimited

3. Recommended Textbooks and References

Storytelling With Data: A Data Visualization Guide for Business Professionals, by Cole Nussbaumer Knaflie 2015

Data Analytics Made Accessible, by A. Maheshwari 2016

7. Course Evaluation and Development

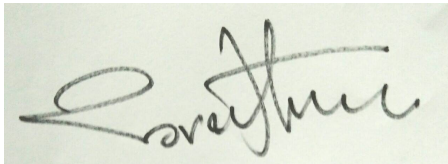
1. Course Evaluation by Students

2. Teaching Evaluation

3. Teaching Development

4. Subject verification of Student Achievement

5. Revision and Development of Course Effectiveness



Dr. Parham Porouhan
16 January 2019
Course Instructor

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Assoc. Prof. Dr. Jompong Mongkhonvanit.
Director of IMBA



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Course Specification

University
Siam University
Faculty / Department
Graduate School of Business Administration

1. General Information of Course Outline

1. Course Code and Course Name
508-616 Cyber Security Management
2. Credit (Lecture hour – Lab. Hour – Self Study)
3 (3-0-7) in 15 Lectures (Sunday 9.00-12.00) Building 19 room 307
3. Academic Curriculum
3.1 Curriculum name
Cyber Security Management
3.2 Type of Subject (Gen. Ed. / Core Course / Free Elective)
Free Elective
4. Coordinated Lecturer and Lecturer
4.1 Coordinated Lecturer
4.2 Lecturer
อาจารย์ พรพล ชมพูนุท ณ. อยู่ธยา
5. Semester / Year 3/2018
6. Pre-requisites -
7. Co-requisites
None
8. Place of Study
Siam University, Graduate School of MBA, Building #19 , floor #3, Room 307
9. Date of Latest Course Specification Revised
May 13 - August 19, 2019

2. Purpose and Objection

1. Subject Purpose

In this course, students are to receive instruction and assignments based on introductory concepts in Cyber Security. The concepts include Cyber Security theory and basic techniques for optimizing security on personal computers, at work places and small networks.

2. Objective of Subject Revision

These learning objectives are assessed in both quizzes and the final examination. Further, students should skills in solving real business cases given in class.

3. Implementation and Procedures

1. Course Description

Training in this course can potentially lead to the students' ability to attain followings:

1. Differentiations of the various types of security from computer systems perspective (e.g. application security email security, physical security etc.)
2. Basic security practices (e.g. strong passwords, firewalls, account controls, file privacy and access rights)
3. Authentication methods. (Alphanumeric or Biometric?)
4. Describe and demonstrate appropriate file backup techniques and tools.
5. Differentiate between various security threats and computer attacks; and the complications they would bring to corporate space.
6. Describe basic incident response techniques.
7. Create case solutions per individual's perceptions and backed up experiences.

2. Periods Per Semester

Lecture	Tuition	Laboratory / Field trip / Training	Self Study
15	3 hrs.	-	

4. Development of Learning Skills

1. Ethics

1.1 Ethics Development

Attend class on time

Assign critical thinking essays on the ‘Cyberattacks & defensive strategies’

Periodic group presentations

Quizzes based on Chapters in Cybersecurity

Skill testing on IT security management decision-making.

1.2 Teaching Method

Lectures, Q&A to assess students knowledge in the courseworks.

1.3 Evaluation Method

Grading of students’ critical essays, quizzes and their discussions

2. Knowledge Skill

2.1 Expected Knowledge

Meet subject’s objectives

2.2 Teaching Method

Demonstrate the applications of IT security management

Provide discussion environment to foster further learning.

2.3 Evaluation Method

Observe the behavior and the discussions of the students in class

Series of term papers, quizzes and group presentations

Final examination

3. Wisdom Skill

3.1 Required Intelligence Skill Development

Be able to think critically in the area of IT security management.

3.2 Teaching Method

In this course, students receive instructions and assignments based on introductory concepts in Cyber Security. The lectures are based on the 4th edition Corporate Computer Security by Randall Boyle & Raymond Panko. Further training in this course can potentially lead to the students’ ability to attain followings:

3.3 Evaluation Method

Quiz and assignments

Mid-term and Final examinations

4. Interpersonal and Responsibility Skill

4.1 Required Interpersonal and Responsibility skill Development

Responsible for their assignments and group discussion and chapter presentations

4.2 Teaching Method

Lecture, discussion and presentation

4.3 Evaluation Method

Group's projects and in-class presentation

5. Mathematics Communication and IT Analysis Skill

5.1 Required Mathematics Communication and IT Analysis Skill

Need to understand the basis of binary number system.

5.2 Teaching Method

Lecture and instructions

5.3 Evaluation Method

Quizzes and presentations

5. Lesson Plan and Evaluation

1. Lesson plan				
Class	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	Course Introduction	3	Lecture	A.Ponphon S.
2	Chapter 1 The Threat Environment	3	Lecture	A.Ponphon S.
3	Chapter 2 Planning and Policy / (Pre-test Quiz)	3	Lecture	A.Ponphon S.
4	1st Presentation - Activity	3	Lecture	A.Ponphon S.
5	Chapter 3 Cryptography	3	Lecture	A.Ponphon S.
6	Cont. / Ch 4-Secure Network	3	Lecture	A.Ponphon S.
7	Midterm / Chapter 5 - Access Control	3	Lecture	A.Ponphon S.
8	Cont. / Chapter 6 Firewalls	3	Lecture	A.Ponphon S.
9	Cont. / 2nd Presentation / (Activity-Quiz)	3	Lecture	A.Ponphon S.
10	Chapter 7-8 Host Hardening & Application Sec.	3	Lecture	A.Ponphon S.
11	Chapter 9 Data Protection* / 3rd Presentation	3	Lecture	A.Ponphon S.
12	Chapters review	3	Lecture	A.Ponphon S.
13	Final Exam	3	Lecture	A.Ponphon S.


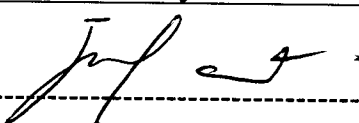
2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
Knowledge Finance Analysis & Presentation	Attendant Class & Participants		15
	Critical Study Presentations (3)		30
	Mid-term Quiz		20
Knowledge Wisdom	Final Exam		35

6. Learning Resources

<p>1. Course Materials</p> <p>Powerpoint presentations and students' own computing devices (laptops or tablets)</p>
<p>2. Important Textbooks and References</p> <div data-bbox="253 1075 511 1417" data-label="Image"> </div> <p>Corporate Computer Security, Global Edition (4th Edition) <u>Randall Boyle</u> & Raymond Panko</p>

7. Course Evaluation and Development

1. Course Evaluation by Students Siam University Student Evaluation Program
2. Teaching Evaluation Conduct class of participation all students
3. Teaching Development To foster the students of their learning in cybersecurity management competency, lecturer uses course materials extensively with case studies and critical writings to maximize their learnings of class objectives. Also, the class enhances their further skills by the usage of outside-classroom cases, materials, URL or video graphics.
4. Subject verification of Student Achievement Final examination
5. Revision and Development of Course Effectiveness This course is recommended to MBA students who wish to further their studies with the IT tools which are used to protect their future business investment via the means of Cyber Security Management.

<i>Instructor/ Lecturers</i>	<i>Dean of MBA.</i>
 ----- (Aj. Ponphon Shompunutt na Ayudhya)	 -----



TQF 3

Course Specification

University	Siam University
Faculty / Department	Graduate School of Business Administration, International MBA Program

1. General Information of Course Outline

1. Course Code and Course Name	509-610 Entrepreneurship and Business Innovation
2. Credit (Lecture hour – Lab. Hour – Self Study)	3 credits (3-0-6)
3. Academic Curriculum	
3.1 Curriculum name	International Business
3.2 Type of Subject (Gen. Ed. / Core Course / Major Elective/ Free Elective)	
4. Coordinated Lecturer and Lecturer	
4.1 Coordinated Lecturer	-
4.2 Lecturer	Associate Prof. Dr. Pacapol Anurit
5. Semester / Year	Semester 1/2018
6. Pre-requisites	
7. Co-requisites	-
8. Place of Study	19-306

9. Date of latest Course Specification Revised**2. Purpose and Objection****1. Subject Purpose**

This course is designed to help students understand and operate in the environment of the small to mid-sized business. Students who complete this course will be able to:

1. Develop a business strategy that leverages the unique aspects of the business, the opportunity it is pursuing and the businesses position in the market.
2. Develop a business plan and model that supports the strategy.
3. Understand the components of a marketing plan that successfully presents the venture's products/services to the market.
5. Develop supply chain and inventory control plans and processes.
7. Identify the important issues brought about by the need to hire employees.
8. Identify the issues associated with succession planning, and develop plans to address them.
9. Understand many of the important ethical and social responsibility issues that confront the small business manager.

2. Objective of Subject Revision

3. Implementation and Procedures

1. Course Description Meaning and development path in becoming entrepreneurs, development of creativity and attribute of entrepreneurs. Problems of SME business, searching for business opportunities, business plan and search for innovation and process of innovation for applications for commercial purposes.			
2. Periods Per Semester			
Lecture 45	Tuition -	Laboratory / Field trip / Training -	Self Study 90
3. Period of Consultant per week 10			

4. Development of Learning Skills

1. Ethics 1. Ethics Development <ul style="list-style-type: none"> - Prohibition of plagiarism, cheating and collusion - Respecting class 	
2. Teaching Method <ul style="list-style-type: none"> - Work assignment - Class participation through quizzes and discussions 	
1.3 Evaluation Method <ul style="list-style-type: none"> - Homework & attendance - Class participation - Group project - Final Exam 	
2. Knowledge Skill 2.1 Expected Knowledge <ul style="list-style-type: none"> - Meet class objectives 	

2.2 Teaching Method <ul style="list-style-type: none"> - Class lecture (PowerPoint Presentation) - Class participation - Work assignments
2.3 Evaluation Method <ul style="list-style-type: none"> - Homework and Quiz Score - Group project - Presentation performance - Final Examination Score
3. Wisdom Skill
3.1 Required Intelligence Skill Development <ul style="list-style-type: none"> - Ability to discuss and make judgment surrounding topics related to Services marketing.
3.2 Teaching Method <ul style="list-style-type: none"> - Class lecture (PowerPoint Presentation) - Class participation - Work assignments
3.3 Evaluation Method <ul style="list-style-type: none"> - Homework and quiz grading score - Group project and Presentation performance - Final Examinations
4. Interpersonal and Responsibility Skill
4.1 Required Interpersonal and Responsibility skill Development <ul style="list-style-type: none"> - Responsible for their works and assignments - Ability to work and lead effectively with others - Respect instructors and other students
4.2 Teaching Method <ul style="list-style-type: none"> - Assign Group project for students to have opportunity to work with others - Provide the opportunities in the classroom for students to discuss their opinions respectfully with others
4.3 Evaluation Method <ul style="list-style-type: none"> - Group project - Class participation - Observe the behavior of the students in the classroom and during class participation
5. Mathematics Communication and IT Analysis Skill
5.1 Mathematics Communication and IT Analysis skill Development <ul style="list-style-type: none"> - Use internet browser to search different types of information
5.2 Teaching Method <ul style="list-style-type: none"> - E-mail to communicate with instructors

5.3 Evaluation Method

- Group project
- Class Participation
- Individual Project
- Final Examination

Learning Outcomes

Upon completion of this course, students should be able to:

1. Understand what entrepreneurship is and how it differs from ongoing management of a small business.
2. Be able to analyze small business external and internal environments: competitors, customers, suppliers, legal issues, financing, ethical issues and social responsibility.
3. Understand and interpret business and economic indicators.
4. Demonstrate marketing, management and financial knowledge and skills required to operate a small business.
5. Critically examine the relevant issues of small business development leading to the success or failure of an enterprise.
6. Prepare a competition-class business plan for a new business created by the student.

5. Lesson Plan and Evaluation

1. Lesson plan				
Week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	The Importance of Innovation and Entrepreneurship in the 21st Century : Transition from Traditional Entrepreneurship to Innovative Entrepreneurship	3	Lecture and Discussion	Dr. Pacapol

2	Typology of Innovation: Incremental, Modular, Architectural, and Radical Innovations	3	Lecture and Discussion	Dr. Pacapol
3	Business Models in the Digital Economy : Industry 4.0 and Thailand 4.0	3	Lecture and Discussion	Dr. Pacapol
4	How important is Strategic Management to Entrepreneurship and business : Corporate Level Strategies	3	Lecture and Discussion	Dr. Pacapol
5	Generating Business Ideas with Quantitative Research: Overview of Inferential Statistics used in New Product Development (NPD) or New Product Improvement/Refinement (NPI)	3	Lecture and Exercise	Dr. Pacapol
6	Generating Business Ideas with Qualitative Research: TOWS Analysis	3	Lecture and Exercise	Dr. Pacapol
7	Generating Business Ideas with Qualitative Research: Scenario Planning I	3	Lecture and Exercise	Dr. Pacapol
8	Generating Business Ideas with Qualitative Research: Scenario Planning II	3	Lecture and Discussion	Dr. Pacapol
9	Social Enterprising and Creating Social Change	3	Lecture and Exercise	Dr. Pacapol
10	Topics in Entrepreneurship and Innovation I : Seminar prepared by small groups of students	3	Presentation and Discussion	Dr. Pacapol
11	Topics in Entrepreneurship and Innovation II : Seminar prepared by small groups of students	3	Presentation and Discussion	Dr. Pacapol

12	Research in Entrepreneurship and Innovation	3	Discussion	Dr. Pacapol
13	The Future of Entrepreneurship and Innovation Management	3	Discussion	Dr. Pacapol
14	Group Project Presentations	3	Presentation and Discussion	Dr. Pacapol
15	Group Project Presentations	3	Presentation and Discussion	Dr. Pacapol
16	FINAL EXAMINATION	3		Dr. Pacapol

2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
	Class Exercise & Participation	All	20
	Individual Project		20
	Group project	15	30
	Final examination	16	30

Academic Honesty

Appropriate citation of the work of others is required. Plagiarism will not be tolerated. A failing grade will be assigned to any paper or project not offering proper citations. All work submitted to meet course requirements -- papers, assignments, lab work, and examinations -- is expected to be the student's own work. Without prior written approval by both instructors, students may not submit the same material, in substance or in writing, to two courses, nor may students purchase written work.

Teaching/Learning Style

The course will involve a lecture format with extensive interaction between students and the instructor. The teaching style will mix theory and academic concepts with practical applications. Students will be challenged to grasp a concept or idea, relate it to other concepts, and then apply it in real-world entrepreneurial contexts.

Exercise/Participation

It is expected that students will participate in class by discussing, showing his/her own ideas and opinions relating to the topics. Also, students are required to participate in in-class studies. Class discussion and in-class activities will be noted and reflected in final course grades.

Individual Assignment

Entrepreneurs also often identify opportunities based on their personal and business networks. To help students visualize and analyze their networks, each will plot out his/her individual personal (e.g., social network and university) and professional (e.g., work) network. A simple version of this type of plot may be developed. Students will turn in a plot and discuss such issues as which links are strong or weak ties as well as who serves in various roles (e.g., as gatekeeper) on different parts of the network. Finally, some potential business venture(s) may be proposed and presented.

Group Final Project

The major project for the semester will involve students analyzing what they consider key trends in the environment. In 10-12 pages, students should discuss what changes and trends in society they believe are creating important entrepreneurial opportunities in industries that personally interest them. Projects can also profile some of the innovators and/or early adopters seeking to introduce/buy new products/services in that industry; current and expected gaps in competitive offerings, and potential opportunities and risks involved with launching a new product/service in this industry.

The project should also describe businesses that could take advantage of these trends. Examples of issues that students should discuss include “what problem will these businesses solve?”, “who will the key customers be?” and “how will these businesses make money?”

6. Learning Resources

1. Course Materials

- Textbook, Notes from Power Point presentation, and internet resources

2. Important Textbooks and References

The Innovation Book How to Manage Ideas and Execution for Outstanding Results

ISBN: 9781292011905

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Recommended reading:

- Amabile, “How to Kill Creativity” (available at www.hbsp.org)
- Barabasi, Albert-Laszlo, **Linked: The New Science of Networks**, Cambridge, MA: Perseus, 2002.
- Chesbrough, Henry, **Open Innovation**; Boston, Mass.: Harvard Business School Press, 2003.
- Christensen, Clayton M., **The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail**, Boston, Mass.: Harvard Business School Press, 1997.
- Fallon & Senn, **Juicing the Orange: How to Turn Creativity into a Powerful Business Advantage**, Boston, Mass.: Harvard Business School Press, 2006.
- Fraser, Heather, **Design Works**; Toronto: University of Toronto Press, 2012.
- Govindarajan, Vijay & Trimble, Chris, **10 Rules for Strategic Innovators**; Boston: Harvard Business School Press, 2005.
- Govindarajan, Vijay & Trimble, Chris, **Reverse Innovation**; Boston: Harvard Business School Press, 2012.
- Hamel, Gary, **The Future of Management**; Boston: Harvard Business School Press, 2007
- Hammer, Michael & Champy, James: **Reengineering the Corporation: A Manifesto for Business Revolution**; New York: HarperBusiness, 1993.
- Harvard Business School Faculty, **Entrepreneur's Toolkit**, Boston, Harvard Business School Press, 2005.
- Heath, Chip and Heath, Dan: **Switch: How to Change Things When Change Is Hard**; New York., Broadway Books, 2011.
- Kelley, Tom, **The Ten Faces of Innovation**, New York: Currency Doubleday, 2005.
- Kotter, John P., **Leading Change**, Boston: Harvard Business School Press, 1996.
- Kuhn, Thomas S.: **The Structure of Scientific Revolutions**, [2d ed., enl.] Chicago: University of Chicago Press, 1996.
- Lehrer, Jonah, **Imagine, How Creativity Works**; Boston: Houghton Mifflin Harcourt, 2012.
- Levitt, Stephen D. and Dubner, Stephen J., **Freakonomics: A Rouge Economist Explores the Hidden Side of Everything**, New York: HarperCollins, 2005.
- Martin, Roger, **The Design of Business**, Boston, Harvard Business School Press, 2009.
- Miller, Roger & Cote, Marcel, **Innovation Reinvented**, Toronto: University of Toronto Press, 2012.
- Mullins, John W., **The New Business Road Test**, Second edition, Harlow, England: FT Prentice Hall, 2006.
- Nielsen, Michael, **Reinventing Discovery, The New Era of Networked Science**; Princeton: Princeton University Press, 2012.
- Sahlman, “How to Write a Great Business Plan” (available at www.hbsp.org)
- Sawhney, Mohan & Zabin, Jeff, **The Seven Steps to Nirvana**; New York: McGraw Hill, 2001.
- Verganti, Roberto, **Design-Driven Innovation**, Boston, Harvard Business School Press, 2009.
- Zook, Chris, **Profit from the Core**, Harvard Business School Press, 2001.

7. Course Evaluation and Development

1. Course Evaluation by Students <ul style="list-style-type: none">- Siam University Student Evaluation Program
2. Teaching Evaluation <ul style="list-style-type: none">- Siam University Class and Test Evaluation Program
3. Teaching Development <ul style="list-style-type: none">- Siam University Class and Test Evaluation Program
4. Subject verification of Student Achievement <ul style="list-style-type: none">- Siam University Student Evaluation Program
5. Revision and Development of Course Effectiveness <ul style="list-style-type: none">- Siam University Student Evaluation Program

**Course Specification**

University	Siam University
Faculty / Department	Graduate School of International MBA Program

1. General Information of Course Outline

1. Course Code and Course Name	508-610 Big Data Analysis Sundays 5.00-8.00 P.M. Room #307
2. Credit (Lecture hour – Lab. Hour – Self Study)	3 credits (3-0-6)
3. Academic Curriculum	
3.1 Curriculum name	International Business
3.2 Type of Subject (Gen. Ed. / Core Course / Free Elective)	Elective Course
4. Coordinated Lecturer and Lecturer	
4.1 Coordinated Lecturer	
4.2 Lecturer	Dr. Parham Porouhan (Ph.D.)
5. Semester / Year	2/2018
6. Pre-requisites	-
7. Co-requisites	-
8. Place of Study	Siam University
9. Date of Lastest Course Specification Revised	January 8, 2019

2. Purpose and Objection

1. Subject Purpose
The explosion of social media and the computerization of every aspect of social and economic activity resulted in creation of large volumes of mostly unstructured data: web logs, videos, speech recordings, photographs, e-mails, Tweets, and similar. In a parallel development, computers keep getting ever more powerful and storage ever cheaper. Today, we have the ability to reliably and cheaply store huge volumes of data, efficiently analyze them, and extract business and socially relevant information. The key objective of this course is to familiarize the students with most important information technologies used in manipulating, storing, and analyzing big data. We will examine the basic tools for Data Modeling, Data Mining, Clustering, Decision

Trees, Statistical Analysis, Visualization, , and several Process Mining algorithms. We also will get familiar with Hadoop and some other Big Data parallel processing techniques. We will examine Data Analysis tools, as a workshop, which allows analysis of data previously collected from an Information System. We will also learn about so-called NoSQL storage type of data in a very basic level. In general, the main objectives of the course are as the following:

- To let the students learn about various types of Data Science and Big Data techniques (and approaches) as well as their applications, benefits, advances and their development processes in Business situations and environments. The students also are introduced to some of the major ethical and societal concerns about acquiring, storing, and reporting potentially sensitive information by means of the most common Data Science techniques.
- Another purpose of the course is to enable the students on how to use information strategically, and how to harness Data Science and Big Data techniques (and approaches) for gaining competitive advantage in business scenarios and settings.
- And finally, the last but not the least, the purpose of this course is to enable the students on how they might best use Data Science and Big Data techniques (and approaches) to help manage a business, whether they need to order inventory and track sales, generate financial statements, or automate payroll systems.

2. Objective of Subject Revision

1. *Terminology.* The students will be able to explain the meaning of terms used to describe common techniques and concepts in regard to Data Science and Big Data techniques (and approaches) and Business Data Science techniques.
2. *Skill.* The students will successfully use several Data Science and Big Data techniques and algorithms in order to analyze large sets of data.
3. *Theories and Concepts.* The students will be able to describe the ways in which computers and Data Science and Big Data techniques (and approaches) are and will be used in business and management.
4. *Application.* The students will be involved in application/development of *Data Science and Big Data techniques (and approaches).*
5. *Real-Life Issues.* The students will recognize the reality of implementing real-life Data Science techniques, including economic and cultural differences.
7. *Social and Ethical Issues.* The students will understand the major social and ethical issues involved in the development and use of Data Science and Big Data techniques (and approaches) techniques and their applications.

3. Implementation and Procedures

1. Course Description

The roles of information technology and Data Science and Big Data techniques (and approaches) have become deeply integrated with every business function within all organizations. This course introduces the role of Data Science and Big Data techniques (and approaches) to support the business processes and enterprise-wide initiatives to fulfill the strategic, tactical and operational requirements of business organizations. The

course examines the competitive impact of evolving and emerging technologies such as: scientific methods, processes, algorithms and systems to extract knowledge and insights from data in various forms, both structured and unstructured, similar to data mining. To do this, various business scenarios/problems are presented to teach students how to use Data Science and Big Data techniques (and approaches) to formulate, analyze, and solve problems and to enhance their analytical skills. Students are encouraged to apply what they have learned and present a team-based experiential project for a course-wide analytical case.

2. Periods Per Semester

Lecture	Tuition	Laboratory / Field trip / Training	Self Study
45 hours	-	-	45 hours

3. Period of Consultant per week

3 hours per week

4. Development of Learning Skills

1. Ethics

1.1 Ethics Development

This course puts a great emphasis on some of the questionable and controversial uses of Data Science techniques, with special treatment provided in the Ethical & Societal Issues boxes. The students are required to weigh the positive and negative impacts of the Data Science and Big Data techniques (and approaches) and to convincingly argue their own positions on important issues such as privacy, free speech, and professional conduct. Moreover, the students need to be disciplined and follow the rules, such as attending the classes and submitting the assignments on time.

1.2 Teaching Method

Critical thinking is used as the main teaching method throughout the course and semester. For instance, the students are put in the midst of a business dilemma relating to the running case of each chapter and required to answer What Is Your Advice? types of questions. The questions motivate students to evaluate many aspects of each situation and to repeatedly consider how quickly Data Science and Big Data techniques (and approaches) have been evolved. Similarly, many of the Discussion Questions at the end of chapters call for their evaluation and judgment. In order to achieve the above-mentioned goals, the following tools are going to be used:

- Lectures
- PowerPoint presentations
- Class participation (including review questions, discussion questions, and quantitative hands-on work in each chapter). In this course, a selection of assignments at the ends of each chapter, mainly assignments that require the use of relevant software and the web, are presented. Many of these assignments, including Applying Concepts, Hands-On Activities, and Team Activities need to be done in group pairs before the end of each session. .
- Assignments both individual and group
- Self-study

- Final Project

1.3 Evaluation Method

Each student will be expected to demonstrate their understanding and ability to explain various Data Science and Big Data techniques (and approaches) terminologies, behavioral and organizational issues, international issues, as well as the social and ethical issues associated with information technology concepts and initiatives. The measurement of a students' mastery of these components will be evaluated both by the quantity and quality of their responses and submissions of project materials.

While gaining knowledge about Data Science and Big Data techniques (and approaches) concepts and terminology is a solid foundation to learning, the application of such topics and concepts through discussions, cases, problem solving and real-world projects are essential to develop a meaningful, more substantive knowledge of information technology. Accordingly, students will be encouraged to contribute significantly to the dialogue of class discussions.

2. Knowledge Skill

2.1 Expected Knowledge

The expected knowledge of this course is divided into two main parts. First, students will learn a wide array of real-world events and challenges that dramatize how Data Science and Big Data techniques (and approaches) are integrated into everyday business. The integration of one business example, rather than several different cases across chapters, focuses the attention of students on gaining an intimate and up-close perspective on one business. Second, as the students progress through the course, their analysis and insights will expand as they leverage the previous knowledge and information on IS and their applications and developments, especially after the midterm examinations. Consequently, a combination of the both above-mentioned approaches will help students develop a distinct perspective on the application and development of one IS systems (applied on a collected data, in form of a group project).

2.2 Teaching Method

- Lectures
- PowerPoint presentations
- Class participation (including review questions, discussion questions, and quantitative hands-on work in each chapter). In this course, a selection of assignments at the ends of each chapter, mainly assignments that require the use of relevant software and the web, are presented. Many of these assignments, including Applying Concepts, Hands-On Activities, and Team Activities need to be done in group pairs before the end of each session.
- Assignments both individual and group
- Self-study
- Final Project

2.3 Evaluation Method

<ul style="list-style-type: none"> - Assignments both individual and group (including Applying Concepts, Hands-On Activities, and Team Activities) - Quiz - Project - Midterm and final examinations
<p>3. Wisdom Skill</p> <p>3.1 Required Intelligence Skill Development</p> <ul style="list-style-type: none"> - Ability to get acquainted with the basics of the Data Science and Big Data techniques (and approaches) as well as their applications and developments, especially in business areas or situations/scenarios. - Confidence in gaining practical experience by applying and developing an authentic and real-world data previously collected through Data Science and Big Data techniques (and approaches). - Confidence in expressing themselves as a Data Scientist or professional (or at least get familiar with the basics of the knowledge and its applications). <p>3.2 Teaching Method</p> <ul style="list-style-type: none"> - Lectures - PowerPoint presentations - Class participation (including review questions, discussion questions, and quantitative hands-on work in each chapter). - Assignments both individual and group - Self-study - Final Project - Group Discussions/ Class Activities <p>3.3 Evaluation Method</p> <p>Assignments both individual and group (including Applying Concepts, Hands-On Activities, and Team Activities)</p> <ul style="list-style-type: none"> - Quiz - Project - Midterm and final examinations
<p>4. Interpersonal and Responsibility Skill</p> <p>4.1 Required Interpersonal and Responsibility skill Development</p> <ul style="list-style-type: none"> - Responsible for the assigned works both individual and group - Ability to work and lead effectively with others - Respect the instructor and other classmates or peer group members
<p>4.2 Teaching Method</p> <ul style="list-style-type: none"> - Lectures - PowerPoint presentations - Class participation (including review questions, discussion questions, and quantitative hands-on work in each chapter). - Assignments both individual and group - Self-study - Final project

<p>4.3 Evaluation Method</p> <ul style="list-style-type: none"> - Assignments both individual and group - Final project participation and extent of involvement in group tasks and goals - Observation of the students' behavior (and progress) throughout the semester
<p>5. Mathematics Communication and IT Analysis Skill</p> <p>5.1 Mathematics Communication and IT Analysis skill Development</p> <ul style="list-style-type: none"> - Ability to surf and search the Internet for specific purposes - Ability to reflect the application and use of the Data Science techniques, how to apply or develop them, in authentic/real-life situations and scenarios - Ability to adopt Data Science and Big Data techniques (and their algorithms) through the use of tablets and smartphone technology
<p>5.2 Teaching Method</p> <ul style="list-style-type: none"> - Lectures - PowerPoint presentations - Class participation (including review questions, discussion questions, and quantitative hands-on work in each chapter). - Assignments both individual and group - Self-study - Final project
<p>5.3 Evaluation Method</p> <p>Assignments both individual and group (including Applying Concepts, Hands-On Activities, and Team Activities)</p> <ul style="list-style-type: none"> - Quiz - Project - Midterm and final examinations

5. Lesson Plan and Evaluation

1. Lesson plan				
Week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	Introduction to the course: Review of course syllabus & course expectation + digital era + Why Big Data Analysis? + Benefits of the course	3	<ul style="list-style-type: none"> - Lecture - PowerPoint presentation - Supplementary handout and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities) 	Dr. Parham Porouhan

2	Part1: Data Science and Big Data	3	<ul style="list-style-type: none"> - Lecture - PowerPoint presentation - Supplementary handout and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities) 	Dr. Parham Porouhan
3	Part 2: Different Types of Data Mining Techniques	3	<ul style="list-style-type: none"> - Lecture - PowerPoint presentation - Supplementary handout and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities) 	Dr. Parham Porouhan
4	Part 3: How Big Data Analysis Relates to Data Mining	3	<ul style="list-style-type: none"> - Lecture - PowerPoint presentation - Supplementary handout and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities) 	Dr. Parham Porouhan
5	Part 4: Learning Decision Trees and Applying Decision Trees	3	<ul style="list-style-type: none"> - Lecture - PowerPoint presentation - Supplementary handout and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities) 	Dr. Parham Porouhan
6	Part 5: Association Rule Mining in Big Data	3	<ul style="list-style-type: none"> - Lecture - PowerPoint presentation - Supplementary handout and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities) 	Dr. Parham Porouhan
7	Part 5: Cluster Analysis and Evaluating Mining Results	3	<ul style="list-style-type: none"> - Lecture - PowerPoint presentation - Supplementary handout and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities) 	
8	Midterm Exam			
9	Part 6: Introduction to Hadoop and NoSQL	3	<ul style="list-style-type: none"> - Lecture - PowerPoint presentation - Supplementary handout 	Dr. Parham Porouhan

			and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities) - Workshop	
10	Part 7: Discovering Data: Big Data Analysis techniques (and approaches) (Practical/Experimental Workshop #1)	3	- Lecture - PowerPoint presentation - Supplementary handout and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities) - Workshop	Dr. Parham Porouhan
11	Part 8: Conformance Checking: Data: Big Data Analysis techniques (and approaches) (Practical/Experimental Workshop #2)	3	- Lecture - PowerPoint presentation - Supplementary handout and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities) - Workshop	Dr. Parham Porouhan
12	Part 9: Mining Bottlenecks: Data: Big Data Analysis techniques (and approaches) (Practical/Experimental Workshop #3)	3	- Lecture - PowerPoint presentation - Supplementary handout and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities) - Workshop	Dr. Parham Porouhan
13	Part 10: Mining Decision Points: Data: Big Data Analysis techniques (and approaches) (Practical/Experimental Workshop #4)	3	- Lecture - PowerPoint presentation - Supplementary handout and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities)	Dr. Parham Porouhan
14	Visualization Techniques: Data: Big Data Analysis techniques (and approaches) (Practical/Experimental Workshop #5)	3	- Lecture - PowerPoint presentation	Dr. Parham Porouhan
15	Final Project Presentation: Big Data Analysis* (group-based)	3	- Lecture - PowerPoint presentation	Dr. Parham Porouhan
16	Revision for final exam	3	- Lecture - PowerPoint presentation	Dr. Parham Porouhan

			- Supplementary handout and worksheet (including Review Questions, Discussion Questions, Applying Concepts, Team Activities)	
17-18	Final Exam			

* Each presentation team consists of at least 4 students. The timeslot for each presentation will be indicated in the class schedule later.

2. Learning Evaluation Plan			
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)
Course Introduction & Part 1-12	Class Attendance	1-16	10
Part 1-12	Class Participation: Review Questions Discussion Questions Applying Concepts Team Activities	2-7, 9-16	10
Part 1-5	Midterm exam	8	20
Part 1-12	Final Project	6-15	20
Part 1-12	Final exam	17-18	40

The final grades will be determined as follows:

Letter Grade	Percent
A	90 – 100
B+	85 – 89
B	80 – 84
C+	75 – 79
C	70 – 74
D+	60 – 69
D	50 – 59
F	< 60

6. Learning Resources

1. Course Materials Textbook, eBook, Notes from PowerPpoint presentation, e-Learning and Internet resources, Supplementary handouts and worksheets
2. Important Textbooks and References 1. Inflection Point: How the Convergence of Cloud, Mobility, Apps, and Data Will Shape the Future of Business, by Scott Stawski 2. Doing Data Science: Straight Talk from the Frontline, by Cathy O’Neil and Rachel

Schutt

3. Mining of Massive Datasets, by: Jure Leskovec, Anand Rajaraman, Jeff Ullman

4. Kochtanek, T., & Matthews, J. (2002). Library Data Science techniques: From library automation to distributed information access solutions. (2 ed., p. 287). Santa Barbara: Libraries Unlimited

3. Recommended Textbooks and References

Storytelling With Data: A Data Visualization Guide for Business Professionals, by Cole Nussbaumer Knaflie 2015

Data Analytics Made Accessible, by A. Maheshwari 2016

7. Course Evaluation and Development

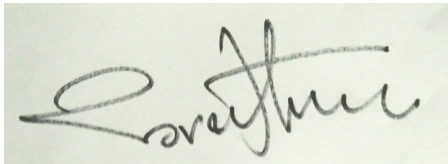
1. Course Evaluation by Students

2. Teaching Evaluation

3. Teaching Development

4. Subject verification of Student Achievement

5. Revision and Development of Course Effectiveness



Dr. Parham Porouhan
16 January 2019
Course Instructor

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Assoc. Prof. Dr. Jompong Mongkhonvanit.
Director of IMBA

