

BBA Program
Business Administration Department
Faculty of Management Sciences
Prince of Songkla University
Semester 1/2020

472-462 Contemporary Global Issues in Management
472-494 Special Topic IV (Contemporary Global Issues in Management)

Timetable	: Tuesday / Thursday 10.00-11.50 am.
Classroom	: online
Lecturer	: Dr. Sirinuch Loykulnanta Dr. Sarunyoo Kanchanasuwan Aj. Thitiporn Na Nakorn
Coordinator	: Dr. Sirinuch Loykulnanta
Email	: sirinuch.l@psu.ac.th / sirinuch@loykulnanta.com
Office Hour	: Tuesday 13.00-15.00 pm. (Room G. 213)

1. Course Description

Deep and wide discussion on how global trends will impact upon economics; organizations and management practices; which ecological, social, and economic factors interact to create threats and opportunities for organizations

2. Course Objectives

- To be able to deep and wide discussion on how global trends will impact upon economics; organizations and management practices
- To possess principle knowledge of international business management
- To recognise ecological, social, and economic factors interact to create threats and opportunities for organizations
- To be able to discuss the current situation of business
- To be able to present, discuss and produce report in English

3. Course Requirements

To complete this course, students must attend at least 80% of classes (48 hours). During each class, the students might be asked to do a one-page response or a short assignment without prior notice to check the student attendance. This evaluation method might also be used as a group basis. It is a requirement for students to actively engage in class discussions and submit all assignments no

later than the deadline.

4. Class Activities: 15 weeks*

Weeks	Activities	Methods	Lecturer
1-11	Discussion of Contemporary Global Issues in Management	Individual/Group Discussion and Presentation	Aj.Sirinuch
12-13	Discussion of Contemporary Global Issues in Logistic and Supply Chain	Individual/Group Discussion and Presentation	Aj. Sarunyoo
14-15	Discussion of Contemporary Global Issues in Entrepreneurship	Individual/Group Discussion and Presentation	Aj. Thitiporn

*The lecturer reserves the right to adjust the class schedule to better fit the current situation.

5. Assignments

Individual Assignments / Group Assignments

6. Class Assessment

Aj. Sirinuch	Case Study (3 times)	10%
	Presentation (Group)	15%
	Discussion (Others)	25%
	Executive Summary (Others)	20%
Aj. Sarunyoo	Discussion and Presentation	15%
Aj Thitiporn	Discussion and Presentation	15%
Total		100%

A	B+	B	C+	C	D+	D	E
80-100	75-79	70-74	65-69	60-64	55-59	50-54	0-49