COURSE DETAIL

BUSINESS OPPORTUNITIES IN THAILAND
Country Thailand
Host Institution Thammasat University
Program(s) Thammasat University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 135
UCEAP Course Suffix
UCEAP Official Title BUSINESS OPPORTUNITIES IN THAILAND
UCEAP Transcript Title BUSINESS: THAILAND
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description
This course examines business opportunities in Thailand with specific focus on social and business cultures, customs, and common business situations. Topics include the history of Thailand, business landscape, consumers, business laws, political environment, banking and financial institutions, and cross-cultural management. Company visits are incorporated into the course. Text: BB Shelegelmich, GLOBAL MARKETING STRATEGY - AN EXECUTIVE DIGEST. Assessment: class participation (10%), assignments (20%), term project progress report (20%), term project final report (50%).

Language(s) of Instruction
English

Host Institution Course Number
BA 335

Host Institution Course Title
BUSINESS OPPORTUNITIES IN THAILAND

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed
2024-2025

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