

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 Campus**Host Institution Faculty****Host Institution Degree****Host Institution Department**

Business Administration

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