



# Bangkok Summer School on International Business Strategy and Sustainable Development 2024

International Short Program organized by the College of Management - Mahidol University (CMMU) and Vienna University of Business and Economics (WU)

## Course Outline

Course Title	<i>International Business and Sustainable Development</i>
<b>Instructors</b>	<p>WU:</p> <ul style="list-style-type: none"> <li>• Dr. Can Tihanyi</li> <li>• Valentin Kiefner, MSc</li> </ul> <p>CMMU:</p> <ul style="list-style-type: none"> <li>• Assoc. Prof. Dr. Astrid Kainzbauer</li> <li>• Prof. Dr. Sooksan Kantabutra</li> <li>• Assist. Prof. Dr. Suparak Suriyankietkaew</li> <li>• Assoc. Prof. Dr. Nattavud Pimpa</li> </ul>
<b>Language of instruction</b>	English
<b>Course level</b>	Undergraduate
<b>ECTS credits</b>	8 ECTS credits

Aim of the course
<p>The aim of this course is to provide an understanding of the strategic and sustainable development aspects of international business. The course will cover the main theories and practices related to the development and implementation of international business strategies, as well as the impact of these strategies on sustainable development. We will discuss the social, political and economic factors that drive multinational firms' adoption of sustainable practices, the nature of these practices across different functional areas of multinational enterprises, as well as the outcomes that such practices have at the firm-, industry- or society-level. Moreover, the course provides theoretical as well as practical insights into the management practices of formulating and implementing international strategies that account for and contribute to achieving the sustainable development goals developed by the United Nations.</p> <p>Among other topics, we will focus on</p> <ul style="list-style-type: none"> <li>• International Business Strategy</li> <li>• International Market Selection and Entry Strategies</li> <li>• International Competitive Strategies</li> <li>• Global Strategic Alliances &amp; Collaboration</li> <li>• The achievement of the United Nations Sustainable Development Goals (UNSDGs)</li> <li>• Corporate Social Responsibility (CSR) in the context of International Business Strategy</li> <li>• Sustainable Development in the context of International Business Strategy</li> <li>• Sustainability Data: Overview and application methods</li> </ul>

## Learning Objectives

After completion of this course, students will

- Understand the challenges global managers are facing in an international environment and how they can deal with the challenges of developing an international business strategy
- Understand key theoretical concepts including insights into the latest research findings in international business and sustainable development
- Be able to utilize these concepts to solve managerial challenges in contributing to CSR and sustainability initiatives
- Be able to organize teamwork and strengthen their presentation skills
- Develop critical thinking and defend their arguments.

## Prerequisites and/or admission requirements

Application requirements for WU students can be found on our [application website](#).

## Teaching Methods

Within this course, a variety of didactic elements are utilized to facilitate the successful completion of the learning outcomes outlined above. The course is delivered as a mix of

- lectures covering theoretical concepts and their application,
- classroom discussions,
- several in-class case studies and their discussions,
- a comprehensive group project.

*Class attendance throughout the course is mandatory.*

## Pre-course assignment (WU)

The pre-course assignment is equivalent to a workload of 20 hours for this undergraduate course. Please note that the pre-course assignment is part of the total workload of the course.

Students have to write an essay with the title:

**"Thailand's Sustainable Business Landscape: A Critical Examination of International Strategies and Development Initiatives".**

In your essay, you should critically examine the topic and develop a final position on the stated topic based on various sources used. In your essay you should

- clearly define and briefly explain technical terms used;
- systematically present different positions and arguments on a topic from sources relevant to it;
- critically examine these positions and arguments and weigh them against each other;
- formulate a concluding position that flows directly from your examination of the various positions and arguments.

You should refer to a variety of sources in your essay (e.g., articles in scholarly journals, professional journals, technical literature, and newspaper articles as appropriate). Be sure to include an appropriate mix of the different types of sources and to use at least five but no more than ten different sources.

Your essay (maximum 800 words) will be evaluated based on the following criteria:

- Your ability to find relevant information on a topic, select it, and process it.
- Your ability to reflect on different opinions and points of view, both for and against a position.
- Your ability to transform different positions and thoughts into a coherent argument.
- Your ability to reduce a complex issue to its "key arguments" and present them in concise language.
- Your ability to develop a concluding position, based on the logical sequence of arguments.

Formal guidelines:

- The essay must be written in English.
- Please note your name and the essay topic at the beginning of your paper.

- Use 12 pt, Times New Roman, single line spacing, A4 size and 2.5cm margins all around.
- Your paper should not exceed 600-800 words (one A4 page, references not included!). Please indicate the word count at the end of your paper.
- No headings are required.
- Formulate in complete sentences and avoid bullet points.
- Do not use footnotes.
- When citing from scholarly journals, professional journals, books, newspaper reports, etc., use the Harvard citation style.
- Create a reference list. This will not be counted in the word count.
- IMPORTANT: By uploading your work, you confirm that you have written this work yourself and have clearly identified information from outside sources as such. If a candidate is suspected of not doing so, we reserve the right to subject that candidate to an oral examination.

The essay should be submitted in pdf format by **12 noon, on August, 1st, 2024**, clearly stating "Bangkok Summer School Essay 2024" and the student's name in the file name (e.g.: [Bangkok Summer School\_Essay\_2024\_MaxMustermann.pdf]) to the email address: spwu@wu.ac.at.

<b>Course Contents</b>	
<b>Week 1</b>	
Day 1 (26.08.24)	<ul style="list-style-type: none"> <li>• Welcome &amp; Introduction to Cross-Cultural Management <i>Dr. Astrid Kainzbauer, Mahidol University</i></li> </ul>
Day 2 (27.08.24)	<ul style="list-style-type: none"> <li>• Sustainable Leadership in Thailand @ company visit <i>Dr. Sooksan Kantabutra, Mahidol University</i></li> </ul>
Day 3 (28.08.24)	<ul style="list-style-type: none"> <li>• Introduction Session &amp; Information for the Group Work <i>Dr. Can Tihanyi, WU Vienna</i></li> </ul>
Day 4 (29.08.24)	<ul style="list-style-type: none"> <li>• Internationalization Theory Part 1 Introduction to the international business environment Culture, economic forces and risks <i>Dr. Can Tihanyi, WU Vienna</i></li> </ul>
Day 5 (30.08.24)	<ul style="list-style-type: none"> <li>• Internationalization Theory Part 2 Information for international decision making: Where, when and how to enter certain markets <i>Dr. Can Tihanyi, WU Vienna</i></li> </ul>
Day 6 (31.08.24)	<ul style="list-style-type: none"> <li>• International Business Strategy Transition from International Business Strategy to Corporate Sustainability <i>Dr. Can Tihanyi, WU Vienna</i></li> </ul>
Day 7 (01.09.24)	<ul style="list-style-type: none"> <li>• Presentation of Group Work <i>Dr. Can Tihanyi, WU Vienna</i></li> </ul>
<b>Week 2</b>	
Day 8 (02.09.24)	Free 'Weekend'
Day 9 (03.09.24)	Free 'Weekend'
Day 10 (04.09.24)	<ul style="list-style-type: none"> <li>• Analysis and Assessment of MNEs' International Business Strategy <i>Valentin Kiefner MSc, WU Vienna</i></li> </ul>
Day 11 (05.09.24)	<ul style="list-style-type: none"> <li>• Corporate Social Responsibility in the context of International Business Strategy <i>Valentin Kiefner MSc, WU Vienna</i></li> </ul>
Day 12 (06.09.24)	<ul style="list-style-type: none"> <li>• Sustainable Development in the context of International Business Strategy <i>Valentin Kiefner MSc, WU Vienna</i></li> </ul>
Day 13 (07.09.24)	<ul style="list-style-type: none"> <li>• Sustainability Data: Overview and application methods <i>Valentin Kiefner MSc, WU Vienna</i></li> </ul>
Day 14 (08.09.24)	<ul style="list-style-type: none"> <li>• Presentation of Group Work <i>Valentin Kiefner MSc, WU Vienna</i></li> </ul>
<b>Week 3</b>	

Day 15 (09.09.24)	Free 'Weekend'
Day 16 (10.09.24)	Free 'Weekend'
Day 17 (11.09.24)	<ul style="list-style-type: none"> <li>Sustainability strategy &amp; management for business success <i>Assist. Prof. Suparak Suriyankietkaew, Mahidol University</i></li> <li>Business and Human Rights Due Diligence <i>Assoc. Prof. Nattavud Pimpa, Mahidol University</i></li> </ul>
Day 18 (12.09.24)	<ul style="list-style-type: none"> <li>Business cases for corporate sustainability and links to SDGs <i>Assist. Prof. Suparak Suriyankietkaew, Mahidol University</i></li> </ul>
Day 19 (13.09.24)	<ul style="list-style-type: none"> <li>Farewell lunch</li> </ul>
<b>This is a tentative course syllabus. All content is subject to change.</b>	

### Criteria for successful completion of the course

Students will be assessed on their:

- Ability to understand the strategic issues related to International Business and Sustainable Development initiatives
- Performance in the pre-course assignment
- Active participation in class
- The quality of the project report and presentation (clarity and persuasiveness).
- Please bear in mind that grading standards and procedures may differ between the two academic institutions.

Assessment	
<b>Individual-level (50%)</b>	
• Pre-course assignment	25%
• Peer Rating	10%
• In-class performance	15%
<b>Group-level (50%)</b>	
• Group case presentation (Week I)	25%
• Group case presentation (Week II)	25%
<b>TOTAL</b>	<b>100%</b>

#### Individual-level (50%)

- Pre-course assignment (25%)**  
Students will have to submit an 800 word essay discussing the challenges and opportunities of sustainable international business strategies in Thailand.
- In-class performance (25%)**  
Active participation in class is strongly encouraged and 25% of the grade is based on this participation. Participation is evaluated on activity during the session (participating in discussions, raising interesting issues etc.). Recognizing the fact that this course is a learning environment, the evaluation of contributions to class discussions is not based on whether they are right or wrong, but meaningful, inspiring and thought-provoking for the group overall. Class attendance is a prerequisite for gaining credits for class participation.

#### Group-level (50%)

- Group project presentation at the end of week I (25%)**  
Each group will present one case in class. The cases will also be assigned at the beginning of the course they also refer to the topics discussed in class.
- Group project presentation at the end of week II (25%)**  
Each group will present one case in class. The cases will also be assigned at the beginning of the course they also refer to the topics discussed in class.

*Please note: students' attendance is mandatory in all classes.*

#### **Academic Integrity:**

As a program which helps to create business and government leaders, the faculty has an obligation to ensure academic integrity. All cases of cheating or plagiarism, and any variations thereof, will be immediately referred to the Associate Dean/Vice-Rector for Studies. Students who

engage in any form of cheating and/or plagiarism may be required to withdraw from the Faculty of Business/Department of Marketing and Communication.

Students are expected to carefully review the following points discussing academic integrity and group projects that have been adopted by our Faculty. Acts of academic dishonesty include, but are not limited to, the following:

- **using** the exact words of a published or unpublished author without quotation marks and without referencing the source of these words.
- **duplicating** a table, graph or diagram, in whole or in part, without referencing the source.
- **paraphrasing** the conceptual framework, research design, interpretation, or any other ideas of another person, whether written or verbal (e.g. personal communication, ideas from a verbal presentation) without referencing the source.
- **copying** the answers of another student in any test, examination, or take-home assignment.
- **providing** answers to another student in any test, examination, or take-home assignment.
- **taking** any unauthorized materials into an examination or term test (crib notes).
- **impersonating** another student or allowing another person to impersonate oneself for the purpose of submitting academic work or writing any test or examination.
- **stealing** or mutilating library materials.
- **accessing** test prior to the time and date of the sitting.
- **changing** name or answer(s) on a test after that test has been graded and returned.
- **submitting** the same paper or portions thereof for more than one assignment, without discussions with the instructor(s) involved.

Students should be aware that all instructors reserve the right to use plagiarism detection software program(s) to detect plagiarism for essays, term papers and other assignments.

### Assessment

The following grading scheme is applied (WU):

Grade	90–100%	Description
1	90% - 100%	Exceptional, outstanding and excellent performance. Normally achieved by a minority of students. These grades indicate a student who is self-initiating, exceeds expectation and has an insightful grasp of the subject matter.
2	80-89%	Very good, good and solid performance. Normally achieved by the largest number of students. These grades indicate a good grasp of the subject matter or excellent grasp in one area balanced with satisfactory grasp in the other area.
3	70-79%	Satisfactory, or minimally satisfactory. These grades indicate a satisfactory performance and knowledge of the subject matter.
4	60-69%	Marginal Performance. A student receiving this grade demonstrated a superficial grasp of the subject matter.
Failed	Below 60%	Unsatisfactory performance

### Course literature

- Power point slides
- (Video) case studies

### Further readings suggested by the lecturers (optional)

Kolk A (2016) The social responsibility of international business: From ethics and the environment to CSR and sustainable development. *Journal of World Business*. 51(1) 23-34.

P. Bansal and H.-C. Song, „Similar But Not The Same: Differentiating Corporate Sustainability From Corporate Responsibility“ *Academy of Management Annals* 11, No. 1: 105-149 (2017)

Michael E. Porter and Claasvan der Linde, 'Green and Competitive: Ending the Stalemate', *Harvard Business Review* (Sep-Oct 1995)

Van Tulder R, Rodrigues SB, Mirza H, Sexsmith K (2021) The UN's Sustainable Development Goals: Can multinational enterprises lead the Decade of Action? *Journal of International Business Policy*. 4(1) 1-21.

Van Tulder, Rob, Alain Verbeke, and Roger Strange, eds. *International business and sustainable development*. Chetenham: Emerald, 2014.

Verbeke, A. & Lee, I.H. (2021). International Business Strategy: Rethinking the Foundations of Global Corporate Success. Cambridge University Press.