



# Bangkok Summer School on International Business and Sustainable Development 2022

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>• Can Tihanyi, MSc</li> <li>• Valentin Kiefner, MSc</li> </ul> <p>CMMU:</p> <ul style="list-style-type: none"> <li>• Assoc. Prof. Dr. Astrid Kainzbauer</li> <li>• Assoc. Prof. Dr. Sooksan Kantabutra</li> <li>• Assist. Prof. Suparak Suriyankietkaew</li> <li>• Assoc. Prof. 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>It is the aim of this course to discuss current challenges with regard to sustainable development when operating internationally. In the course we will examine different aspects of international business and their relationship with the achievement of sustainable development in local as well as global markets. 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 on various outcomes at the level of the firm-, industry or society. 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 Theory</li> <li>• Evaluating international business environments</li> <li>• Non-market strategies</li> <li>• Models of Internationalization</li> <li>• International Business Strategy &amp; Corporate Social Responsibility (CSR)</li> <li>• International Business Strategy &amp; Sustainable Development</li> <li>• The achievement of the United Nations Sustainable Development Goals (UNSDGs)</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 in a correct manner 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:

**"The role of Multinational Enterprises Global Value Chains for Thailand".**

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 1600 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 1600 words (approx. two A4 pages, 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, 2022**, clearly stating "Bangkok Summer School Essay 2022" and the student's name in the file name (e.g.: [Bangkok Summer School\_Essay\_2022\_MaxMustermann.pdf]).

<b>Course Contents</b>	
<b>Week 1</b>	
Day 1 (29.08.22)	<ul style="list-style-type: none"> <li>• Welcome &amp; Introduction to Cross-Cultural Management <i>Assoc. Prof. Dr. Astrid Kainzbauer, Mahidol University</i></li> </ul>
Day 2 (30.08.22)	<ul style="list-style-type: none"> <li>• Sustainable Leadership in Thailand @ Thepatrin Hospital <i>Assoc. Prof. Dr. Sooksan Kantabutra, Mahidol University</i></li> </ul>
Day 3 (31.08.22)	<ul style="list-style-type: none"> <li>• Introduction Session &amp; Information for the Group Work <i>Can Tihanyi, MSc, WU Vienna</i></li> </ul>
Day 4 (01.09.22)	<ul style="list-style-type: none"> <li>• International Business Theory Part 1 &amp; Case Study 1 <i>Can Tihanyi, MSc, WU Vienna</i></li> </ul>
Day 5 (02.09.22)	<ul style="list-style-type: none"> <li>• International Business Theory Part 2 &amp; Case Study 2 <i>Can Tihanyi, MSc, WU Vienna</i></li> </ul>
Day 6 (03.09.22)	<ul style="list-style-type: none"> <li>• International Business Theory Part 3 &amp; Case Study 3 <i>Can Tihanyi, MSc, WU Vienna</i></li> </ul>
Day 7 (04.09.22)	<ul style="list-style-type: none"> <li>• Presentation of Group Work <i>Can Tihanyi, MSc, WU Vienna</i></li> </ul>
<b>Week 2</b>	
Day 8 (05.09.22)	Free 'Weekend'
Day 89 (06.09.22)	Free 'Weekend'
Day 10 (07.09.22)	<ul style="list-style-type: none"> <li>• Introduction to International Business Strategy <i>Valentin Kiefner MSc, WU Vienna</i></li> </ul>
Day 11 (08.09.22)	<ul style="list-style-type: none"> <li>• International Business Strategy &amp; Corporate Social Responsibility <i>Valentin Kiefner MSc, WU Vienna</i></li> </ul>
Day 12 (09.09.22)	<ul style="list-style-type: none"> <li>• International Business Strategy &amp; Sustainability <i>Valentin Kiefner MSc, WU Vienna</i></li> </ul>
Day 13 (10.09.22)	<ul style="list-style-type: none"> <li>• Success factors of the achievement of the United Nations Sustainable Development Goals <i>Valentin Kiefner MSc, WU Vienna</i></li> </ul>
Day 14 (11.09.22)	<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 (12.09.22)	Free 'Weekend'
Day 16 (13.09.22)	Free 'Weekend'
Day 17 (14.09.22)	<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 18 (15.09.22)	<ul style="list-style-type: none"> <li>• Business and Human Rights Due Diligence <i>Assoc. Prof. Nattavud Pimpa, Mahidol University</i></li> </ul>
Day 19 (16.09.22)	<ul style="list-style-type: none"> <li>• Sustainable Consumption and Production in Southeast Asia <i>Assoc. Prof. Nattavud Pimpa, Mahidol University</i></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 exam/pre-course assignment
- Active participation in class
- The quality of the project report and presentation (clarity and persuasiveness).
- Peer review, i.e., ability to work in teams. Students failing to participate in their teams will lose the mark for that piece of work.
- Please bear in mind that grading standards and procedures may differ between the two academic institutions.

Assessment	
<b>Individual-level (45%)</b>	
• Pre-course assignment	25%
• In-class performance	15%
• Peer rating	10%
<b>Group-level (55%)</b>	
• Group case presentation	20%
• Group project presentation	30%
<b>TOTAL</b>	<b>100%</b>

### Individual-level (50%)

- **Pre-course assignment (25%)**  
Students will have to submit a 1400-1600 word essay discussing the role of Multinationals Global Value Chains for Thailand.
- **In-class performance (15%)**  
Active participation in class is strongly encouraged and 15% 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.
- **Peer rating (10%)**  
On an individual basis, group members are asked to evaluate the contribution of fellow group members to the work process (in terms of contributing to the content but also to workflow issues).

### Group-level (50%)

- **Group project presentation at the end of week 2 (20%)**  
Each group will select one of the SDGs and explain the role that foreign multinationals play in achieving this goal in the particular context of Thailand.
- **Group project presentation at the end of week 3 (30%)**  
In this second project, student should analyze the role that sustainable development plays in the alliances between a foreign firm and a local for-profit or not-for profit organization. Groups should discuss relevant the drivers, management and outcome of the selected alliances using conceptual frameworks to guide and inform their discussion.

*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
<ul style="list-style-type: none"> <li>• Power point slides</li> <li>• (Video) case studies</li> </ul>

**Further readings suggested by the lecturers**

Cao M, Zhang Q (2011) Supply chain collaboration: Impact on collaborative advantage and firm performance. *Journal of Operations Management*. 29(3) 163-180.

Cojoianu TF, Haney AB, Meiring A (2020) *Strategic Alliances As Treatment for Covid-19 And Beyond*. Oxford Smith School of Enterprise and the Environment.

Crane A, Seitanidi MM (2014) *Social partnerships and responsible business: what, why, and how?* Routledge.

Boddewyn J, Doh J (2011) Global strategy and the collaboration of MNEs, NGOs, and governments for the provisioning of collective goods in emerging markets. *Global Strategy Journal*. 1(3-4) 345-361.

Baur D, Palazzo G (2011) The Moral Legitimacy of NGOs as Partners of Corporations. *Business Ethics Quarterly*. 21(4) 579-604

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.

Kolk A, Kourula A, Pisani N (2017) Multinational enterprises and the Sustainable Development Goals: What do we know and how to proceed? *Transnational Corporations*. 24(3) 9-32.

Kolk A, Lenfant F (2012) Business-NGO Collaboration in a Conflict Setting: Partnership Activities in the Democratic Republic of Congo. *Business & Society*. 51(3) 478-511.

Kolk A, Lenfant F (2013) Multinationals, CSR and Partnerships in Central African Conflict Countries. *Corporate Social Responsibility and Environmental Management*. 20(1) 43-54.

Kolk A, Lenfant F (2015) Cross-Sector Collaboration, Institutional Gaps, and Fragility: The Role of Social Innovation Partnerships in a Conflict-Affected Region. *Journal of Public Policy & Marketing*. 34(2) 287-303.

Lashitew AA, Narayan S, Rosca E, Bals L (2021) Creating Social Value for the 'Base of the Pyramid': An Integrative Review and Research Agenda. *Journal of Business Ethics*.

Mohr A, Wang C, Goerzen A (2016) The impact of partner diversity within multiparty international joint ventures. *International Business Review*. 25(4) 883-894.

Mohr AT (2006) A multiple constituency approach to IJV performance measurement. *Journal of World Business*. 41(3) 247.

Sinkovics N, Gunaratne D, Sinkovics RR, Molina-Castillo F-J (2021) Sustainable Business Model Innovation: An Umbrella Review. *Sustainability*. 13(13) 7266.

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.