



### Course Description

**School/Faculty/Department**.....Rangsit University International College.....

**Program** Bachelor in Business Administration (International Business) **Academic Year** .....2025.....

#### 1. General Information

|                            |                                                                                                                                                                                                                      |                                                                                                     |         |
|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|---------|
| IBM 454                    | การจัดการตลาด<br>(Digital Commerce for International Trade )                                                                                                                                                         | 3                                                                                                   | (3-0-6) |
| Co-requisite course(s)     | XXX xxx Thai course title (if any, if not, use -)                                                                                                                                                                    |                                                                                                     |         |
| Pre-requisite course(s)    | XXX xxx Thai course title (if any, if not, use -)                                                                                                                                                                    |                                                                                                     |         |
| Semester                   | S/2568                                                                                                                                                                                                               |                                                                                                     |         |
| Section                    | 160                                                                                                                                                                                                                  |                                                                                                     |         |
| Curriculum                 | <input type="checkbox"/> Preparatory Courses<br><input type="checkbox"/> General Education Courses<br><input checked="" type="checkbox"/> Specialized Core Courses<br><input type="checkbox"/> Free Elective Courses |                                                                                                     |         |
| Responsible faculty member | Manisha Sachdev                                                                                                                                                                                                      | Full-time Lecturers                                                                                 |         |
| Instructors                | Manisha Sachdev                                                                                                                                                                                                      | <input type="checkbox"/> Full-time Lecturers<br><input checked="" type="checkbox"/> Guest Lecturers |         |
| Place of study             |                                                                                                                                                                                                                      | <input checked="" type="checkbox"/> Onsite<br><input type="checkbox"/> Off-site                     |         |
| Date of preparation        |                                                                                                                                                                                                                      |                                                                                                     |         |

#### 2. Course Objectives and Components

##### 1. Learning objectives

The learning objectives of this course would be for students to understand the fundamental concepts of digital commerce and its role in international trade. They would learn about different digital business models (B2B,B2C,C2C) and how to apply them in global markets. They would be able to identify regulatory, legal and ethical frameworks in cross border e commerce, recognize digital logistics, supply chain management and payment systems in international trade. They would be able to analyze digital commerce platforms and market

entry strategies, apply digital payment and trade finance mechanisms to solve cross border trade challenges. Conduct case study analysis of real-world problems in digital trade. Evaluate consumer behavior in online international markets keeping in mind cultural and regional differences.

## 2. Course description

The content of this course will help students explore how digital commerce and international trade are related to each other, students will get both theoretical foundations as well as practical applications with real world examples and case studies that they will have to solve. Students will study key topics including digital business models, cross-border e-commerce, payment systems, logistics, legal and regulatory frameworks, digital marketing, and emerging technologies such as AI. By the end of the course students will be able to analyze, design and implement strategies for international trade.

*(As specified in the TQF 2)*

## 4. Course Learning Outcomes (CLOs):

(For courses that use the standard curriculum criteria of B.E. 2565 only.)

CLO 1: Able to explain the basics of digital commerce and its role in international trade.

CLO 2: Able to identify different e-commerce business models and how they operate globally.

CLO 3: Able to apply digital commerce concepts to analyze or plan strategies for selling products or services internationally.

## 3. Student Learning Outcomes

Development of subject learning outcomes following the desired learning standards for each domain is as follows:

### 1. Knowledge

| PLOs | Course Learning Outcomes (CLOs)                                                     | Teaching methods                                                                                                                                   | Assessment methods                                                                                        |
|------|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|
| 1    | Able to explain the basics of digital commerce and its role in international trade. | <ul style="list-style-type: none"> <li>- Group discussions</li> <li>- Case studies</li> <li>- Group presentations</li> <li>- Individual</li> </ul> | Assessments:<br>- Individual<br>Assignments and<br>Presentations<br>- Group Assignments and Presentations |

|   |                                                                                                                                     |                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                  |
|---|-------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|   |                                                                                                                                     | <p>presentations</p> <ul style="list-style-type: none"> <li>- Textbook</li> <li>- Lecture slides</li> </ul>                                                                                                    | <ul style="list-style-type: none"> <li>- Business Case Analysis</li> <li>- Tests and Examinations</li> <li>- Class Participations</li> <li>- Business Projects</li> </ul>                                                                                                                        |
| 2 | Able to identify different e-commerce business models and how they operate globally.                                                | <ul style="list-style-type: none"> <li>- Group discussions</li> <li>- Case studies</li> <li>- Group presentations</li> <li>- Individual presentations</li> <li>- Textbook</li> <li>- Lecture slides</li> </ul> | <p>Assessments:</p> <ul style="list-style-type: none"> <li>- Individual Assignments and Presentations</li> <li>- Group Assignments and Presentations</li> <li>- Business Case Analysis</li> <li>- Tests and Examinations</li> <li>- Class Participations</li> <li>- Business Projects</li> </ul> |
| 3 | Able to apply digital commerce concepts to analyze or plan strategies for selling products or services internationally. promotions. | <ul style="list-style-type: none"> <li>- Group discussions</li> <li>- Case studies</li> <li>- Group presentations</li> <li>- Individual presentations</li> <li>- Textbook</li> <li>- Lecture slides</li> </ul> | <p>Assessments:</p> <ul style="list-style-type: none"> <li>- Individual Assignments and Presentations</li> <li>- Group Assignments and Presentations</li> <li>- Business Case Analysis</li> <li>- Tests and Examinations</li> <li>- Class Participations</li> <li>- Business Projects</li> </ul> |

## 2. Skills

| <b>PLOs</b> | <b>Course Learning Outcomes<br/>(CLOs)</b>                                                           | <b>Teaching methods</b>                                                                                         | <b>Assessment methods</b>                        |
|-------------|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|--------------------------------------------------|
| 1           | Identify challenges in global e-commerce operations and propose effective solutions using reasoning. | <ul style="list-style-type: none"> <li>- Lecture slides</li> <li>- Q&amp;A's</li> <li>- Case studies</li> </ul> | Assess and assign grades with the task assigned. |

## 3. Ethics

| <b>PLOs</b> | <b>Course Learning Outcomes<br/>(CLOs)</b>                                                | <b>Teaching methods</b>                                                           | <b>Assessment methods</b>                                                                                                         |
|-------------|-------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| 1           | Maintain discipline, be on time, be accountable to others and to oneself, and be orderly. | Include lessons about self-discipline, timeliness, and accountability to society. | To teach students to be accountable for their work, work well with others, and be on time, assignments must be turned in on time. |

## 4. Characteristics

| <b>PLOs</b> | <b>Course Learning Outcomes<br/>(CLOs)</b>    | <b>Teaching methods</b>                  | <b>Assessment methods</b>                     |
|-------------|-----------------------------------------------|------------------------------------------|-----------------------------------------------|
| 1           | Take ownership of the responsibilities given. | Tasks should be assigned with due dates. | Pay attention to conduct and work submission. |

*( The development of learning outcomes in each desired standard must align with those specified in the plan that shows the distribution of responsibility for learning outcomes from the curriculum to the subjects (Curriculum Mapping), as defined in the curriculum details, by each learning standard.)*

#### 4. Course Planning and Assessment

##### 1. Course planning

| Week | Topics/Details                                | Learning Activities/Media                                    | Hours | Instructor          |
|------|-----------------------------------------------|--------------------------------------------------------------|-------|---------------------|
| 1    | Introduction to Digital Commerce              | - Lecture<br>- Discussion<br>- Research Case<br>- Assessment | 3     | Aj. Manisha Sachdev |
| 2    | Globalization and International Trade Basics  | - Lecture<br>- Discussion<br>- Research Case<br>- Assessment | 3     | Aj. Manisha Sachdev |
| 3    | Digital Business Models                       | - Lecture<br>- Discussion<br>- Research Case<br>- Assessment | 3     | Aj. Manisha Sachdev |
| 4    | Cross-Border E-Commerce                       | - Lecture<br>- Discussion<br>- Research Case<br>- Assessment | 3     | Aj. Manisha Sachdev |
| 5    | Payment Systems and Cross-Border Transactions | - Lecture<br>- Discussion<br>- Research Case<br>- Assessment | 3     | Aj. Manisha Sachdev |
| 6    | Digital Logistics and Supply Chain            | - Lecture<br>- Discussion<br>- Research Case<br>- Assessment | 3     | Aj. Manisha Sachdev |
| 7    | Law, Policy, and Compliance                   | - Lecture<br>- Discussion<br>- Research Case<br>- Assessment | 3     | Aj. Manisha Sachdev |
|      |                                               |                                                              |       |                     |
| 8    | Digital Marketing in International Trade      | - Lecture<br>- Discussion<br>- Research Case<br>- Assessment | 3     | Aj. Manisha Sachdev |
| 9    | E-Commerce Platforms                          | - Lecture<br>- Discussion<br>- Research Case<br>- Assessment | 3     | Aj. Manisha Sachdev |

| Week              | Topics/Details                              | Learning Activities/Media                                    | Hours | Instructor          |
|-------------------|---------------------------------------------|--------------------------------------------------------------|-------|---------------------|
| 10                | Consumer Behavior in Digital Trade          | - Lecture<br>- Discussion<br>- Research Case<br>- Assessment | 3     | Aj. Manisha Sachdev |
| 11                | Emerging Technologies in Digital Commerce   | - Lecture<br>- Discussion<br>- Research Case<br>- Assessment | 3     | Aj. Manisha Sachdev |
| 12                | International Trade Finance                 | - Lecture<br>- Discussion<br>- Research Case<br>- Assessment | 3     | Aj. Manisha Sachdev |
| 13                | Strategy for International Digital Commerce | - Lecture<br>- Discussion<br>- Research Case<br>- Assessment | 3     | Aj. Manisha Sachdev |
| 14                | Sustainability and Ethics in Digital Trade  | - Lecture<br>- Discussion<br>- Research Case<br>- Assessment | 3     | Aj. Manisha Sachdev |
| 15                | Capstone Project                            | - Lecture<br>- Discussion<br>- Research Case<br>- Assessment | 3     | Aj. Manisha Sachdev |
| Final Examination |                                             |                                                              |       |                     |
| Total             |                                             |                                                              | 45    |                     |

*(Specify the topic/details, the week of instruction, the number of teaching hours (which must correspond with the number of credits), the teaching activities and the media used, and the instructor for each topic/detail of the course.)*

## 2. Assessment

| Activity | Learning Outcome                     | Assessment Method            | Assessment Week |
|----------|--------------------------------------|------------------------------|-----------------|
| 1.1, 1.2 | Mid-Term Examination                 | Grading Rubrics              | 30%             |
|          | Final Examination                    |                              | 30%             |
| 2.1, 2.2 | Class Attendance and Participation   | Q& A                         | 10%             |
| 4.1, 4.2 | Assignments, Presentations and Tests | - Quizzes<br>- Presentations | 30%             |

### 3. The alignment of Course Learning Outcomes (CLOs) with learning results.

(For courses that use the standard curriculum criteria of B.E. 2565 only.)

| CLOs                                                                                                                                                                                                                                                                                                                                | 1. Knowledge |     | 2. Skills |     | 3. Ethics |     | 4. Characteristics |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----|-----------|-----|-----------|-----|--------------------|-----|
|                                                                                                                                                                                                                                                                                                                                     | 1.1          | 1.2 | 2.1       | 2.2 | 3.1       | 3.2 | 4.1                | 4.2 |
| CLO 1: Able to explain the basics of digital commerce and its role in international trade.<br><br>CLO 2: Able to identify different e-commerce business models and how they operate globally.<br><br>CLO 3: Able to apply digital commerce concepts to analyze or plan strategies for selling products or services internationally. | ○            |     |           |     |           |     |                    |     |
| CLO 1 Identify challenges in global e-commerce operations and propose effective solutions using reasoning.                                                                                                                                                                                                                          |              |     | ○         |     |           |     |                    |     |
| CLO 1 Maintain discipline, be on time, be accountable to others and to oneself, and be orderly.                                                                                                                                                                                                                                     |              |     |           |     |           | ○   |                    |     |
| CLO 1 Take ownership of the responsibilities given.                                                                                                                                                                                                                                                                                 |              |     |           |     |           |     |                    | ○   |

*(Specify the CLOs for each item that aligns with the learning outcomes.)*

## 5. Course Resources

### 1. Main textbooks and documents

International Business The New Realities Second Edition S. Tamer Cavusgil Georgia State University Gary Knight Florida State University John R. Riesenberger

*(Identify the main textbooks and documents used in teaching.)*

### 2. Essential documents and information

.....  
 .....

*(Identify books, journals, reports, electronic media, websites, regulations, computer programs, and other important references that students should study further)*

### 3. Recommended documents and information

.....  
 .....

*(Identify books, journals, reports, electronic media, websites, regulations, computer programs, and other important references that students should study further.)*

## 6. Course Feedback and Improvement

### 1. Course evaluation by students

- ☐ Student evaluation of teaching effectiveness
- ☐ Course evaluation form
- ☐ Group discussions between instructors and learners
- ☐ Reflections based on learners' behavior
- ☐ Suggestions through online channels prepared by the instructor for communication with students
- ☐ Others (please specify) .....

### 2. Other methods of course evaluation

- ☐ Instructor evaluation form
- ☐ Reflected by students
- ☐ Exam results
- ☐ Review of the assessment of learning outcomes
- ☐ Evaluation by the academic standards oversight committee
- ☐ Observation of teaching by the teaching team members

☐ Others (please specify) .....

### 3. Course development and improvement

☐ Seminar on teaching management

☐ Research inside and outside the classroom

☐ Others (please specify) .....

### 4. The process of reviewing students' learning outcomes for a course.

☐ Committees are established in the department to review students' learning outcomes by examining exam reports, grading methods, and behavioral assessments.

☐ Review of grading for student work by the department and faculty committee.

☐ Review of grading based on random inspections of student work by instructors or other qualified individuals who are not regular course instructors.

☐ Others (please specify) .....

### 5. Course revision and development plan

☐ Revise the course annually based on suggestions and the review results per section 4.

☐ Revise the course annually based on the instructor evaluation results by students.

☐ Others (please specify) .....

**Note:** Please **delete** the red text explaining information or sample message and note it when submitting information to the Office of Academic Standard.