



Faculty of Commerce and Accountancy
Thammasat University

IT 412: Seminar in International Transportation Management
Semester 2/2548

Course Description:

This course addresses the strategic management process in international transportation and logistics matters as well as current issues that is currently affecting the industry. It is designed to integrate various business subject areas in term of top-level policy and decision-making. A critical review and discussion of current strategic management issues in maritime transport will also be emphasized.

Course objective:

1. To develop a critical understanding of strategic management concepts, so that students will be able to integrate previous knowledge relating to core business functions.
2. To develop a clear framework of analysis to enable students to identify central issue and problems in complex, comprehensive cases; to suggest alternative courses of action; and to present well-supported recommendations for future action.
3. To develop the ability to analyse and evaluate, both quantitatively and qualitatively, the performance of the people who are responsible for strategic decisions.
4. To familiarise students with the current environmental issues in logistics & transport
5. To encourage a systematical expression of ideas and arguments through team working and presentation.

Teaching method:

“Labor Omnia Vincit”

Because wisdom can never be taught, this course will emphasize individual and group participation in class discussion. Assigned reading for each class is given in this syllabus and occasional supplement reading will be specified at the beginning of each week. The class content covers strategic management issues in maritime transport business through the use of the STRATSHIP simulation and various case studies. Students are welcome to bring in reading of their interest, which they think might be useful for the class.

Attendance and Participation:

In order to enhance students' knowledge of strategic management in logistics transport and also to make the class more interesting, each student is expected to attend class regularly and must participate in class discussion from time to time. The quantity and quality of the student's participation in class will be taken into consideration for his or her semester grade.

Text: Wheelen, Thomas L and Hunger, David J. (2000). *Strategic Management and Business Policy*, 7th edition. Addison- Wesley Publishing Company.

Class Time:

Monday 13.00-16.00
Room 308

Evaluation:

1. STRATSHIP Simulation game	
• Strategic Plan	10
• Mid Year Review	10
• Final Paper & Presentation	20
• Performance	10
2. Research paper and presentations	50
3. Case studies (3 cases)	45
4. Mid-Term Exam	55
5. Comprehensive exam	100
6. Life plan (required)	N/A
TOTAL	300

- ***The passing mark for the written comprehensive exam is 50%. For students who fail the written comprehensive examination, they will be require to take a single oral comprehensive exam; if students pass the oral comprehensive exam, they will only receive 50 points.**
- ***Students must submit "Life Plan" on Monday in the first week of February 2006 before 12.00 a.m. at room 414**

Grading criteria

A	240-300
B+	230-239
B	220-229
C+	201-219
C	180-200
D+	161-179
D	150-160
F Less than	0-149

Honesty & Integrity

University regulation concerning cheating will be strictly enforced in this class. All participants are expected to complete their own work on every assignment. Plagiarism will not be tolerated. Before class, all students will need to sign their names to accept all agreements related to this subject.

Lecturer:

Assistant Professor Ruth Banomyong (PhD)
Office Hours: By Appointment Only
Tel. 02-6235657 or by email: banomyong@thammasat.net

Lecturer Suntichai Kotcharin
Office Room #414 Office Hours: By Appointment
Tel. 02-613-2273 or by e-mail: ksuntichai@hotmail.com

COURSE DISCLAIMER: The schedule, policies, and assignments contained in this course syllabus are subject to change in the event of extenuating circumstances, class progress, or by mutual agreement between the lead instructor and the students.

IT 412 Tentative Class Schedule:

Note: The instructors reserve the rights to revise this schedule to take advantage of guest speakers if the opportunity should arise. We will stay as close to this schedule as possible; however, coverage will depend on overall class progress and discussion. Most of the class will be conducted in the computer room on the second floor. The class starts from 13.00 to 16.00.

Date	Topic	Reading
7/11/05	Introduction to IT 412 and STRATSHIP Simulation	STRATSHIP Manual (RB + SK)
14/11/05	Thailand's logistics strategy	NESDB website (RB)
21/11/05	Analysis of Thailand's logistics strategy	NESDB website (RB)
28/11/05	Data analysis	K. Paitoon
12/12/05	STRATSHIP Q 10-Q11	Strategic Plan Presentation (SK)
19/12/05	STRATSHIP Q12-13	(SK)
26/12/05	STRATSHIP Q14-15	(SK)
2/1/06	STRATSHIP Q16-17	(SK)
9/1/06	STRATSHIP Q18-19-20	Submit Mid Year Review on 3 rd January 2006 before 12.00 a.m
16/1/06	STRATSHIP Q21-22-23	(SK)
23/1/06	STRATSHIP Q24-25-26	(SK)
30/1/06	STRATSHIP Q27-28-29-30 STRATSHIP: Final Presentation TBA	Submit Final Review on 13 th Feb 2006 before 12.00 a.m.
6/2/06	National Fleet? The case of Thai Maritime Navigation	(RB) Own literature
13/2/06	Special session on data analysis	K. Songsri
20/2/06	The Impact of Port & Trade Security Initiatives on Maritime Supply Chain Management	(RB) Format: Tripartite forum
27/2/06	Case Study: Smart Car	Submit paper on 15 th Feb 2006 before 12.00 a.m.-- Aj. Suntichai Room # 414
TBA	Comprehensive final exam	

Thailand's logistics policy can be found at:

<http://www.nesdb.go.th/national/competitiveness/data31and26and34.php>

Reading for February 20, 2006 class:

The Impact of Port & Trade Security Initiatives on Maritime Supply Chain Management, in: Maritime Policy & Management, Vol. 32, no. 1, 2005, pp. 1-11, ISSN 0308-8839

Mid-Term: TBA