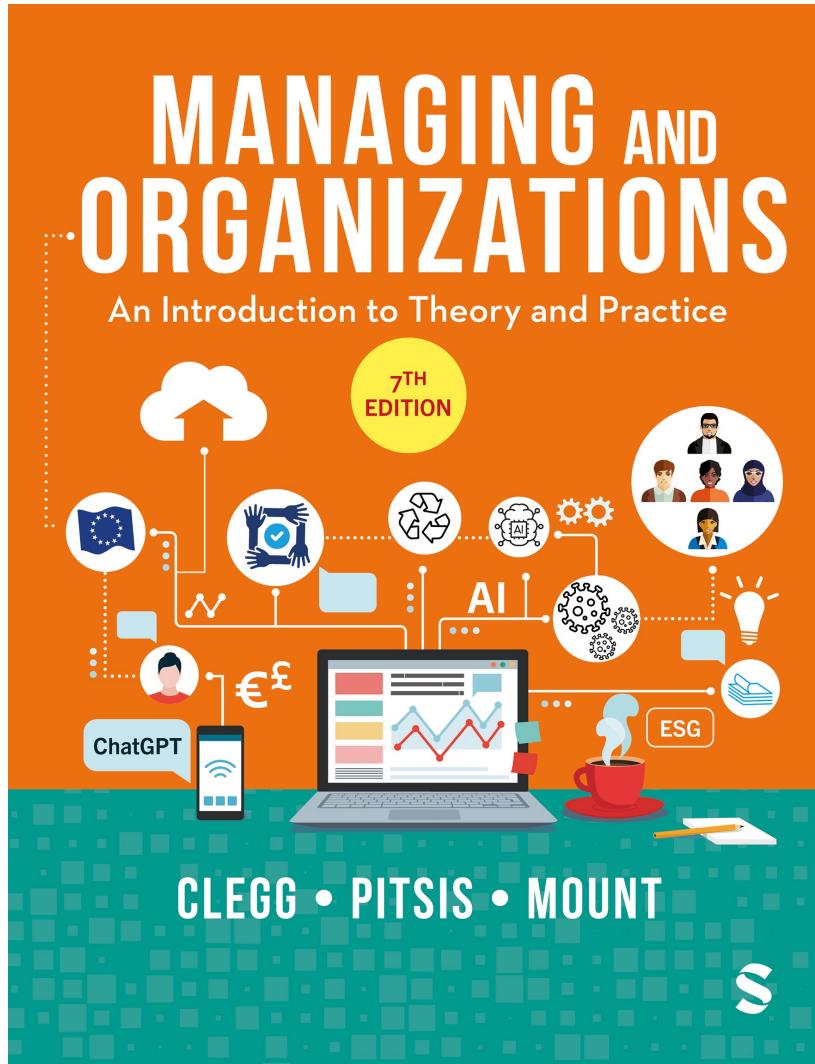




COURSE INTRODUCTION



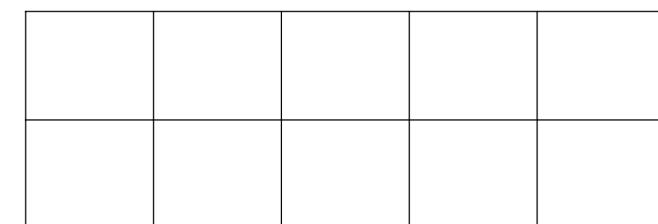
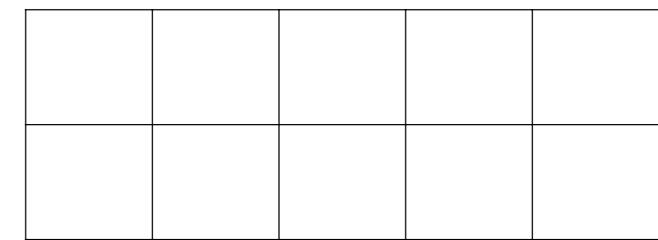
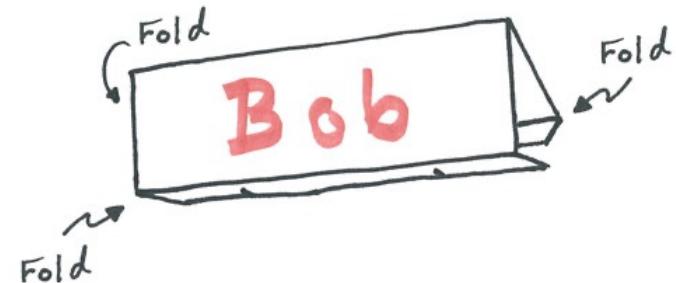
ICMB235 & ICMB 260: Management and Organizational Behavior

DR. WALLAPA SUENGKAMOLPISUT
WEEK 1-0

Please write your nickname

Instructions:

- Use the marker to write your nickname.
- Make sure it is visible from the front.
- Rate your personality from 0-7.
- Fold your name tag following the marker's instructions.
- Once finished, place it on the desk.



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International College

I am...[Shy] 1 2 3 4 5 6 7 [Confidence] to participate in the class

MOB

Butter Bear

How to get the good Grade for this course...

The challenges some students face in the Management of Organizations (MOB) course often stem from the following factors:

1. Understanding Course Theories

The course requires a strong grasp of foundational theories that underpin organizational management.

2. Case Study-Based Learning

MOB relies heavily on case studies, requiring students to analyze real-world scenarios critically and apply theoretical concepts effectively.

3. Theories vs. Best Practices

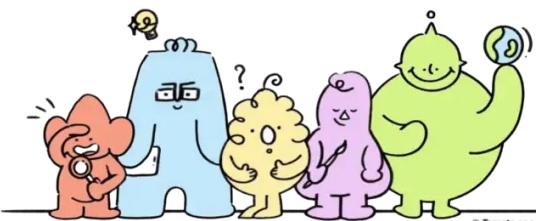
Students are expected to bridge the gap between theoretical knowledge and practical applications, which can be challenging without active engagement.

4. Participation in Workshops and Activities [Extra Points]

Active participation in workshops and in-class activities is required to fully understand the material and contribute to discussions.

5. Class Attendance

Regular attendance is essential. Missing classes can lead to gaps in understanding, making it difficult to keep up with the course content and assignments.



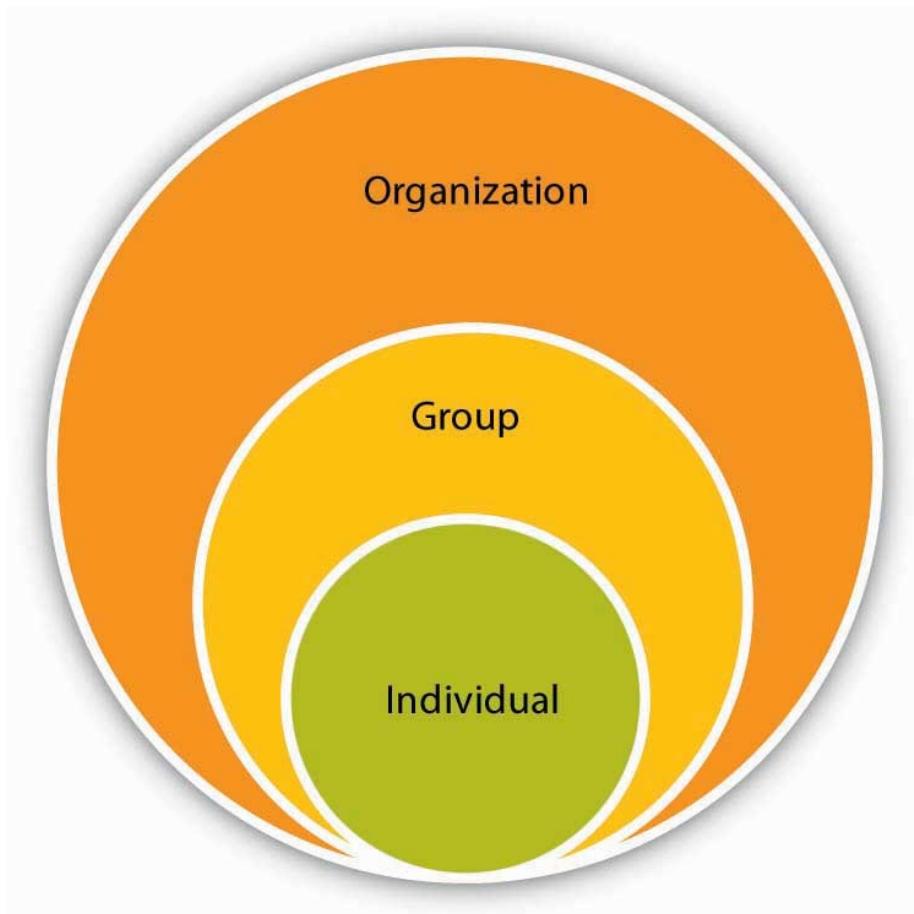
1. Course Description

**All details can be found in course syllabus – MUIC e-learning

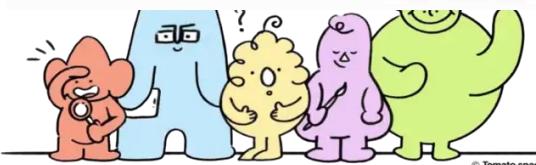


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Management, Leadership,
Organization-environment;



Organizational structure, bureaucracy and division of work; Organizations technology and space;
Organizational culture and identity; groups and teams; personality and identifications in organizations; Intentionality, Max (U), love and emotions in organizations; organizational and individual learning, decisions, promises, mindfulness and the stupidity paradox; organizational change. Organization as an experience and work as aesthetic performance, power and politics in organizations; managing entrepreneurial and innovative organizations; managing global and virtual organizations

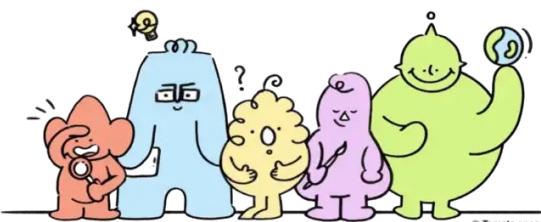




1.1.Course Objectives

****All details can be found in course syllabus – MUIC e-learning**

- Students are able to use multiple perspectives to *diagnose business problems* and *recommend appropriate solutions* when approaching and understanding *organizations structures, cultures, social and individual processes* as they are commonly experienced by employees, teams, and managers.
- Students should during the course acquire the ability to:
 - Understand and analyze organizational processes from different theoretical and practical perspectives.
 - Work in teams and take responsibility for the team results.
 - Examine management and organizational opportunities and constraints.
 - Integrate the different theoretical perspectives into managerial and practical solutions for organizing, planning and controlling the development of the organization.



2. Course Outline [Aj. Wallapa]



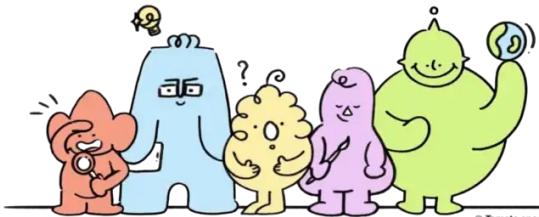
Week	Date	Topics
Week 1	Monday	Introduction to MOB, sensemaking
	Wednesday	Managing and Organizations & Technology <i>* Assigned Street Food Vendor Activity</i>
Week 2	Monday	Managing Organizational Design: Principles, Designs (Part 1) Quiz 1
	Wednesday	Managing Organizational Design: Principles, Designs (Part 2) <i>* Assigned Case study – Individual paper assignment</i>
Week 3	Monday	Managing Leadership: Transformation, Instruction, Inspiration * Quiz 2
	Wednesday	Managing Technology and ING case discussion [Group work]
Week 4	Monday	Managing Innovation & change Part 1 Quiz 3
	Wednesday	Managing Power, Politics





2. Course Outline [Aj. Wallapa]

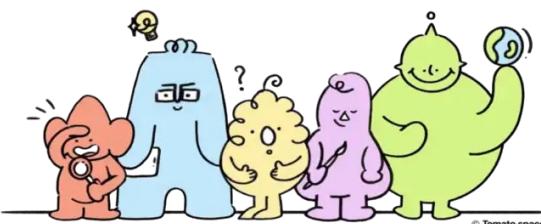
Week	Date	Topics
Week 5	Monday	Decision Making & Managing Knowledge Class Cancelled – Bank Holiday
	Wednesday	Group Project Consultation
	Monday	Decision Making & Managing Knowledge Quiz 4 & 5
Week 6 [Aj.Saifon]	Wednesday	Managing Individuals: differences at work #1
	Monday	Managing Individuals: differences at work #2
Week 7	Sunday 22 nd Feb 26	Mid-Term Exam [at computer lab room]





2. Course Outline [Aj.Saifon]

Week	Date	Topics
Week 6	Monday	Managing Individuals: differences at work #1
	Wednesday	Managing Individuals: differences at work #2
Week 7	Monday	Managing communication
	Wednesday	Managing motivation
Week 8	Monday	Evaluation and rewards
	Wednesday	Managing Group and Team
Week 9	Monday	Managing international culture
	Wednesday	Managing Globalization





2. Course Outline [Aj.Saifon]

Week	Date	Topics
Week 10	Monday	Project presentation: G1-G2 Please check rubric below*** Deadline 1st assignment
	Wednesday	Project presentation: G3-G4 Please check rubric below***
Week 11	Monday	Project presentation: G5-G6 Please check rubric below***
	Wednesday	Project presentation: G7-G8 Please check rubric below***
Week 12	Monday	Project Consultation [By appointment]
	Wednesday	Wrap up Class and Final Exam Guidelines
Week 13	Check Sky	Final Exam [computer lab]

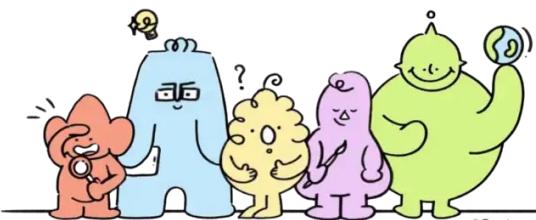




Project Submission Due W1-W6 [Aj. Wallapa]

Project Assignment	Submission deadline	Remarks
1. Street Foods Vendor Presentation (5%)	Week 10-11	Individual
2. Individual & Team of two Assignment [assigned case “Cultural Transformation at AIS: Navigating Generational Diversity and Inclusive Change in Thailand”] (5%)	Week 5	Individual
3. Street Foods Vendor report (20%)		Group
4. Peer Evaluation #1 [Week 12] (Individual team member contribution)		Individual

Course Assessment Week 1 – Week 6 = 35%



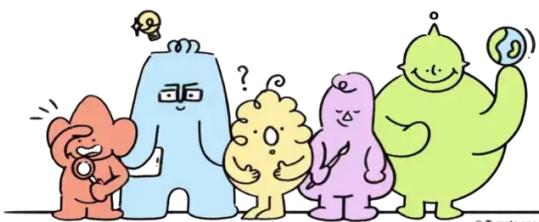


4. Class evaluation

[Week1-Week 6 = 35% and Week 7-Week12 = 65%]

Methods/ Activities	Description	Week	Percentage
Mid-term Examination	Is an application and analysis using theories and models on a real case. The Mid-term exam is an open book exam.	7	20%
Quizzes	Quizzes based on books and lecture (Closed book quizzes)	2-6	5%
Individual / team of two report assignment	Experiential Learning and case analysis that covers all theoretical subjects covered Week1- Week6	2-6	5%
Peer Evaluation	Team members contribution levels ***Peer Evaluation score may deduct from the total score of group assignment if any members are less contributions	6	(5%)
Attendance & Class Participation	Attendance check and Participations are Judged quantitatively based on Stricker distributed	2-6	5%
Total 1st half			35%

A	B+	B	C+	C	D+	D	F
90-100	85-89	80-84	75-79	70-74	65-69	60-64	Below 60



4. Class evaluation [Week1-Week12]

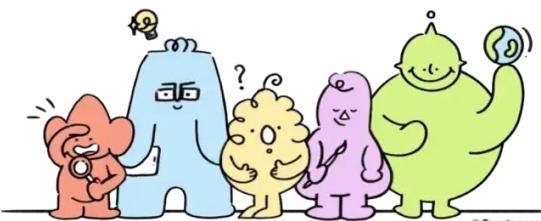


Methods/ Activities	Description		Week	Percentage			
Final Examination	Is an application and analysis using theories and models on a real case. The Final exam is an open book exam.		13	20%			
Mid-term Examination	Is an application and analysis using theories and models on a real case. The Mid-term exam is an open book exam.		7	20%			
Quizzes	Quizzes based on books and lecture (Closed book quizzes)		2-11	10% (5% + 5%)			
Final Group Project & Individual Assignment	Final group project is an analysis of a concrete case, with the purpose of solving the business issue, using all subjects covered		5 & 8	20% + 10%			
Peer Evaluation	Team members contribution levels *** <i>Peer Evaluation score may deducted from the the total score of group assignment if any members are less contributions</i>		11-12	(5%) (2.5%+2.5%)			
Group / Individual presentation of Final Group project.	Presentation of key analytical perspectives on the case and suggested management & organizational solutions.		11-12	10%			
Class Attendance & Participation	Attendance check and Participations are Judged quantitatively based on Stricker distributed		1-12	10% (5%+5%)			
A	B+	B	C+	C	D+	D	F
90-100	85-89	80-84	75-79	70-74	65-69	60-64	Below 60



4.1 Class Attendance and Participation

- The objective will be to develop a supportive learning environment through which students become more comfortable with actively contributing to the class.
- Attendance is mandatory. Attendance will be checked. Full class participation requires that you attend all classes on time and that you come well prepared to discuss assigned readings, engage thoughtfully with course content.
- Please note that, student arriving 10 minutes late to class will be marked as L – Late. Three L will be counted as one A - Absent.
- According to MUIC's policy, students are expected to attend at least 80% of the class (Maximum 6As). Attending less than 80% of the class will lead to inability to take the mid-term or/and final exam.



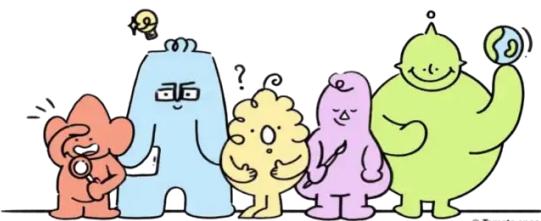


Important note! [Attendance]

Your name will be called during the attendance check.

“If you are unsure whether your attendance was recorded, please come to check with me **after class.”**

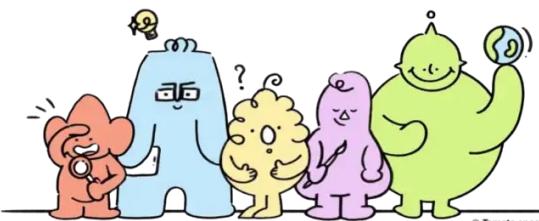
Please note that It is your responsibility to make sure your attendance is correctly recorded on the day of class.





4.2 Learning Interactions are required!!!

“In this course, we will have a “INTERACTIVE SESSION” for group discussions, individual/group activity, Q&A, or any other interactive activities. Participate by sharing your ideas during the class”





RECOGNITION & AWARDS of your participation (5%) and Class attendance (5%)

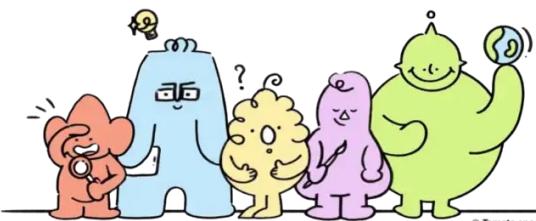
1. One Recognition Sticker is given to you for any ideas participating during the class
2. One Sticker will be converted to participating scores points 0.25%
3. The maximum TWO stickers per session OR maximum TWO stickers per week
4. Accumulated 20 stickers for maximum BUT you are the most welcomed to continues participating in the session
5. The maximum total accumulated stickers and converting to score points is 5% (0.25×20)

Remarks: Section 1-2

Aj. Wallapa – 10 stickers / 2.5%

Aj. Saifon – 10 stickers / 2.5%

***** Class Attendance 2.5% + 2.5%**

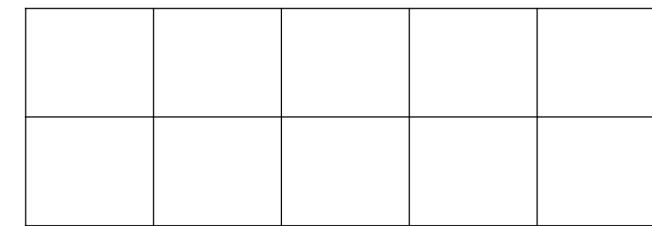
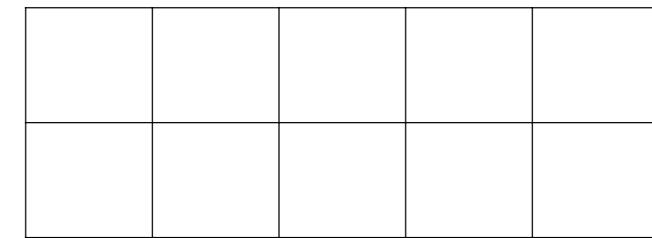
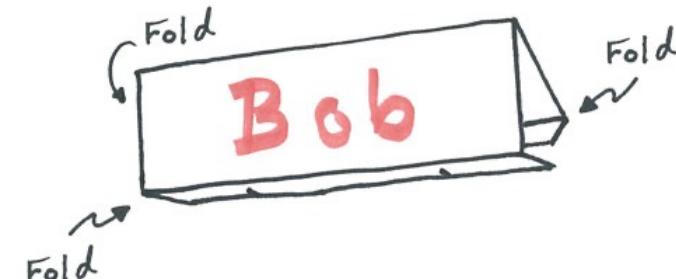




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ie

Important note!

- This name tag is required for collecting **participation stickers**.
- If you forget to bring it, **stickers cannot be given later or compensated for previous classes.**

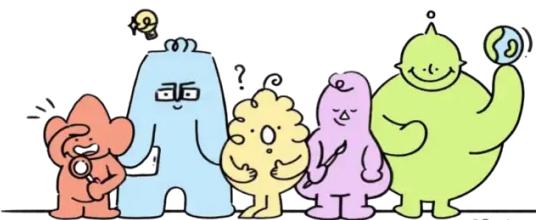


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MOB

I am...[Shy] 1 2 3 4 5  7 [Confidence] to participate in the class

Butter Bear



Dr. Wallapa Suengkamolpisut [ICMB235]



4.3. Assignment submission

All assignments must be submitted via Turnitin using the following name format:

StudentID_FirstName (Example: 6512345_Anna)

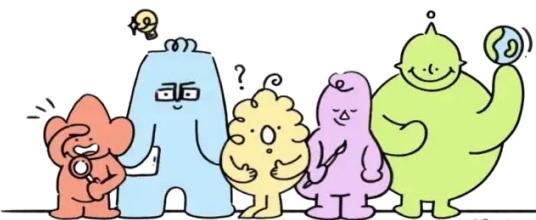


For group assignments, only one representative from each group must submit the report via Turnitin using the following file name format:

GroupXX_AssignmentName (Example: Group03_Street Food Vendor Report)

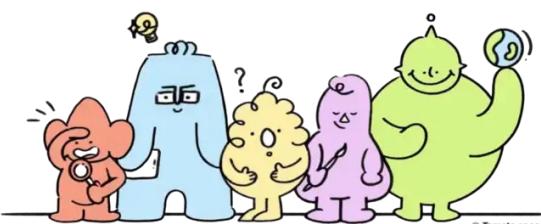
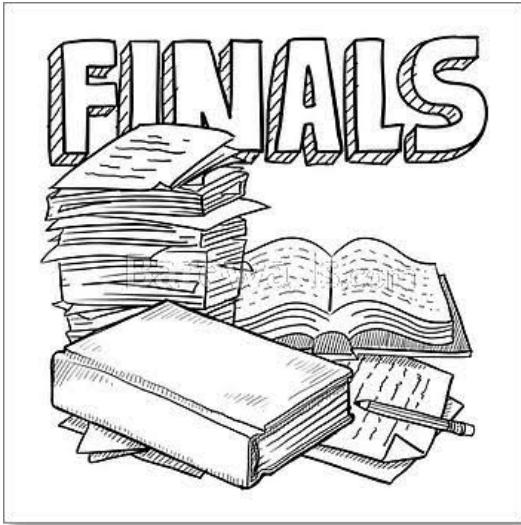
! Please note: If the submission file name does not follow the specified format, **1% will be deducted** from the assignment score.

If you encounter any issues uploading your assignment to the system, please contact the library for assistance.



4.4. Mid-term and Final Examination

- Mid-term and Final examination date is arranged by the Office of Academic Affairs.
- Avoid examination clash on that date and time.
- Request to change examination time will not be granted unless for critical circumstances (i.e. Sickness with doctor certification, Need to attend exchange program earlier)
- Must attend at least 80% of total class hours to attend final exam (max. absent 6 classes)





5. Detailed Guidelines to Online Sessions and Weekly Preparation



We don't have any online classes anymore due to the university policy



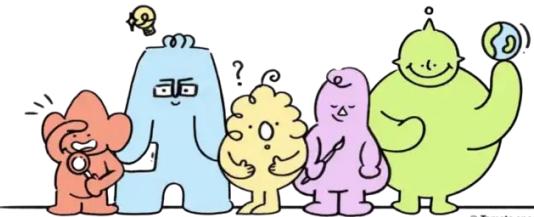
Course materials, videos and cases

- Access e-learning class: ICMI 235 on you registered session
- All assigned case studies and readings can be found.
- Please read via online copy and do not print out due to copyright issues



Submission of Group Work, Group Exercises, Quizzes (All details can be found in E-learning)

- Please join “Section xx_MOB_Tx 2023 2024
- Class ID: xxxxx
- Enrollment Key: xxxx



Appointment making and announcements

- Please contact me via wallapa.sue@mahidol.edu to make an appointment, discuss or when you have any enquiry (Office hour : Mon/Wed 12:00-14:00)
- All announcements will be made to students via their mahidol.edu account only



Turnitin Registration Class ID

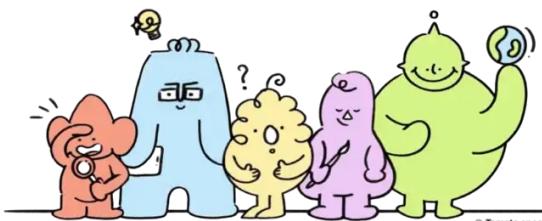
Please ensure that you are registered
in the correct section on Turnitin

51253907

Section03 (Saifon Singhatong)

51253916

Section04 (Saifon Singhatong)





Email Etiquette Matters [1/3]

Professional Communication Starts Now

💡 Start with a Proper Greeting

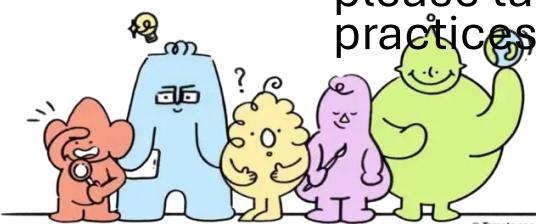
✓ Use: *Dear Ajan Wallapa, Dr. Wallapa*

✗ Avoid: *Hi, Hello, To, Ms, Miss, Mrs., or Just Name!*

✓ **Start by introducing yourself** : Include your **full name, student ID, and the course name with section number** (e.g., *I am Anna Lee, ID 6512345, registered in ICMB235 MOB, Section 01*)

“While you are studying in an international program, maintaining respectful Thai cultural norms will reflect positively on you and show politeness.

If you are in student exchange program or may be a non-Thai native—please take this as an opportunity to learn and respect Thai cultural practices. It reflects professionalism and politeness.”





Email Etiquette Matters [2/3]

📍 End with a Polite Closing



Use: *Thank you, / Best regards,*



Avoid: ending with nothing or informal phrases

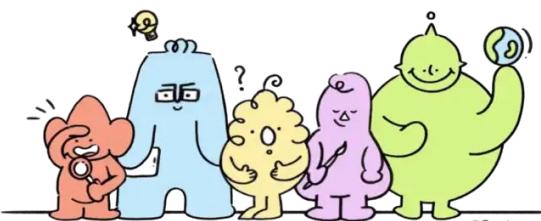
📍 Acknowledge Replies



When you receive an answer, always say **thank you**—a small gesture that leaves a strong impression.



Avoid: ending with nothing





Email Etiquette Matters [3/3]

⚠️ Reminder:

Emails that do not follow appropriate etiquette may
not receive a reply.

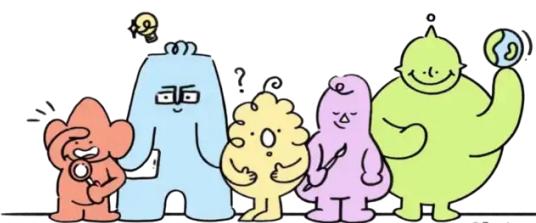


⌚ Response Time



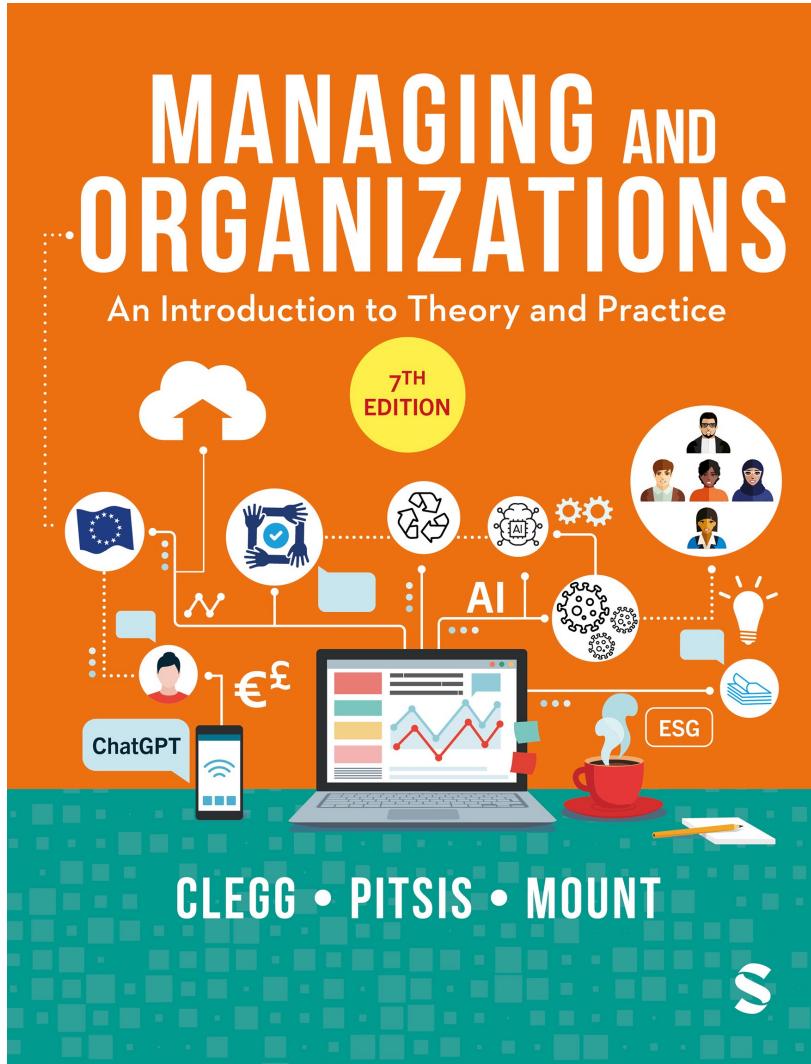
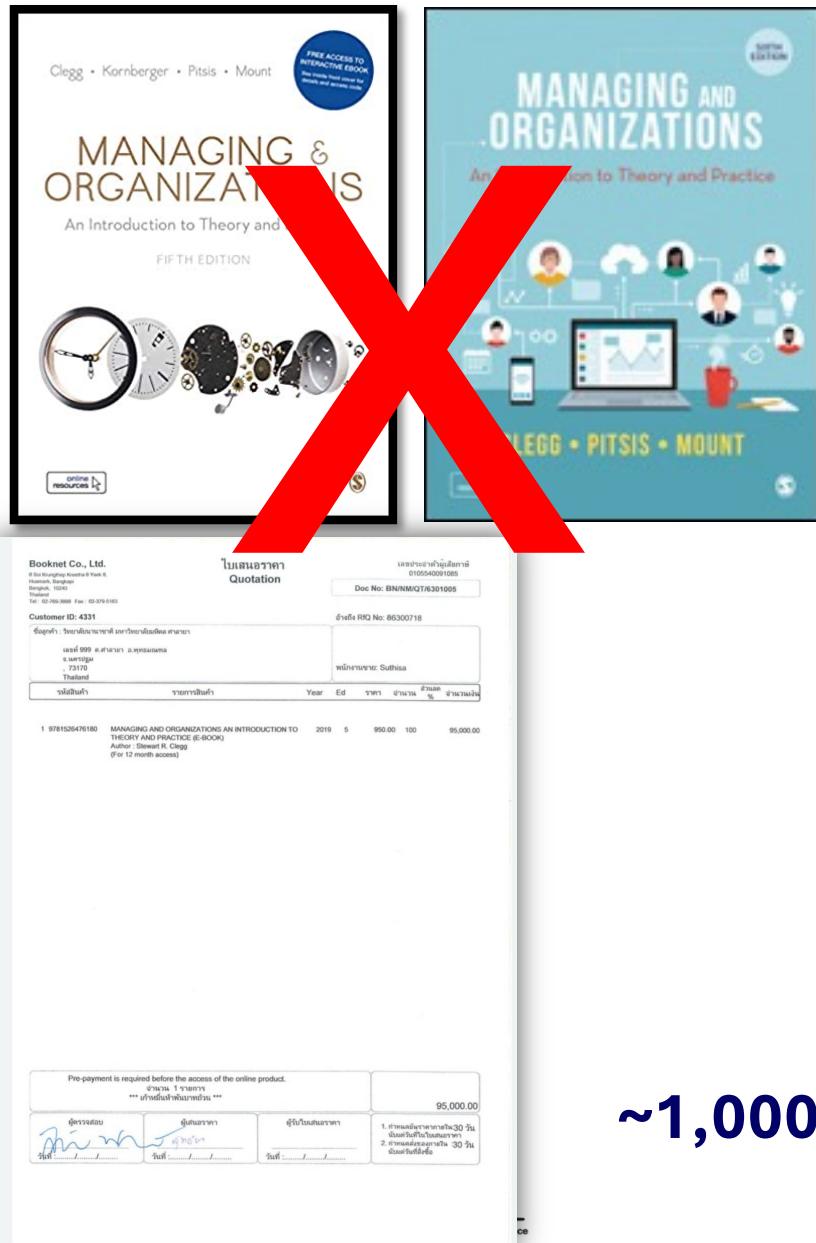
Normally, I will respond within **48 hours**
(excluding weekends).

“**If you have not received a reply within that timeframe, please feel free to send a follow-up email.**”





6. Reference Textbook and How to order the MOB E-Book



~1,000THB/Code (for 12 months access)

How to order the MOB E-book for all sections

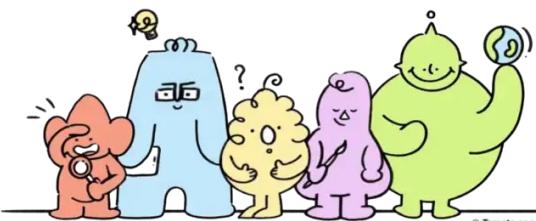


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This textbook is mandatory for ICMB235 MOB, as it will be used as a reference for term projects, quizzes, and the final exam. **"It is strongly recommended to purchase this e-book individually because it offers limited access for only one user / access code is valid for 12 months"**

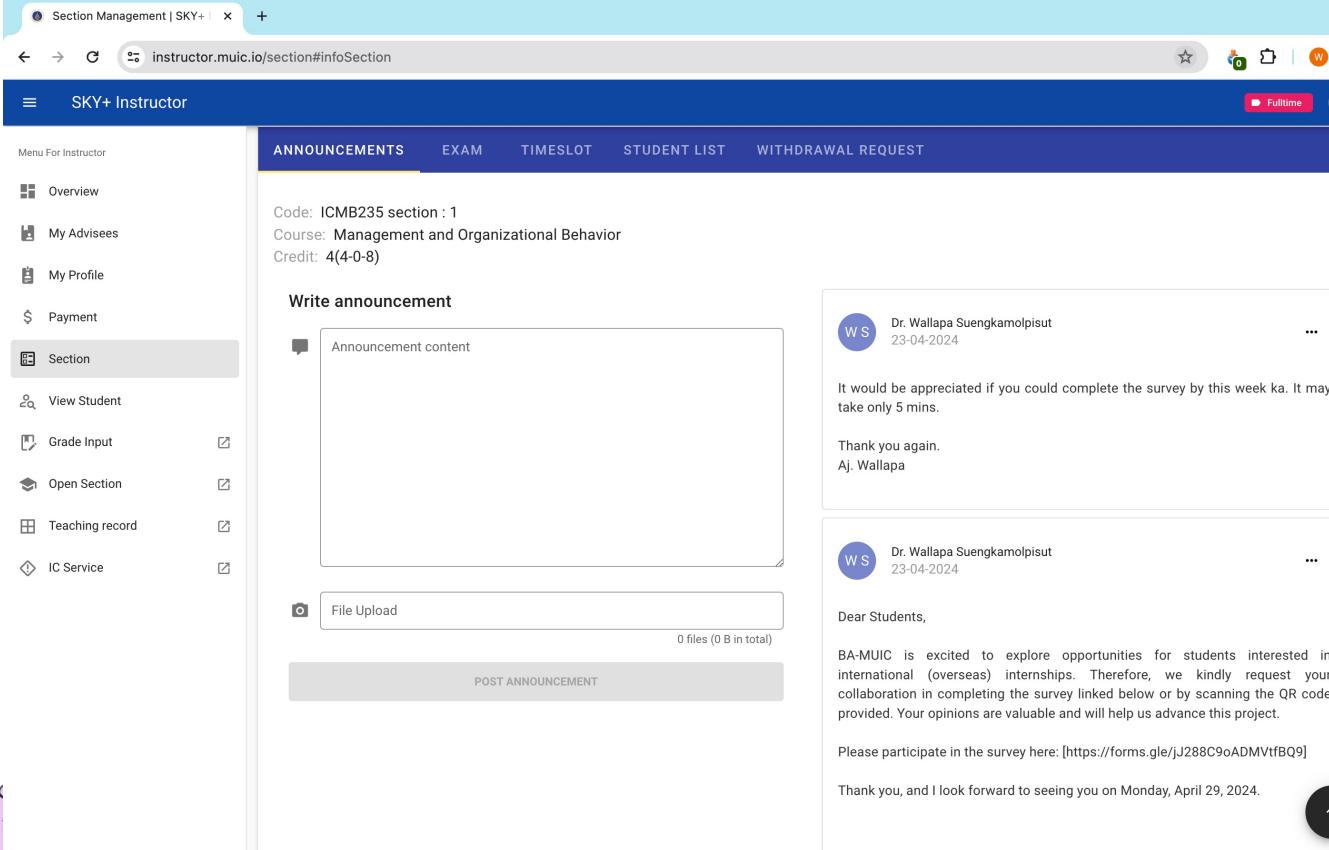
- Please enter all required information in this form by 16th Jan 2026 by 5 PM
ONLY
- Link :
<https://forms.gle/28mfGFmbHLiwA28x5>





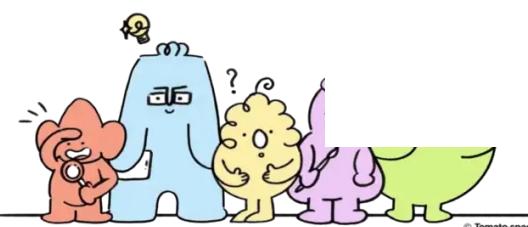
Sky System is Our Official Communication Channel

Please ensure that notifications are turned on to avoid missing any important messages. Missing notifications will not be accepted as an excuse!



The screenshot shows the SKY+ Instructor interface. The left sidebar has a 'Section' tab selected. The main content area shows an announcement for 'ICMB235 section : 1' with the course 'Management and Organizational Behavior' and 'Credit: 4(4-0-8)'. Below this is a 'Write announcement' section with a text area for 'Announcement content' and a 'File Upload' section showing '0 files (0 B in total)'. A 'POST ANNOUNCEMENT' button is at the bottom. To the right, there are two messages from 'Dr. Wallapa Suengkamolpisut' dated '23-04-2024'. The first message says: 'It would be appreciated if you could complete the survey by this week ka. It may take only 5 mins.' and 'Thank you again. Aj. Wallapa'. The second message says: 'Dear Students, BA-MUIC is excited to explore opportunities for students interested in international (overseas) internships. Therefore, we kindly request your collaboration in completing the survey linked below or by scanning the QR code provided. Your opinions are valuable and will help us advance this project. Please participate in the survey here: [https://forms.gle/JJ288C9oADMVtfBQ9]'. Below the messages is a small upward arrow icon.

Dr. Wallapa Suengkamolpisut [ICMB235]



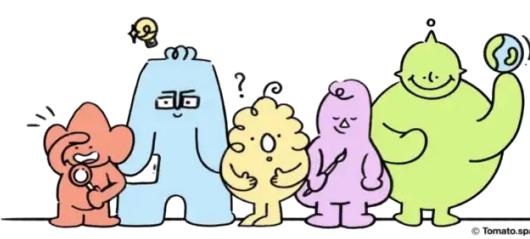
© Tomato.space

Time for forming up your group work for Group Discussion



- ✓ We will have 5 working groups in this section
- ✓ Each group consists of...
 - ✓ 5 team members (8 groups)
- ✓ Please register your groupwork team members in this access link: By TODAY at 5 PM. If possible
- ✓ https://docs.google.com/spreadsheets/d/1G_Peo-cZJ2q3G0FD_BWHSBwKzBKFT0GA/edit?usp=sharing&ouid=112656647802435097663&rtpof=true&sd=true

Register your groupwork in this shared file Section 3



T2 2025-2026 Groupwork Namelist [XLSX](#)

File Edit View Insert Format Data Tools Help

1 ICMB 235/260 : Management Organisation Behaviour

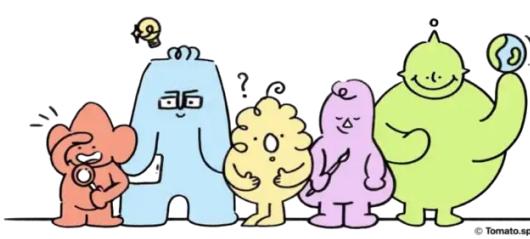
2 Academic Year : T2 2025-2026 [Aj. Wallapa]

3 Section No. 3 Mon-Wed 14:00-16:00

5 Group 1

Team member No.	Student ID	Name	Last name	Nickname
G1-1				
G1-2				
G1-3				
G1-4				
G1-5				
Group 2 -				
Team member No.	Student ID	Name	Last name	Nickname
G2-1				
G2-2				
G2-3				
G2-4				
G2-5				
Group 3				

Register your groupwork in this shared file Section 4



T2 2025-2026 Groupwork Namelist [XLSX](#)

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Search: Menus | [100%](#) | [123](#) | [Arial](#) | [16](#) | [B](#) [I](#) [A](#)

G18 A B C D E

1 ICMB 235/260 : Management Organisation Behaviour

2 Academic Year : T2 2025-2026 [Aj. Wallapa]

3 Section No. 3 Mon-Wed 14:00-16:00

5 Group 1

Team member No.	Student ID	Name	Last name	Nickname
G1-1				
G1-2				
G1-3				
G1-4				
G1-5				

13 Group 2 -

Team member No.	Student ID	Name	Last name	Nickname
G2-1				
G2-2				
G2-3				
G2-4				
G2-5				

21 Group Dr. Wallapa Suengkamolpisut [ICMB235]

Section 03 ▾ Section 04 ▾ Street Foods Vendors ▾

40