



Course Title: GLOBAL BUSINESS MANAGEMENT
Course Code: IB601
Credit Units: THREE
Level: PG

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives: Course Objective

The basic purpose of offering the Course is to impart knowledge about the global business in the larger context of Macroeconomic environment. Aim is to provide the students with an integrated and practical approach to understand the concepts of Global Business Management and also to provoke critical thinking about various theories, guidelines and practices of Global Business Management.

Prerequisites:

Students with basic knowledge of Management, interested in sharpening their skills in International Business.

Student Learning Outcomes:

On completion of the course, students should be able to

- Develop a clear understanding of the conceptual frameworks and definitions of specific terms that are integral to the international management literature.
- Understand the Impact of Globalization on Governments, businesses and consumers
- Appraise the role of International Institutions and Regional Integration in International Business
- Analyse the different strategies that businesses can adopt to compete in the global marketplace and enter specific foreign markets.
- Explore the role played by marketing, operations, and human resource management within a Global Business Operations
- Explore and evaluate different career opportunities, specific regional locations, and organizations where the students may seek to pursue an international business management career

Course Contents/Syllabus:

	Weightage (%)
Module I: Global Opportunities	10
➤ International Business challenges in the 21st Century, Emerging super powers, Opportunities in the Liberalized Global Trade & Investment scenario, Why go global?, Stages of going global, Barriers and complexities of Cross Border Operations.	
Module 2: International Trade Theory	10

➤ Benefits of Trade, Comparative Advantage, Heckscher-Ohlin Theory, The Product Life Cycle Theory, Competitive Advantage Porter's Diamond Model	
Module 3: International Institutions & Economic Integrations	15
➤ Development of the world trading system – GATT – WTO, International Monetary System and World Bank, Forms of International economic integration, Arguments for and against regional integration , Major Trading blocks – European Union, ASEAN, NAFTA and SAARC	
Module 4: The Cultural, Political, Legal , Economic and Technological Environment facing Global Business	25
<ul style="list-style-type: none"> ➤ The Cultural Environment; Cultural diversity & it's challenges , Managing cross-cultural diversity , Business culture & practices prevalent in U.S.A, U.K., China, Brazil, Russia & Saudi Arabia. ➤ Global Regulatory, Tax and Legal Environment; Impact of Political system on management decision, Legal & political strategies in International Business, Global Tax Environment ➤ The Economic Environment Facing Global Business; economic indicators and characteristics of operating in North America (USA), Europe (EU), Asia (China), Latin America (Brazil), Africa (South Africa) & Middle-East (UAE). ➤ Global Technological Environment 	
Module 5: Global Business Expansion	20
➤ Trade vs Invest, FDI vs FII route ; Route for strategic alliances - JV, equity, non-equity, subsidiaries, branches etc ;Stages- Strategy Development, Partner Assessment, Contract Negotiation, Alliance Operation, Alliance Terminationetc ; Case studies of MNC's operating in India & Indian companies operating abroad	
Module 6: Global Business Management and Issues in Functional Areas of Global Business	20
<ul style="list-style-type: none"> ➤ Multinational corporations – Organization, design and structures – head quarters and subsidiary relations in multinational corporations. ➤ Global Marketing Strategies, Customisation v/S Emergence of Global Consumers ➤ Global Production and Operational Strategies ➤ Strategic function of International HRM Managing Expatriates ➤ Global Accounting and Financial Management ➤ Global Strategic Management 	

Pedagogy for Course Delivery:

Lectures, Interactive sessions, Case studies, Management games, Extensive research projects, - the course is covered by adopting a combination of lecture methods, class presentation by groups of students, self study sessions. Each student is required to do the back ground reading from the specified chapters of the prescribed book before coming to class. Cases are also to be analyzed, discussed in groups (teams) outside the class as preparatory work.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
30	NA	70

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid-Term Exam	Project	Case study	Attendance	
Weightage (%)	10	10	5	5	70

Text

- Daniels,J.D.,Radebaugh L.H.,Sullivan D.P. & Prashant Salwan (2011), International Business: Environments and Operations, 12ed. Pearson Hall, Delhi
- Charles W L Hill. And Arun Kumar Jain. International Business: competing in the global market place,6ed Mc Graw-Hill, 2009.

References:

- Wehrich Heinz, Cannice Mark and Koontz Harold (2010), Management: A Global and Entrepreneurial Perspective, Tata McGraw Hills Publishing Co. Ltd.
- Joshi, Rakesh Mohan, International Business, Oxford University Press
- Francis Cherulinam,(2008), International Business, Himalaya Publishing House
- Luthans Fred and and Doh Jonathan. (2008), International Management Cultural Strategy and Behaviour, Tata McGraw Hills Publishing Co. Ltd.
- Wild John J., Wild Kenneth L. and Han Jerry C.Y. (2010), International Business: The Challenges of Globalization, Prentice Hall, 5th Edition
- Manab Thakur, Gene E. Burton & B.N. Srivastava (1997), International Management, Concepts & Cases, Tata McGraw-Hill Publishing Co
- Janet Morrison (2011), International Business Environment, Palgrave Macmillan
- Mia Mikic (2000), International Trade, Macmillan Press
- Sundaram Anant Kumar & J Stewart Black, International Business Environment: Text Book & Cases, Prentice Hall
- Daily Newspaper: Business Standard, Economic Times, Business Line, The Financial Express

- Periodicals: The Week, Economist, Business World, Business Week