

COURSE TITLE	GLOBAL BUSINESS MANAGEMENT
COURSE CODE	04GB0201
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Gain a comprehensive understanding of global business management, including its definition, scope, and historical evolution.
- 2 Analyze the impact of globalization on business operations and strategies, considering various drivers such as technology, economics, politics, and culture.
- 3 Develop effective global market entry strategies by evaluating different modes of international business, conducting market research, and considering cultural factors in marketing and branding.
- 4 Manage global operations efficiently by implementing strategies for supply chain management, cross-cultural management, human resource management, and quality management.
- 5 Formulate and implement global business strategies and governance structures, including competitive strategies, strategic alliances, corporate social responsibility, legal and ethical considerations, and risk management protocols.

Pre-requisite of course:None

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction to Global Business Management Definition and Scope of Global Business Management, Evolution of Globalization and its Impact on Business, Theories of International Trade and Investment, Drivers of Globalization: Technology, Economics, Politics, Culture, Globalization vs. Internationalization	15
2	Global Market Entry Strategies Modes of International Business: Exporting, Licensing, Joint Ventures, Foreign Direct Investment, Market Selection and Entry Strategy Formulation, International Marketing Mix: Product, Price, Place, Promotion, Cultural Considerations in Marketing and Branding, Market Research and Analysis for Global Markets	15

Contents : Unit	Topics	Contact Hours
3	Global Operations Management Global Supply Chain Management: Sourcing, Logistics, Distribution, Cross-Cultural Management: Leadership, Communication, Negotiation, Global Human Resource Management: Staffing, Training, Compensation, Managing Diversity and Inclusion in Global Teams, Quality Management in International Contexts	15
4	Global Business Strategy and Governance Global Competitive Strategies: Cost Leadership, Differentiation, Focus, Strategic Alliances and Partnerships, Global Corporate Social Responsibility and Sustainability, Legal and Ethical Issues in Global Business, Risk Management and Crisis Response in International Business	15
Total Hours		60

Textbook :

- 1 International Business: Competing in the Global Marketplace, Rakesh Mohan Joshi, Vikas Publishing House, 2020
- 2 Global Marketing: Indian Perspective, Sameer Mathur, Excel Books, 2022
- 3 Managing Global Business Strategies: A Twenty-First-Century Perspective, S. Rajshekhar, Oxford University Press, 2021
- 4 The Culture Map: Breaking Through the Invisible Boundaries of Global Business, Erin Meyer, Public Affairs, 2020

References:

- 1 Global Strategy: Competing in the Connected Economy, Global Strategy: Competing in the Connected Economy, Tarun Khanna, Wiley India Pvt Ltd, 2022
- 2 International Business: The Challenges of Globalization, International Business: The Challenges of Globalization, John J. Wild and Kenneth L. Wild, Pearson, 2021
- 3 International Business: Environments and Operations, International Business: Environments and Operations, John D. Daniels, Lee H. Radebaugh, and Daniel P. Sullivan, Pearson, 2023

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory