

<b>COURSE TITLE</b>	<b>GLOBAL BUSINESS OPERATION</b>
<b>COURSE CODE</b>	<b>04GB0401</b>
<b>COURSE CREDITS</b>	<b>4</b>

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

- 1 Analyze the impact of globalization on business operations, enabling students to assess challenges and opportunities in international markets.
- 2 Apply effective supply chain management strategies to optimize logistics and enhance operational efficiency in a global context.
- 3 Evaluate quality management systems and operations strategies, demonstrating the ability to propose improvements for competitive advantage.
- 4 Synthesize risk management and compliance frameworks to develop comprehensive strategies for navigating the complexities of global business operations.
- 5 Design and manage efficient global operations, apply quality management systems, and implement effective risk management and compliance strategies in international business contexts.

**Pre-requisite of course:**NA

#### Teaching and Examination Scheme

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
4	0	0	50	30	20	0	0

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Introduction to Global Business Operations</b> Overview of Global Business Operations: Definition, significance, and evolution., Globalization and Its Impact: Trends in international trade and commerce., Cultural Considerations: Understanding cross-cultural differences in business practices., Global Market Entry Strategies: Modes of entry (exporting, joint ventures, franchising, and direct investment).	15
2	<b>Supply Chain Management in Global Context</b> Basics of Supply Chain Management: Components and functions, Global Supply Chains: Challenges and opportunities in managing international supply chains., Logistics Management: Transportation, warehousing, and distribution strategies., Technology in Supply Chain: Role of IT and automation in optimizing global operations.	15

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
3	<b>Quality Management and Operations Strategy</b> Quality Management Systems: ISO standards and Six Sigma in global operations., Operations Strategy: Designing operations for competitive advantage in international markets., Lean Operations: Principles and practices for efficiency in global contexts., Sustainability in Operations: Ethical considerations and sustainable practices in global business.	15
4	<b>Risk Management and Compliance</b> Identifying Risks in Global Operations: Types of risks (financial, operational, legal, and geopolitical)., Risk Mitigation Strategies: Approaches to manage and minimize risks in international business., Regulatory Compliance: Understanding international trade laws and regulations., Crisis Management: Developing effective strategies for crisis response and recovery.	15
<b>Total Hours</b>		<b>60</b>

#### **Textbook :**

- 1 Global Business Operations: A Comprehensive Guide, R. K. Gupta, Wiley India Pvt. Ltd., 2023
- 2 International Business: Text and Cases, V. S. Reddy, Himalaya Publishing House, 2022

#### **References:**

- 1 Global Operations Strategy: Fundamentals and Practice, Global Operations Strategy: Fundamentals and Practice, H. L. Lee and C. W. R. Lee, Springer, 2023
- 2 International Business Operations: A Managerial Perspective, International Business Operations: A Managerial Perspective, A. M. Rugman and C. W. R. Lee, Oxford University Press, 2022

#### **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					
<b>Remember / Knowledge</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Higher order Thinking / Creative</b>
20.00	30.00	25.00	15.00	10.00	0.00

#### **Instructional Method:**

- 1 Project Based Learning, Case Based Learning, Flipped Classroom, Collaboration Learning

**Supplementary Resources:**

- 1 <https://www.coursera.org/learn/fia-operations-management?>
- 2 <https://www.coursera.org/learn/operations-management-organization-and-analysis?>
- 3 <https://www.mygreatlearning.com/academy/learn-for-free/courses/operation-management?>
- 4 <https://www.edx.org/learn/operations>
- 5 <https://alison.com/course/an-introduction-to-supply-chain-management?>