

COURSE TITLE	GLOBAL BUSINESS MANAGEMENT
COURSE CODE	04MB0116
COURSE CREDITS	4

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

- 1 Analyze global economic systems and trends, demonstrating comprehension and application of economic theories in the context of international business management.
- 2 Develop the ability to evaluate and formulate global business strategies
- 3 Demonstrate the application of logistical and operational management principles in global contexts, integrating knowledge and applying problem-solving skills to optimize global supply chain operations.
- 4 Analyze global marketing strategies practices. Students will synthesize information and demonstrate the ability to develop innovative solutions for marketing products internationally
- 5 Explore strategies for effectively managing financial risks in the global business environment, integrating financial management practices with global operations.

Pre-requisite of course: Understanding of basic business concepts such as management principles, organizational behavior, marketing strategies, and financial analysis.

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	Understanding Global Business Environment Introduction to global business management, Overview of global economic systems and trends, Cultural intelligence and its importance in global business, Globalization and its impact on businesses, Political, legal, and regulatory environments in international business, Economic theories and their application in global business management.	15
2	International Business Strategy Formulating global business strategy, Entry modes and expansion strategies in international markets, Managing global alliances and partnerships, Strategic planning and decision-making in a global context, Assessing global competitive advantage, Case studies and analysis of successful global businesses.	15

Contents : Unit	Topics	Contact Hours
3	Global Operations Management Supply chain management in a global context, Logistics and transportation management across borders, Quality management in international operations, Outsourcing and offshoring strategies, Risk management in global operations, Technology and innovation in global operations.	15
4	Global Marketing and Financial Management International marketing strategies and market entry decisions, Global branding and product adaptation, Pricing strategies in international markets,, Financial management in a global context, International financial markets and instruments, Foreign exchange management and risk hedging.	15
Total Hours		60

Textbook :

- 1 Global Business Today, Charles W. L. Hill, McGraw-Hill Education, 2021
- 2 International Business: Competing in the Global Marketplace, Charles W. L. Hill, G. Tomas M. Hult, McGraw-Hill Education, 2021
- 3 Global Marketing Management, Warren J. Keegan, Mark C. Green, Pearson, 2019
- 4 International Financial Management, Jeff Madura, Cengage Learning, 2020

References:

- 1 Global Strategy, Global Strategy, Mike W. Peng, Cengage Learning, 2022
- 2 International Business: The Challenges of Globalization, International Business: The Challenges of Globalization, John J. Wild, Kenneth L. Wild, Pearson, 2019
- 3 International Business: Environments & Operations, International Business: Environments & Operations, John D. Daniels, Lee H. Radebaugh, Daniel P. Sullivan, Pearson, 2021

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
10.00	10.00	20.00	20.00	20.00	20.00

Instructional Method:

- 1 Lectures, Interactive discussions, Case studies,

Supplementary Resources:

- 1 <https://hbr.org/topic/subject/international-business>
- 2 <https://www.oecd.org/en/topics/economy.html>
- 3 <https://tradeready.ca>
- 4 <https://www.accenture.com/in-en>
- 5 https://www.ey.com/en_gl/insights