

COURSE TITLE	GLOBAL ENTERPRISE MANAGEMENT
COURSE CODE	04MB0217
COURSE CREDITS	4

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

- 1 Develop a comprehensive understanding of globalization, encompassing its historical context and the primary drivers such as economic, technological, political, and socio-cultural factors.
- 2 Gain insight into global economic systems and current trends, while also learning to analyze global trade patterns, agreements, and their broader implications for both businesses and societies.
- 3 Acquire comprehensive understanding of diverse global market entry strategies, including export, licensing, joint ventures, and foreign direct investment, alongside recognizing the significance of strategic alliances and partnerships in global business expansion.
- 4 Examine strategies for adapting products and brands to suit international markets, while also evaluating the benefits and challenges of standardization versus customization in global branding.
- 5 Gain a strong understanding of key concepts in global supply chain management and logistics, while simultaneously developing skills in risk management within global supply chains and expatriate management.

Pre-requisite of course: familiarity with the principles and practices of international business, including global market dynamics and cross-cultural management.

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 Globalization Trends Introduction to Global Enterprise Management, Definition of globalization, Historical overview of globalization, Drivers of globalization: economic, technological, political, and socio-cultural factors, Globalization and International Business Environment, Global economic systems and trends, Global trade patterns and agreements, Impact of globalization on businesses and societies.	15

Contents : Unit	Topics	Contact Hours
2	International Marketing Global Market Entry Strategies, Modes of entry into international markets: export, licensing, joint ventures, and foreign direct investment, Strategic alliances and partnerships, Global Product and Brand Management, Adapting products and brands for international markets, Standardization vs. customization, Brand positioning and global brand management.	15
3	Managing Global Operations Global Supply Chain Management, Key concepts in supply chain management, Global logistics and transportation, Risk management in global supply chains, Expatriate management, Developing global leadership competencies.	15
4	Formulating Global Strategies Global Strategy Formulation, The role of strategic management in the global context, Analyzing global industry environments, Identifying and evaluating strategic options for global expansion, Strategic Alliances and Mergers & Acquisitions, Types of strategic alliances, Managing alliances and M&A processes, Integration challenges in cross-border mergers & acquisitions.	15
Total Hours		60

Textbook :

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

References:

- 1 International Management: Culture, Strategy, and Behavior, International Management: Culture, Strategy, and Behavior, Fred Luthans, Jonathan P. Doh, and Richard M. Hodgetts, McGraw-Hill Education, 2020
- 2 International Business: The Challenges of Globalization, International Business: The Challenges of Globalization, John J. Wild, Kenneth L. Wild, and Jerry C. Y. Han, Pearson, 2021
- 3 Global Operations and Logistics: Text and Cases, Global Operations and Logistics: Text and Cases, A. Michael Knemeyer, Theodore P. Stank, and John T. Mentzer, Wiley, 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
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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 Class room Teaching, Praticals, Case Study, Expert Session