

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MAM (MASTERS IN APPLIED MANAGEMENT)

### DUAL DEGREE PROGRAMME

Year – IV (Semester – VIII) (W.E.F. December 2015)

#### Draft Syllabus

**Subject Name: International Business**

**Subject Code: 4180502**

#### **1. Objectives:**

The course is intended to provide an opportunity to learn and understand how business is conducted in international arena. It aimed at making the students realize that international business is applicable to multiple business functions like Marketing, Human Resource Management, and Financial Management.

**2. Course Duration:** The course duration is 36 sessions of 60 minutes each. i.e. 36 hours.

#### **3. Course Contents:**

Module No.	Module Content	No. of Sessions	70 Marks (External Evaluation)
1	<b>Globalization:</b> What is Globalization, Drivers of Globalization, Managing in the Global Market Place <b>Differences in Culture:</b> What is Culture, Values & Norms, Social Structure, Culture – Language, Culture – Education, Culture – Workplace	05	12
2	<b>International Trade Theory:</b> An Overview of Trade Theory, Absolute Advantage, Comparative Advantage, Heckscher – Ohin Theory, National Competitive Advantage: Porter's Diamond, Global Competitive Alignment Matrix. <b>Foreign Direct Investment:</b> FDI in the world economy, Horizontal FDI and Vertical FDI	08	15
3	<b>The Foreign Exchange Market:</b> The Functions and Nature of foreign exchange market, Economic Theory of Exchange Rate Determination, Exchange Rate Forecasting, Currency Convertibility <b>The International Monetary System:</b> The Gold Standard, The Bretton Woods System, The Collapse of the Fixed Exchange Rate System, The Floating Exchange Rate Regime, Fixed V/S Floating Exchange Rates, IMF: Origin and Objectives, Crisis Management by the IMF, The Spot and Forward Market	07	15

4	<b>Entry Strategy and Strategic Alliances:</b> Basic Entry Decisions, Selecting an Entry Mode, Entry Strategies in India, Greenfield Venture or Acquisition, Strategic Alliances <b>Exporting, Importing and Counter Trade:</b> The Promise and Pitfalls of Exporting, Improving Export Performance, Exporting with a Little Government Help, Export and Import Financing, Export and Import Financing, Export Assistance	08	13
5	<b>Global Marketing and R &amp; D:</b> The Globalization of Market and Brands, Market Segmentation, Product Attributes, Distribution Strategy, Communication Strategy, Pricing Strategy, New Product Development <b>Global Human Resource Management:</b> The Strategic Role of International HRM, Staffing Policy, Managing Expatriate, Training and Management Development, Performance Appraisal, Compensation, International Labour Relations	08	15

#### 4. Teaching Method:

The following pedagogical tools will be used to teach this course:

- Lectures
- Case Discussions
- Audio – visual Material
- Assignments and Presentations

#### 5. Evaluation:

A	Projects/Assignments/Quiz/Class participation	Weightage (50%) (Internal Assessment)
B	Mid – Semester Examination	Weightage (30%) (Internal Assessment)

#### 6. Basic Textbooks:

Sr. No.	Author	Name of the Book	Publisher	Edition
T1	Charles W L Hill and Arun K Jain	International Business : Competing in the Global Marketplace	Tata McGraw Hill – 6 <sup>th</sup> Edition	Latest
T2	Daniels, Radebaugh, Sullivan and Salwan	International Business – Elements and Operations	Pearson Education	Latest

## 7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Edition
R1	Mike Peng and Deepak Srivastava	Global Business	Cengage Learning	Latest
R2	K Aswathappa	International Business	The McGraw Hill	Latest
R3	P. SubbaRao	International Business : Text & Cases	Himalaya	Latest
R5	O P Agarwal	International Business	Himalaya	Latest
R6	Hyun Sooklee, R K Srivastava	Internal Business : Country Culture and Corporate Culture	Excel	Latest

## 8. Session Plan:

Sr. No.	Topics	No. of Sessions
1	What is Globalization, Drivers of Globalization, Managing in the Global Market Place	1 - 2
2	What is Culture, Values & Norms, Social Structure, Culture – Language, Culture – Education, Culture - Workplace	3 - 5
3	An Overview of Trade Theory, Absolute Advantage, Comparative Advantage, Heckscher – Ohlin Theory, National Competitive Advantage: Porter's Diamond, Global Competitive Alignment Matrix	6 - 9
4	FDI in the world economy, Horizontal FDI and Vertical FDI	10 -11
5	The Functions and Nature of foreign exchange market, Economic Theory of Exchange Rate Determination, Exchange Rate Forecasting, Currency Convertibility	12 - 15
6	The Gold Standard, The Bretton Woods System, The Collapse of the Fixed Exchange Rate System, The Floating Exchange Rate Regime	16 - 18
7	Fixed V/S Floating Exchange Rates, IMF: Origin and Objectives,Crisis Management by the IMF, The Spot and Forward	19 - 21

	Market	
8	Basic Entry Decisions, Selecting an Entry Mode, Entry Strategies in India, Greenfield Venture or Acquisition, Strategic Alliances	22 - 24
9	The Promise and Pitfalls of Exporting, Improving Export Performance, Exporting with a Little Government Help	25 - 26
10	Export and Import Financing, Export Assistance	27 - 28
11	The Globalization of Market and Brands, Market Segmentation, Product Attributes, Distribution Strategy, Communication Strategy, Pricing Strategy, New Product Development	29 - 32
12	The Strategic Role of International HRM, Staffing Policy, Managing Expatriate, Training and Management Development, Performance Appraisal, Compensation, International Labour Relations	33 - 36