

Course syllabus

Department of Civil Engineering, Indian Institute of Technology Madras

CE6016 - Global Business Management

Credit Distribution: C:9 L:3 T:0 P:0 E:0 O:6 TH:9

Course Type: Theory

Description: The course will aim to induct the students into the fundamentals of global business, as it is being conducted today and the challenges for future. It will be an introductory course for students wanting to embark on a career in International Business.

Course Content: The course will be taught in a participative mode, using concept elaborations, case discussions/presentations, role plays and projects. Every economic activity needs to be globally competitive, to be sustained by a country today, not just for exports, but even for domestic markets. In this course, we examine both the opportunities and challenges of globalization and the managerial responses necessary. A few business houses and entrepreneurs have created global businesses, either through the acquisition and merger route or through Greenfield investments. The course will expose students to a few of these success stories. But, India is not an automatic destination for international business why? The course identifies the inherent advantages and disadvantages of India for international business and foreign investment. The course will cover: cultural, infrastructural and other differences existing between various countries and determining their relative attractiveness for international business; different business models and some of the relevant issues in conducting international business such as strategy, organizational structure, systems, staffing, coordination etc. The course will also acquaint the students with the basics of international trade theory and the institutional framework for international trade and business such as World Bank, IMF, GATT, WTO, TRIPS etc. 1)Overview: International Business & Globalization: What is Globalization? Is it Good or Bad? Can it be avoided by a country? How to manage its effects?; Modes of International Business 2)International Environment & Country differences Political / Economic / Legal /Cultural / Ethical: Implications of country differences for strategic and operational issues in international business: Different paths of economic development and India direction and current position 3)International Trade Theory: Evolution of international trade & business to current models and patterns 4)Trade Frameworks :GATT / WTO: Barriers to free trade; role played by institutions; disputes resolution 5) Economic Integration & Cooperative Agreements: Regional blocks: rise & decline; opportunities & limitations; NAFTA, EU, APEC, SAARC 6)Foreign Direct Investment: Necessity; Favorable factors; India position vis-à-vis global FDI destinations 7)Foreign Exchange Market: Functions; principles of exchange rate determination and forecasting; types of exposure and managing them 8)Global Monetary System: IMF, World Bank, Capital markets and instruments 9)Global Strategies: Strategies and organization structures suited for different situations; transition from one mode to another 10)Entry into Foreign Markets, Exporting/Importing/Countertrade: Different entry modes; selecting an appropriate entry mode11)Global Marketing & Product Development: Segmentation, Targeting, Positioning, Marketing, Branding, Functional integration 12)Global Operations Management: Production, Outsourcing, Logistics, Supply chains; Costs vs other factors 13)Global Human Resources Management: Staffing, Evaluation, Repatriation, Compensation, Performance appraisal, Labor laws &

practices 14)Multinational Finance Function: Accounting standards, Control systems, Investment, Capital budgeting, Global money and cash flow management

Text Books

- International Business by Charles W.L. Hill & Arun K. Jain, 10th Edition (Special Indian Edition), McGraw Hill Education, 2014. ISBN-13:978-1259098031.

Reference Books

- India Global Powerhouses by Nirmalya Kumar, Pradipta K. Mohapatra & Suji Chandrasekhar, Harvard business Press, 2009. ISBN-13: 978-1422147627
- International Business by Aswathappa K, Tata McGraw Hill, 4th Edition, 2010. ISBN 13: 9780070700871.

Prerequisite: NIL