



**Course Scheme:**

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory		Practical		
			ESE (E)	PA(M)	ESE (V)	PA (I)		
4	0	0	4	70	30	0	50	150

**Course Outcomes:**

At the end of this course, students should be able to:

Sr. No.	Course Outcomes
CO1	Remember different framework of culture and Indian Ethos in Management.
CO2	Understand the cultural influences and business environment amongst different continents.
CO3	Apply business philosophies and latest trends globally.
CO4	Analyse the cross continental cultural diversity for business practices.

CO should not be Unit specific but each CO needs to be made looking to the overall syllabus.

**Course Content:**

Unit No.	Content	No. of Hours	Weightage (%)
1	<p><b>Understanding Culture</b>            Introduction , Key Concepts            Determinants of Cultural Identity  <b>Frameworks of Culture</b>            Geert Hofstede, Clyde Cluckhohn, TE Hall            Studies of National Culture            Implications for Management Theory and Practice            Adjusting to the New Culture, Cultural Relativity of Management Theory            Competencies for Global Manager</p> <p><b>Indian Ethos in Management</b>            Foundation of Management, Indian Ethics and the Spirit of Development, Indian ethos &amp; Indian-ness, Indian Model of Corporate Development, STEPS Model, YVK foundation of Indian Management</p>	12	30
2	<p><b>Asian Business Environment:</b></p> <ul style="list-style-type: none"> <li>National and regional environments in Asian business.</li> <li>Major trade and business related Institutions.</li> <li>Prominent Asian Cultures and their historical relation with international trade.</li> <li>Learnings from Japanese and Chinese management, for a globalized world.</li> <li>Russia's role in international trade, and the impact of its culture and economy on its trade with the globalized world</li> <li>Role of Gulf and Arabian countries in International Trade</li> </ul>	10	30



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	<ul style="list-style-type: none"> <li>• Latest trends in Asian Business</li> </ul>		
<b>3</b>	<p><b>American and European Business Environment:</b>  <b>America: (North America and South America)</b></p> <ul style="list-style-type: none"> <li>• American Business Culture.</li> <li>• Role of North &amp; South America in International trade and business.</li> <li>• USA culture's contribution to its dominant position in global trade.</li> </ul> <p><b>Europe:</b></p> <ul style="list-style-type: none"> <li>• Institutional Framework of the European Union.</li> <li>• European culture and its influence on trade with the rest of the world.</li> <li>• Cultural diversity and trade conformity in Europe.</li> <li>• Latest trends in America and Europe Business</li> </ul>	<b>9</b>	<b>20</b>
<b>4</b>	<p><b>Australia and Africa Business environment</b>  <b>Australia (Oceania)</b></p> <ul style="list-style-type: none"> <li>• Australia, New Zealand, Papua New Guinea Business Environment</li> <li>• Major trade and business related institutions</li> <li>• Effect of Australian region on Global Business</li> </ul> <p><b>Africa Continent</b></p> <ul style="list-style-type: none"> <li>• Major trade and business related institutions</li> <li>• Effect of Australian region on Global Business</li> <li>• South Africa's economy as BRICS country</li> <li>• Latest trends in Australia and Africa continent</li> </ul>	<b>9</b>	<b>20</b>
<b>5</b>	<p><b>Continuous Evaluation Component</b></p> <ul style="list-style-type: none"> <li>• Case studies on Global Business for various continents</li> <li>• Case studies on continent culture and its impact</li> </ul>	-----	-----
	<b>Total Hours:</b>	<b>40</b>	<b>100%</b>
			<b>70 Marks</b>

**Pedagogy:**

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

**Evaluation:**

Students shall be evaluated on the following components:

	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
<b>A</b>	<ul style="list-style-type: none"> <li>• Continuous Evaluation Component</li> </ul>	30 marks
	<ul style="list-style-type: none"> <li>• Class Presence &amp; Participation</li> </ul>	10 marks
	<ul style="list-style-type: none"> <li>• Quiz</li> </ul>	10 marks
<b>B</b>	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
<b>C</b>	<b>End –Semester Examination</b>	<b>(External Assessment-70 Marks)</b>



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**Suggested Specification Table For Question Paper Design:**

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks (Assessment as per Revised Bloom's Taxonomy Level*)						Total Marks
			RM	UN	AP	AN	EL	CR	
I	<b>Understanding Culture</b>	12	14	7	0	0	0	0	21
II	<b>Asian Business Environment</b>	10	5	8	4	4	0	0	21
III	<b>American and European Business Environment</b>	09	4	4	4	2	0	0	14
IV	<b>Australia and Africa Business environment</b>	09	4	4	4	2	0	0	14
	Total	40	27	33	12	8	0	0	70

**\*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create**

**Note:** This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

**Reference Books:**

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	S.K. Chakraborty	Values for Ethics for Organization: Theory & Practice	Oxford University Press	Latest
2	S.K. Chakraborty	Ethics in Management: Vedantic Perspective	Oxford University Press	Latest
3	Stoner, Freeman & Gilbert Jr	Management	Prentice Hall of India	Latest edition
4	Subhash Sharma	Western Windows Eastern Doors Management	New Age International Publishers	Latest edition



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5	Deresky Helen	International Management - Managing Across Borders & Cultures, Text & Cases	Pearson Education	9 <sup>th</sup> Edition
5	Vyuptakesh Sharan	International Business: Concept, Environment and Strategy,	Pearson Education	latest

**Note:** Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be used.

**List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.**

1. Journal of International Business Studies
2. The International trade Journal
3. International Journal of Trade and Global markets
4. Asia Pacific journal of Management