



**GUJARAT TECHNOLOGICAL UNIVERSITY**

**Programme: Master of Business Administration**

**Semester: 1**

**Branch: International Business**

**Subject Name: Global Business Strategies**

**Subject Code: 2519305**

**Rationale:**

Global Business strategies deals with multinational enterprises (MNEs), their governance, strategies and management, their relationship with governments and their role in globalisation and localisation of economic activity. Studying Global Business strategies allows students to see how globalisation has brought about an increasing 'connectedness' of businesses, markets, people and information across countries.

**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:**

Outcome No.	Course Outcome
1	Demonstrate the use of foundations of international business and evolution of international business theories to develop a firm's strategies for global business.
2	Evaluate the impact of cultural, political and environmental factors on decision making in international business.
3	Analyse the formation of global strategy and evaluate different strategic options for international business.
4	Analyse the different business operations to do international business.

**Course Content:**

Unit No.	Content	Hrs
1	<b>Basics of Global Business</b> <ul style="list-style-type: none"> <li>Definition of International Business, Why Companies go international, Why study International Business, Stakeholders of International Business, Define Globalisation</li> <li>International Trade Theories- timeline of trade theories, mercantilism theory, absolute and comparative advantage theory, factor proportion theory, PLC theory, strategic trade theory, competitive advantage theory, international investment theory</li> <li>Definition of Ethics for International business, challenges and impact of ethics in International business</li> </ul>	10
2	<b>Global Environment for International Business</b> <ul style="list-style-type: none"> <li>International Monetary System, IMF, World Bank and their impact, Political, Legal and Economic system</li> <li>Globalisation and Economic activity, Levels of economic integration</li> <li>Government's intervention in International Trade</li> </ul>	06
3	<b>Global Corporation &amp; Entry Options</b> <ul style="list-style-type: none"> <li>Global Strategic Planning – Process,</li> </ul>	08



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	<ul style="list-style-type: none"> <li>• Ownership, Corporate Governance and Sustainability</li> <li>• Motivation to go abroad, Strategic effects of going abroad</li> <li>• Foreign market entry strategies- where, when and how to enter</li> <li>• Alliances and acquisitions</li> </ul>	
<b>4</b>	<b>Global Operations</b> <ul style="list-style-type: none"> <li>• International Manufacturing</li> <li>• International Marketing &amp; Services</li> <li>• International Accounting and Finance</li> <li>• International Human Resources</li> <li>• International Logistics and Supply Chain Management</li> </ul>	<b>10</b>
<b>5</b>	<b>Additional topics for Presentations (Continuous Evaluation Component)</b> <ul style="list-style-type: none"> <li>• Doing global business in developed countries, emerging economies, developing countries and European Union</li> <li>• Foreign Exchange for International Business</li> <li>• Regional Trade integrations – NAFTA, ASEAN, etc.</li> <li>• Competitive dynamics for International Business</li> <li>• Entrepreneurial firms for International Business</li> <li>• Careers in International Business</li> </ul>	<b>06</b>
<b>Total Hours:</b>		<b>40</b>

**Pedagogy:**

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

**Suggested Specification table for Question paper Design:**

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks						Total Marks
			(Assessment as per Revised Bloom's Taxonomy Level*)						
			RM	UN	AP	AN	EL	CR	
I	Basics of Global Business	10	8	2	2	0	2	0	14
II	Global Environment for International Business	10	4	4	8	6	6	0	28
III	Global Corporation & Entry Options	10	0	0	4	3	0	7	14
IV	Global Operations	10	0	0	0	3	4	7	14
	<b>Total</b>	<b>40</b>	<b>11</b>	<b>21</b>	<b>20</b>	<b>18</b>	<b>0</b>	<b>0</b>	<b>70</b>

**\*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



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attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

## Evaluation:

Students shall be evaluated on the following components:

	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
<b>A</b>	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	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>

## Suggested Learning Resources:

No.	Name of the Book	Author	Publisher	Year of Publication / Edition
1	Global Business	Mike Peng & Deepak Srivastava	Cengage	2 <sup>nd</sup> edition
2	International Business	Aswathappa	McGraw-Hill	6th or Latest Edition
3	International Business	Czinkota, Ronakainen and Moffet	Wiley	8th or Latest Edition
4	International Business	John Daniels, Lee Radebaugh, Daniel Sullivan & Prashant Salwan	Pearson	15th or Latest Edition

**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
5. Journal of International economics

## Software / Learning Websites

1. [www.globaltrade.net](http://www.globaltrade.net)
2. [www.worldbusinessculture.com](http://www.worldbusinessculture.com)
3. [www.unctad.org](http://www.unctad.org)
4. [www.wto.org](http://www.wto.org)
5. [www.oecd.org](http://www.oecd.org)
6. <https://wits.worldbank.org>
7. <https://www.trademap.org/>