



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Branch: International Business

Course / Subject Code: MB01093041

Course / Subject Name : Global Business Strategy

W. e. f. Academic Year	2025-26
Semester	1
Category of the Course:	Core Course (CC)

Prerequisite:	Not required
Rationale:	The course on Global Business Strategies aims to develop a strategic mindset among students for managing and expanding businesses across international markets. It offers insights into how multinational enterprises (MNEs) navigate diverse economic systems, regulatory frameworks, and cultural contexts while formulating strategies for global competitiveness. With the growing interconnectedness of markets and the increasing impact of political, economic, and institutional forces across borders, the course emphasizes the need to understand both global environments and geopolitical dynamics. Students will learn to assess international opportunities and risks, choose appropriate market entry strategies, and manage cross-border operations effectively. The course integrates theoretical foundations with contemporary global realities to prepare students for strategic decision-making in a volatile, uncertain, and globally competitive landscape.

Course Outcomes:

No.	Course Outcomes	RBT Level
CO1	Demonstrate knowledge of international business foundations and theories to build effective global strategies.	Understand
CO2	Evaluate the influence of cultural, political, legal, and economic systems on global business decisions.	Evaluate
CO3	Examine the strategic and operational challenges faced by firms entering and operating in global markets.	Analyse
CO4	Interpret geopolitical risks, theories, and developments impacting international business.	Analyse

Teaching and Examination Scheme:

(in Total Hours (TH) per semester)				Total Credits =TH/30	Assessment Pattern & marks		Total Marks
L	T	PR	PBL*	C	Theory	Tutorial / Practical	



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					ESE (E)	PA (M)	PA (I)	PBL (I)	ESE (V)	
30	0	60	30	4	70	30	30	20	0	150

* Problem Based Learning (PBL) aims to accommodate learning beyond syllabus as per clause 9.4 of NBA manual.

Course Content:

Unit No.	Content	No. of Hours	Marks
1	Basics of Global Business <ul style="list-style-type: none"> ● Definition and scope of international business ● Reasons for internationalization and key stakeholders ● Globalisation: meaning, features, and implications Overview of international trade theories <ul style="list-style-type: none"> ● Mercantilism, Absolute and Comparative Advantage, Factor Proportions, Product Life Cycle, Competitive Advantage ● Ethics in international business: relevance, challenges, and impact 	10	14
2	Global Business Environment <ul style="list-style-type: none"> ● Political, legal, and economic systems across countries ● Role of international financial institutions: IMF, World Bank Economic integration <ul style="list-style-type: none"> ● Levels and examples ● Government intervention in trade and its strategic impact ● PESTEL analysis and its use in global strategy 	12	21
3	Geopolitical Strategy in Global Business <ul style="list-style-type: none"> ● Meaning and importance of geopolitics in global business ● Major geopolitical theories and frameworks ● Key geopolitical factors influencing MNEs Contemporary global issues <ul style="list-style-type: none"> ● Trade wars, sanctions, regional conflicts ● Strategic responses of firms to geopolitical challenges 	13	21
4	Global Corporation & Entry Options <ul style="list-style-type: none"> ● Strategic planning process in international business ● Ownership structures, corporate governance, and sustainability ● Motivations and risks in foreign expansion 	10	14



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	Modes of foreign market entry <ul style="list-style-type: none"> ● Export, licensing, joint ventures, FDI ● Alliances, mergers, and acquisitions in global markets 		
5	Contemporary Issues and Presentations <ul style="list-style-type: none"> ● Business environments in developed, emerging, and frontier markets ● Foreign exchange and regional trade blocs (NAFTA, ASEAN, EU, RCEP) ● Competitive dynamics, entrepreneurial firms, and global career pathways ● Geopolitical risks and strategic responses (such as, sanctions, trade wars) ● Practical learning through: appraisals of global markets, geopolitical case analysis, and student presentations on real-world international business issues 	30+45	PA(I) + PBL* (I) assessment (50)
		120	

Suggested Specification Table For Question Paper Design:

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
11%	21%	20%	18%	0%	0%

*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create (as per revised Blooms Taxonomy)

Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Global Business	Mike Peng & Deepak Srivastava	Cengage , 9353500397
2	International Business	Aswathappa	McGraw-Hill 9781259005015
3	International Business	Czinkota, Ronakainen and Moffet	Wiley ,978-0470530658
4	International Business	John Daniels, Lee Radebaugh, Daniel Sullivan & Prashant Salwan	Pearson, 978-9332586727
5	Introduction to Geopolitics	Colin Flint	Taylor & Francis Group ,978-0367686758
6	The Practice of Geopolitics	Madhav Das Nalapat	Manipal University Press,978-93-82460-15-2



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7	India's China challenge: A journey through China's rise and what it means for India	Ananth Krishnan	HarperCollins India, 978-9390327683
8	An Introduction to Concepts and Theories of Geopolitics	Sailajananda Saikia	Notion Press, 979-8890664631

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
2. www.worldbusinessculture.com
3. www.unctad.org
4. www.wto.org
5. www.oecd.org
6. <https://wits.worldbank.org>
7. <https://www.trademap.org/>

CO-PO Mapping

Semester	Global Business Strategies				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	1	0
CO2	2	2	3	1	2
CO3	2	1	3	2	2
CO4	2	2	2	3	2

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

List of Generic Activities suggested for Problem Based Learning (PBL)

Sr. No.	Activity	Description	Outcome	Suggested Hours
1	Industry Visit	The students will be taken to industrial visit.	Practical experience to students that how the operations of business are carried out.	10 hours



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2	Case Study Discussion	The case study in the area of topic will be discussed with the students.	The students will be able to identify the situation and apply management theories to resolve the problem.	5 hours
3	Gamification in the subject	The students will be given the problem and asked to solve the problem by playing a game to learn the concept.	The students will be able to apply the concept and learn by playing the game.	10 hours
4	Data collection Assignment	The students will be given the assignment based on the module of the subject.	The students will be able to learn data collection from industry and submit assignments with practical inputs.	6 hours
5	Industry Analysis	The students will be allotted industry and asked to carry out the analysis as per the requirements of the subject.	The students will be able to know the application of the concept in the specific industry.	8 hours
6	Simulation	The students will be given the simulation activities as per the requirements of the subject.	The students will learn and develop the experimental attitude that will help them to solve the industry problems.	10 hours
7	Personality Self-Assessment	Understanding personal traits and how they influence work behavior, teamwork, and managerial effectiveness.	Students will develop self-awareness of their personality traits and identify strategies to enhance their professional effectiveness.	3 hours
8	Leadership Style Self-Assessment	Exploring personal leadership tendencies and their impact on team performance and decision-making.	Students will understand their leadership style and plan ways to adapt it for effective team and organizational management.	2-3 hours
9	Cross-Cultural HR Practices Comparison Report	Analyzing how cultural differences (Hofstede dimensions) influence HR practices in India vs. another country.	Students will apply cross-cultural frameworks to analyze and compare HR practices and develop insights for managing diverse workplaces.	6 hours



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10	DEI Role-Play	Applying DEI principles to resolve workplace conflicts and promote inclusion.	Students will demonstrate inclusive communication and problem-solving skills while applying DEI principles in simulated workplace scenarios.	5 hours
11	Visit to Company for Practical Exposure	Students will be guided to visit the company and explore the practical operating of the tasks.	Students are required to visit the relevant company for practical exposure of the execution of the management activities.	8-10 hours
12	Visit to Trade Expo	Students will be taken to trade expo held for different products to understand business operation and networking.	Students are advised to visit trade expo and meet manufacturer and service providers to understand business operations and expansion.	6-8 hours
13	Industry Defined Problem	The students will be given a minor problem related to industry and they have to prepare a report depicting the probable solution of the problem.	The students will be able to apply management techniques to solve the allotted problem and will provide managerial solution for the same.	10-15 hours
14	Financial Statement Analysis	The students will be provided with the financial data to analyze financial stability of the company.	The students have to extract financial data from the authenticate database and compare the financial performance within the company and with competitors (or industry average) for future growth. The result should be presented with remarks.	12-15 hours
15	Survey / Questionnaire	Data collection through survey or Questionnaire	The students will be given topics for survey or questionnaire based research. They have to present the findings in the scientific manner and present the same for decision-making.	25-30 hours