

GLOBAL STRATEGIC MANAGEMENT

Objective of this paper is to help students understand strategy making process that is integrative and responsive to rapid changes in an organization's globally oriented

Introduction: Business Strategy; Strategic Management Process; Strategy and Tactic; Roles of strategists in development of Corporate, Business and functional level strategies; Developing strategic vision and mission; Setting objectives and forming a strategy; Globalization and strategic management; Strategic flexibility and learning organization.

Environment: General and Competitive environment; Process of Scanning and analyzing internal and external environment; competitive strategy and competitive advantage in global market

Situation Specific Strategies: Strategies for situation like competing in emerging industries, maturing or declining industries, fragmented industries, hyper –competitive industries and turbulent industries; Strategies for industry leaders, runner -up firms and break businesses.

Strategic Issues and Alternatives in Globally Competitive Markets: International entry options; Multi-country and global strategies; Concepts of critical markets, global market dominance and global competitiveness, Corporate turnaround, retrenchment and portfolio restructuring strategies; Multinational diversification strategies; Outsourcing strategies; Techniques for analyzing diversified companies.

Corporate Diversification Strategies: Building shareholder value; Roles of cost sharing and skill transfer in creating competitive advantage via diversification; Competitive advantages to diversified multinational corporations in a globally competitive business world. Strategic Issues in Managing Technology and Innovation: Social responsibility and ethics management.

Course Code: MIB-CC-301

Credits: -4(L =3, p=0, T=2)

Max Marks:-100

Internal=50

External =50

Suggested Readings:

1. Bartlett, C.A. and S. Ghoshal, Transnational Management: Text, Cases, and Readings in Cross-Border Management, Irwin London, 1995.
2. Bleeke, J. and D. Emst, Collaborating to Compete, John Wiley, New York, 1993.
3. Brooke, M.Z. and M.L. Remmer, International Management and Policy, Houghton Mifflin, Boston, 1995.
4. Davidson, W.H., Global Strategic Management, John Wiley, New York, 1993.
5. Ellis, J. and D. Williams, International Business Strategy, London, 1995.
6. Eyerweather, W.H. International Business Strategy and Administration, Ballinger Publishers, Cambridge, 1995.

SPOKEN ARABIC I

There will be a general introduction to the art of Reading, Writing and Speaking basics of Spoken Arabic with special emphasis on tourism related techniques in business administration. The course will give only the know-how of basics of modern spoken Arabic to the learners. The competencies to be developed are: Ability to understand the terminology, vocabulary and approach with special references to tourism industry. A special emphasis will be laid on listening i.e. speaking skill.

أوليا الوحدة

- عأياما لأسبو / السنة شهور / فصول السنة

- الألوان / الجهات

- أعضاء- الجسم / الأقارب

- الأطعمة / الفواكه / الخضروات

الوحدة الثانية

المعرفة-والنكرة

-والجمع للأسماء والصفات المفرد

-العدد (1-100)

-أسماء الإشار ة للقر يبو البعيد

ومتعلقاتها المدرسة

الوحدة الثالثة

-والمنفصلة المتصلة الضمائر ()

-الفندقو متعلقاته

ومتعلقاتها السفر

أسماء الاستفهام (متى، كيف، أين، ما

من)

الوحدة الرابعة:

الصفة-والموصوف

-الإضافة

التحية-والترحيب

عامة عنالتجارة تعبيرا

Course Code: - SBS-GE-001

Credits: - 4(L=3, p=0, T=2)

Max Marks: - 100

Internal Examinations = 50

Semester End Examination =50

Practical = 0

Suggested Readings

- 1 -Arabic Made East, by AbulHashim
- 2-New Arabic Course, by Prof. V. Abou
- 3 -Learn Modern Arabic, by Dr. Moha

لمبتدئيندروس

فاروقيوآخرون

ية

فانالندوي

4 -Let's Speak Arabic, by S.A. Rahma

INTERNATIONAL HRM

Objectives: Liberalization and globalization have led to new challenges in the area of human resource management. This paper intends to acquaint the students with the concepts and challenges of international human resource management and to enhance their skill to effectively manage human resource in international perspective.

Introduction to Global HRM, Model of IHRM, EPRG framework, variables that moderate differences between HRM and GHRM. Factors influencing the global work environment.

HR Planning; Staffing in International Business: HCNs, PCNs, TCNs, Recruitment & Selection for international projects, Challenges of employee's selection for international assignments; Dual – career couples

Global Training and development: Training strategies, developing staff through international assignment, Challenges of training employees for overseas assignments. Standardization and adaptation of work practices,

Compensation Strategy; International compensation: key components of international compensation programme, Flexibility and Work life Balance, QWL in international scenario employee participation Managing IHRM, Talent Management, employee Branding, Global Knowledge Management Strategies Global HRM trends and future challenges

Course Code: MIB-DE-903

Credits: -4(L =3, p=0, T=2)

Max Marks: -100

Internal=50

External =50

Suggested Readings:

1. French, Ray. Cross cultural Management: Organizational Differences in International Organizations. Hyderabad, 372.
2. Jackson Terence. International Human Resource Management. Publication, New Delhi.
3. Black JS & Madaenhall M, Reading Cases in international Human Resource Management, PWS-Kentworth Boston, 2001
4. Dowling, P. J. etc. International Human Resource Management. 2nd Edition. California, Wadsworth
5. Hofstede, G. Cultures Consequences: International Differences in Work-Related Values, London, Sage
6. Bartlett, C and Ghoshal, S. Transnational Management: Text, Cases and Readings in Cross Border Management, Chicago, Irwin

INTERNATIONAL FINANCIAL MANAGEMENT

To provide an overview of the financial environment in which multinational firms operate and acquaint the student with the key decision areas in international finance.

International Financial Environment: An overview of International Financial Management, Theories of International Business: Comparative Advantage, Imperfect Markets and Product Cycle Theories. International Business Engagements: Trade, Licensing, Franchising, JV's, Acquisitions and Subsidiaries, etc. **Multinational Capital Structure and Cost of capital:** Components of Capital: Debt and Equity. Long term and short term financing. ECBs of India

International Flow of Funds: BOPs: Current and Capital Accounts. Disequilibrium and adjustments. BOP of India. International Trade flows, factors affecting trade flows. International capital Flows: FDI and IPI: Incentives, Motives and Benefits. and Costs. Currency Convertibility; Convertibility in India. International Financial Institutions: IMF, WB, WTO, IFCs, International Development associations, BIS, OECD, etc, Regional Development Agencies

International Markets: International Money Market: Origin and Developments MM Interest rates, Credit Market. International Bond Market: Eurobond and other bond markets; International Stock market, Issuance and Listing in Foreign Stock Markets. International Derivatives markets: an Overview. Financing International Trade: Prepayment methods and Trade Finance methods. International WC and Cash Management

Foreign Exchange Behavior: Evolution of International Monetary System: Gold Standard, Bretton Woods Post-Bretton Woods systems. Types of Exchange rate Systems: fixed and floating and variants. Functions of Foreign Exchange Market, Determination of exchange rates; India's foreign Exchange Market and its forms. Foreign Exchange rate Risk management: An overview. **Theories of Exchange Rates:** Purchasing Power Parity, Interest Rate Parity, International Fisher Effect, Unbiased Forward Rate Theory.

of cases, website links and specific references including recent articles to be announced in the class at the beginning of the session.

Course Code:- MIB-DE-904

Credits: - 4 (L =4, p=0, T=1)

Max Marks: - 100

Internal=50

External =50

Suggested Readings:

Text Books (Latest Editions)

1. Buckley, A. Multinational financial management, Education. New Delhi
2. Butler, K. C. Multinational financial management, Wiley, New York:
3. Levi, M. D. International financial management, Publications. New York
4. Madura, J. International financial management, Cengage Learning. New Delhi
5. Apte, P.G., International Financial Management, Tata McGraw Hill Education Company Ltd.

References (Latest Editions)

1. Eun, C. S., & Resnick, B. G. International financial management, McGraw Hill Education, Delhi
2. Kim, S. H., & Kim, S. H., Global financial management: Text & cases, Blackwell Publishers, USA
3. Bekaert, G. and R.J. Hodrick, International Financial Management, Prentice Hall, USA
4. Eiteman, D.K., Stonehill, A.I. and Moffitt, M.H., Multinational Business Finance, Education.

Journals:

1. Journal of International Financial Management
2. Journal of International Financial Markets
3. International Journal of Development Economics

INTERNATIONAL TRADE & POLICY FRAMEWORK

Objectives: The paper aims at acquainting the students with the theoretical foundations of international trade and enabling them to learn the pattern, structure and policy framework of foreign trade.

Theoretical Foundations of International Trade: Reasons for international trade: Mercantilist and neo-mercantilist view; Theories of international trade: Absolute and comparative advantage theories; Modern theories of trade; Gains from trade; Foreign trade multiplier; Terms of trade.

Instruments of Commercial Policy: Tariffs quotas and other measures and their effects; Arguments for and against protection; Trade regulations and WTO; Trade policy and developing countries.

Factor Movements and International Trade in Services: Capital flows-Types and theories of foreign investments, Barriers to foreign investments; Labor migration; Theory of international trade in services.

Balance of Payment Account: Concept and significance of balance of payments account; Current and capital account components and accounting system; Balance of payment deficits and correction policies. **Theoretical Aspects of Economic Integration:** Free trade area, customs union and common market; Theory of customs union; Trade creation and diversion effects.

Policy Framework and Promotional Measures: India's foreign trade and investment policy; Policy making body and mechanism; Export promotion measures and infrastructure support – export and trading houses, export promotion schemes and incentives; Institutional arrangements for export promotion; Export processing/special economic zones, 100% EOUs.

Course Code: MIB-DE-905

Credits: -4(L =3, p=0, T=2)

Max Marks: -100

Internal=50

External =50

Suggested Readings:

1. Economic Survey, Govt. of India
2. Hazari, R. Bharat, Micro Economic Foundations of International Trade, Croom Helm London and Sydney.
3. Letiche, John M., International Economics: Policies and Theoretical Foundations, Academic Press, New York.
4. Mannur, H.G., International Economics, 2nd ed., Vikas Publishing House, New Delhi, 1999.
6. Salvatore, D., International Economics, John Wiley & Sons, 2001.
7. Sodersten, BO, International Economics, 2nd ed., McMillan, London

CROSS- CULTURAL MANAGEMENT

Objective: To develop a cognitive framework to appreciate the impact of culture on organizational behavior and business processes

Meaning and concept of Culture, Determinants of Culture, Salient features of cross culture, socio, ethnic historical and religious perspectives of cross culture; Cultural transition, Culture diversity. Cross-national differences; Differences in communication, work settings, negotiations, leadership and motivational context.

Frameworks of cross cultural management, Cultural shock and acculturation, Cross cultural training, Managing multicultural teams, Working with International teams, Cultural negotiations, Global leadership and motivational issues, Cultural differences in ethics and decision making, Conflicts and cultural difference. Cultural mix: Cultural dissimilarities across world; Major issues and challenges, Influence of global culture, Relationship between national culture and organization structure; International dimensions of organizational culture; Impact on personal and work life.

Cross - cultural issues which affect Communication across different Cultures, Culture and non-verbal communication, Effective intercultural communication. Business communication across cultures Barriers to intercultural communication-Negotiating Internationally.

Adjusting to the New Culture, Cultural Relativity of Management Theory, and Competencies for Global Manager. Cross Cultural Leadership and Decision making, Cross Cultural Communication and negotiation.

Couse Code-MIB-DE-912

Credits: - 4(L =3, p=0, T=2)

Max Marks: - 100

Internal=50

External =50

Suggested Reading

1. Marie-Joelle Browaey and I...
Understanding Cross – Cult...
Management, Pearson, 2010
2. David C. Thomas: Cross Cult...
Management, 2/e, Sage Pub...
2008.
3. Nigel Holdon, Cross Cultural...
Management: Knowledge M...
Perspective, Pentice Hall, 20...
4. Parissa Haghirian: Multination...
Cultural Management, Rout...
2008.
5. Richard Mead: International...
Cross cultural Dimension, 3...
2005
6. David C. Thomas and Mark...
Cross-Cultural Management...
edition.

