

Branch Name:	Management
Program Code:	MS301
Course Title:	Global Business Strategies & Operations Management
Course Code:	1MS3010881
Pre-requisite Course:	The students should be equipped with the basic terms used in International business

Course Objectives:

1. To Study global Business strategies deals with multinational enterprises (MNEs), their governance, strategies and management, their relationship with governments
2. To understand the role of global Business strategies in globalization and localisation of economic activity.
3. To understand the concepts of Operations Management.
4. To expose the students to various models and techniques of operation management applicable for international business.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4			4	60	40			100

Syllabus:

Module No	Topic	Total Hours	Weightage (%)
1	Basics of Global Business Definition of International Business, Why Companies go international, Why study International Business, Stakeholders of International Business, Define Globalization 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, Definition of Ethics for International business, challenges and impact of ethics in International business	12	25
2	Global Environment, Global Corporation & Entry Options International Monetary System, IMF, World Bank and their impact, Political, Legal and Economic system Globalization and Economic activity, Levels of economic integration Government's intervention in International Trade. Global Strategic Planning – Process, Ownership, Corporate Governance and Sustainability, Motivation to go abroad, Strategic effects of going abroad, Foreign market entry strategies- where, when and how to enter, Alliances and acquisitions	12	25
3	Overview of Operational Management (OM) and Managing Operations OR : Meaning, Role, Trends & challenges in OM and Reasons to study OM, OM in Service sector & productivity challenge, Overview of Operations strategy in Global Environment- issues, options and decisions to be taken, Recent trends in operation management, Different between production and operations Material Management : Introduction, meaning, objectives, important, MMIS, material management organization. Project Management (theory & numerical) Introduction, Planning, Scheduling, Monitoring & Controlling, Techniques- PERT & CPM	12	25

4	Quality Management and Global Trends in Operation Management International quality standards, ISO, Total quality management (TQM), Internationalization of R&D, Just in time production system (theoretical concept only), Lean Production Systems Global Trends in Operation Management : Nature of International OM, strategic issues, outsourcing, supply chain management, managing service operations, Mass Customization, Contemporary issues	12	25
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Text Books: Ram, Paras, Exports: What, Where and How? Anupam Publications, New Delhi.

Reference Books:

1. Chary S, (2017) “Production and Operations Management”, McGraw Hill Education
2. Chunawalla S A and Pate D R, (2016), “Production and Operation Management”, Himalaya Publishing House.
3. Panneerselvam (2012) “Production and Operations Management”, Prentice Hall India

List of Open-Source Software/learning website:

Course Learning Outcomes (CLO):

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. Analyze the formation of global strategy and evaluate different strategic options for international business.
4. To remember fundamentals of operation management.
5. To apply and formulate strategies to effectively design the product and the tasks involved in facility location, layout, and directing a successful capacity plan.
6. Use specialized knowledge in Operations Management to solve business processes.

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)								Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H		H	M		H	H	M	H	
CLO2		H	H	M	M	M	M			H
CLO3		H	H	H		H	H		H	M
CLO4	H			M	M			H	M	
CLO5			H	H	H	H	M	M	M	H
CLO6	H	M	M			H	H			H

H: High, M: Medium, L: Low