

Branch Name:	Management (International Business)
Program Code:	MS201
Course Title:	Global Business Strategies & Operations Management
Course Code:	2MS2010481T
Pre-requisite Course:	Basics of Business Management

Course Objectives:

1. To study global business strategies dealing with multinational enterprises (MNEs), their governance, strategies, and management, and their relationship with governments
2. To understand the role of global business strategies in globalization and the localization 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 to 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

Subject Contents:

Sr. No	Topic	Total Hours	Weightage (%)
1	Basics of Global Business Stakeholders of International Business, 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	10	20%
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	10	20%

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	10	20%
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	10	20%
5	Contemporary issues like Supply chain disruption, Trade wars and tariff, Sustainability and environmental responsibility, Digital transformation, Globalization challenges etc.	8	20%

Text Books:

1. 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:

1. <https://nptel.ac.in/>
2. <https://swayam.gov.in/>

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Understanding Global Business Fundamentals	Understand
CLO2	Analyzing Global Business Environment & Entry Strategies	Analyze
CLO3	Understanding Operations Management & Material Management	Understand
CLO4	Applying Quality & Operations Management in Global Context	Apply
CLO5	Evaluating Global Trends in Operations Management	Evaluate
CLO6	Addressing Contemporary Issues in Global Business & Operations	Evaluate

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		H		H	
CLO2	H	H					H		M	
CLO3	H		H							H
CLO4		H	H				H			H
CLO5	H		H					H	M	
CLO6		H				H	M			H

H: High, M: Medium, L: Low