

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

Programme: B.B.A

Semester: VI

GLOBAL BUSINESS

Course Code: 18BB603

No. of Hours: 60

COURSE OBJECTIVES:

- To understand the global business environment.
- To know the various modes of entering global business.
- To understand the role of regional trading blocks and global institutions in global business.

LEARNING OUTCOMES:

- To enable the students to know the various scopes in expanding domestic business globally .
- To develop interpersonal skills in individuals from different cultures which will enable them to work in global companies.
- To enable them to know the scope of various intermediaries involved in global business.

UNIT 1:

10 HRS

Introduction to Global Business: Global business environment- concept and factors influencing global business environment.

Evolution of global business – Characteristic features of global business – Factors influencing global business – Changing scenario of global business – Global business approaches – Advantages and disadvantages of global business.

UNIT 2 Modes of entering Global Business:

10 HRS

Exporting – Licensing – Franchising – Contract manufacturing – Management contracts – Turnkey projects – FDI – Alliances like mergers, acquisitions, Joint ventures and BPO.

UNIT 3 International Marketing:

14 HRS

(A) Meaning – products-pricing-place/distribution, production, global marketing strategies in different stages of Product Life

Cycle

(B) Global Trade Blocks – European Union (EU) – Association of South East Asian Nations (ASEAN) – South Asian association for regional co-operation (SAARC) – General Agreement on Tariffs and Trade (GATT) – World Trade Organization (WTO) – North American Free Trade Agreement (NAFTA) – Implications of trade blocks on business-World Bank

UNIT 4:International Finance:**12 HRS**

Meaning-Foreign Exchange-Convertibility of Rupee.-foreign institutional investors-FDI, Balance of Payment.

UNIT 5 International HRM:**14 HRS**

Meaning-recruitment-selection –performance appraisal-training and development – compensation – industry relations.

SKILL DEVELOPMENT

- Use of print ads for International Brands.
- Study of International Business operations of a company. Eg. Mc Donalds, HSBC(Case study)
- Marketing Khadi Abroad.
- International Currency and its value(List atleast 20)
- Indian Business ventures abroad(study)

REFERENCES:

1. P. Subba Rao International Business text and cases, Himalaya Publishing house, 2012.
2. K. Ashwathappa International Business, Tata Mc Graw Hill 2006
3. Justin Paul, International Business ,Prentice Hall International, 2005
4. V K Balla, International Business, S Chand 2013.