

## DSE - IV Management of Global Business

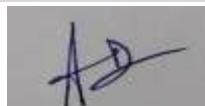
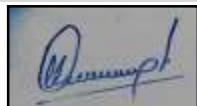
BBA III/IV Year	BBA-E132		Semester-V/VI/VII/VIII		
	Transnational and Cross Culture Management				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Term Examination(ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30(20+10)	70	100	04	40

	Course Outcomes:	Mapped Program Outcomes
<b>CO.1</b>	Explain the Concept, Dimensions and Approaches of International Management.	<b>PO.1</b>
<b>CO.2</b>	Elaborate the Challenges of Global Planning in International Management including Economical, political, and strategic.	<b>PO.1, PO.2</b>
<b>CO.3</b>	Explain the Organization and Control for international Competitiveness including Organization design and structure of international companies.	<b>PO.3, PO.4</b>
<b>CO.4</b>	Elaborate the Management of Personnel with Different Social and Cultural Backgrounds including Selection, training and development of people for global assignments.	<b>PO.6</b>
<b>CO.5</b>	Explain Political risk assessment and protection techniques for multinational corporations in International Management.	<b>PO.5</b>

- Global Marketing, the scope and challenge of international marketing, the global Manager, importance of Global Markets, development of Global Marketing. Cultural and social forces, definition of culture, cultural values, language and communication. Cultural differences. Impact of social and cultural environment on marketing industrial and consumer products. **(10 Hours)**
- Developing a global vision through marketing research. Scope of international marketing research. Problems: Collecting primary data, Use & non-availability of secondary data. Multicultural research- Research on internet. Estimating market demand, problems in analyzing and interpreting research information. Responsibility for conducting marketing research, communicating with decision makers. **(10 Hours)**
- Outsourcing Research, developing a Global Information System, Global Product Strategies, Product Design, Packaging and Labelling, Warranty and Service Policies, New Product Development, Global Strategies for Services & Brands, Marketing Services including Social Marketing. **(10 Hours)**
- Pricing decisions: Global Pricing Framework, Pricing Basics, Marginal Cost Pricing and its importance, Transfer Pricing, Counter trade, Systems Pricing, Pricing and positioning, price quotation – preparation of quotations. Promotion Decisions: Promotions – international advertising – sales promotion in international markets –international advertising – direct mailing – personal selling – exhibition – generic promotions in international marketing **(10 Hours)**

### SUGGESTED READINGS

1. Cateora, P., R., & Graham, J. L.(2003). *International Marketing*. New Delhi: Tata McGraw Hill.



2. Cherunillam, F. (2010). *International Marketing*, New Delhi: Himalaya Publishing House. Keega, J. W. *Global Marketing Management*. (1995). New Delhi: Prentice Hall India.
3. Shaw, J.J. (1997). *International Marketing- Analysis and Strategies*. New Delhi: Prentice Hall India.

**NOTE:** The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.

