COURSE TITLE: HM433, International Management

Faculty: Prof. Naval K. Bhargava

Course Description:

In recent years, Globalization of Indian Businesses has been faster than the Globalization of world markets. India has become a major player, take any arena, entertainment, sports, education and of course business, the stamp of Globalization is evident everywhere. Many young men and women of India are sent for foreign postings at early stages of their careers. Practically every medium and large Indian business house has International operations at some level, manufacturing, marketing or sourcing, if they don’t do so yet they have plans and aspirations to do so soon. Large percentage of revenues of many Indian companies comes from their International operations. For students, to play an effective role in industry in India and abroad, understanding some of the basic concepts of International Management has become an essential input.

The intent of the course is to sensitise and develop elementary understanding of the various aspects of International Management. The course will involve developing conceptual knowledge of International Management practices, assessing the attractiveness of existing and emerging opportunities in International Markets, basic understanding of cultural environments, political and regulatory environment, marketing and economic environment, etc. facing International business operations and decision making.

Student Learning Outcomes:

1. Understanding a number of important and recurring international business issues faced by industry in Global Operations
2. Understanding the differences and intricacies of the operating environments of different countries
3. Ability to analyze the opportunities and threats including competition of global markets
4. Learn about the entry and expansion possibilities in different country markets

Course Content and Areas of Study:

1. International Business an Overview
2. Economic and Technological Environments of Nations
3. The Political and Legal Aspects Facing Business in Different Countries
5. Communicating Across Cultures
6. Cross-Cultural Negotiations
7. Government Influence on Trade and Business
8. Analyzing Competition and Competitiveness of Nations
9. Trading Blocks and Regional Economic Integration Amongst Nations
10. Entry and Expansion Strategies companies use
11. Ethics and CSR in Global Operations
Teaching and Learning Strategy:

- The learning will be derived out of lectures and class discussions that would revolve around different market (country) situations faced by companies. The primary focus of this course is to understand the issues involved in international management practice as being different from similar decisions for domestic operations. The mode of learning will be through lectures, discussions, assignments and cases.
- The session plan will be provided which will give the topics to be covered, recommended readings, cases to be discussed and assignment presentations to be made in each session.

Student Workload:

- Each week will have 2 contact sessions of 1.5 hr each
- Students preparation prior to the class will require background reading, browsing journal articles for discussion in class, individual & group assignments and group term project

Assessment Plan will consist of the following components:

- Class Participation
- Class Assignments
- Case Discussions and Analysis
- End Term Project

Prescribed text:


Reference:

International Management: Managing Across Borders and Cultures by Helen Deresky, Paperback 5th edition Publisher: Prentice Hall