GANPAT UNIVERSITY								
FACULTY OF MANAGEMENT STUDIES								
Programme		Master of Business Administration			Branch/Spec.	International Business		
Semester					Version	1.0.0.0		
Effective from Academic Year			2021-22		Effective for the batch Admitted in			June 2020
Subject code		**IIIA12CCM**		Subject Name	**CROSS CULTURE MANAGEMENT**			

Teaching scheme

					Examination scheme (Marks)			
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW				
Credit	4	0	0	0	4	Theory	60	40	100
Hours	4	0	0	0	4	Practical	-	-	-

Pre-requisites: Knowledge of general subjects of MBA

Objectives : This subject has being designed to make the students understand the cross cultural environment , the entry strategies, the role of culture for building a sustainable international business.

Learning Outcomes:

On successful completion of this subject the student will be able to :

- IIIA12CCM.CO1: Understand global business environments—cultural, political, legal, and economic—and their influence on managerial ethics and responsibility.
- IIIA12CCM.CO2: Apply cross-cultural theories and international trade concepts in negotiation, decision-making, and cooperation contexts.
- IIIA12CCM.CO3: Analyze strategies for international operations, alliances, and organizational structures in a multicultural global environment.
- IIIA12CCM.CO4: Evaluate global management functions including HR, supply chain, and finance, integrating sustainability and leadership in diverse settings.

Theory syllabus

Unit	Content	Hrs
1	The Global Manager's Environment: The Cultural Environments Facing Business The Political and Legal Environments Facing Business, The Economic Environments Facing Businesses, Globalization and Society,National Regulation of International Business Managing Interdependence: Social Responsibility, Ethics,Sustainability	15
2	Essentials of Cross Cultures Business: Theories and Institutions: Trade and Investment, International Trade and Factor-Mobility Theory, Governmental Influence on Trade, Cross-National Cooperation and Agreements, World Financial Environment : Global Foreign-Exchange Markets, The Determination of Exchange Rates Cross-Cultural Negotiation and Decision Making	15
3	Formulating and Implementing Strategy for International and Global Operations: Formulating Strategy Implementing Strategy: Strategic Alliances, Small Businesses, Emerging Economy Firms Organization Structure and Control Systems, The Strategy of International Business, Country Evaluation and Selection, Export and Import Strategies, Direct Investment and Collaborative Strategies, The Organization of International Business	15
4	Managing International Operations: Marketing Globally, Global Manufacturing and Supply Chain Management, International Accounting Issues, The Multinational Finance Function, Global Human Resources Management: Staffing, Training, and Compensation for Global Operations	15

	Developing a Global Management Cadre,Motivating and Leading Emerging issues in International Business : Environmental issues for international business, Global outsourcing, International entrepreneurship	
Practical content		
Text Books		
1	INTERNATIONAL MANAGEMENT: MANAGING ACROSS BORDERS AND CULTURES, TEXT AND CASES, 9/e Helen Deresky	
Reference Books		
1	INTERNATIONAL BUSINESS: ENVIRONMENTS & OPERATIONS, 16/e John D. Daniels Lee H. Radebaugh Daniel P. Sullivan Prashant Salwan	
2	INTERNATIONAL BUSINESS: THE CHALLENGES OF GLOBALIZATION, 8/e John J. Wild Kenneth L. Wild	
3	INTERNATIONAL BUSINESS: CONCEPT, ENVIRONMENT AND STRATEGY, 3/e (Late) Vyuptakesh Sharan	
4	INTERNATIONAL BUSINESS, 4/e Sumati Varma	

Mapping of CO with PO and PSO:

SEMESTER 3: COURSE NAME: IIIA12CCM CROSS-CULTURE MANAGEMENT							
Course outcomes	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**
IIIA12CCM.CO1	3	2	1	2	1	3	0
IIIA12CCM.CO2	2	3	2	3	2	1	2
IIIA12CCM.CO3	2	3	2	2	3	3	3
IIIA12CCM.CO4	1	2	3	1	0	2	2

Semester 3: Course Name: IIIA12CCM CROSS-CULTURE MANAGEMENT			
Course outcomes	**PSO - 1**	**PSO - 2**	**PSO - 3**
IIIA12CCM.CO1	2	2	3
IIIA12CCM.CO2	2	2	2
IIIA12CCM.CO3	2	3	3
IIIA12CCM.CO4	3	2	2