

SEMSETER-III

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		MBA			Branch/Spec.		Tech MBA (MBA Technology Management)		
Semester		III			Version		2.0.0.0		
Effective from Academic Year			2025-26		Effective for the Batch admitted in			January 2025	
Course Code		IIIA01GSM		Course Name		Global Strategic Management			
Teaching Scheme					Examination Scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0		4	Theory	60	40	100
Hours	4	0	0		4	Practical			
Pre-requisites									
Course Outcomes									
On successful completion of the course, the students will be able to:									
CO1	Analyze the geopolitical, economic, and regulatory forces shaping global competition in the technology sector using established strategic frameworks.								
CO2	Formulate and evaluate international market entry, expansion, and platform strategies for technology products and services.								
CO3	Design and critique organizational structures and leadership approaches for managing globally distributed teams and fostering a culture of innovation across borders.								
CO4	Assess and navigate the ethical dilemmas, competitive risks, and sustainability challenges inherent in operating a global technology enterprise.								
Theory Syllabus									
Unit	Content								Hrs.
1	Foundations of Global Strategy in the Digital Age, The drivers of globalization in the tech industry, Differentiating between multinational, international, and transnational strategies, The "Born Global" phenomenon of tech startups, Frameworks for industry analysis (Porter's Five Forces in a platform economy), PESTLE analysis for global market assessment, The VRIO framework for analyzing a firm's competitive advantage, The role of vision and mission in guiding global expansion, The liability of foreignness for tech firms								12
2	Global Market Entry and Platform Expansion Strategies, Modes of international market entry (exporting, licensing, strategic alliances, acquisitions, greenfield ventures), The platform business model and its global scalability, Strategies for achieving network effects in new markets, Localization vs. global standardization of digital products and services, Global pricing strategies for software and digital content, Managing global intellectual property (IP) rights, Evaluating political and economic risk in emerging markets								12
3	Structuring and Managing the Global Technology Organization, Designing effective organizational structures for global operations (global matrix, geographic divisions, agile pods), Managing and leading culturally diverse and distributed teams, Building a cohesive global corporate culture, Knowledge management and fostering innovation across borders, Global talent management and leadership development, Supply chain and operations management for hardware and digital services, Performance measurement and control systems in a global context								12
4	Global Competitive Dynamics and Ecosystem Strategy, Competitive dynamics in the tech sector (hypercompetition, coopetition), The strategic importance of building and controlling business ecosystems, Formulating and managing global strategic alliances and joint ventures, Mergers and acquisitions (M&A) as a tool for global growth, Blue Ocean Strategy for creating								12

	uncontested market space, Defensive and offensive competitive strategies, Analyzing competitor actions and predicting future moves in a global context.	
5	Navigating Global Risks, Ethics, and the Future, Managing geopolitical risks and US-China tech tensions, Navigating data sovereignty and privacy regulations (GDPR, etc.), Corporate Social Responsibility (CSR) and sustainability in the tech industry (e-waste, data centre energy), Ethical decision-making in global business (AI ethics, labor practices), Strategies for competing in and from emerging markets, The role of corporate governance in global firms, The future of globalization and its impact on technology strategy	12
1		
Practical, assignments and tutorials are based on above syllabus.		
Text Books		
1	International Business: Competing in the Global Marketplace by Charles W. L. Hill and G. Tomas M. Hult	
Reference Books		
1	Global Strategy by Mike W. Peng	
2	Competitive Strategy: Techniques for Analyzing Industries and Competitors by Michael E. Porter	
3	Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant by W. Chan Kim and Renée Mauborgne	
4	Good Strategy Bad Strategy: The Difference and Why It Matters by Richard P. Rumelt	
5	Platform Revolution: How Networked Markets Are Transforming the Economy—and How to Make Them Work for You by Geoffrey G. Parker, Marshall W. Van Alstyne, and Sangeet Paul Choudary	
6	The Culture Map: Breaking Through the Invisible Boundaries of Global Business by Erin Meyer	
7	The Four: The Hidden DNA of Amazon, Apple, Facebook, and Google by Scott Galloway	
8	Competing on the Edge: Strategy as Structured Chaos by Shona L. Brown and Kathleen M. Eisenhardt	
9	Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World with OKRs by John Doerr	
10	The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail by Clayton M. Christensen	
ICT/MOOCs Reference		
1	Coursera: Global Strategy I: How the Global Economy Works — University of London	
2	Udemy: Strategic Management & Business Strategy Execution — Learn to Lead Academy	

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	P S O 1	P S O 2	P S O 3	P S O 4
CO1	3	3	2	2	2	1	1	3	3	3	2	1
CO2	3	3	3	2	2	1	3	3	3	3	3	1
CO3	2	2	3	3	3	2	2	2	3	2	2	3
CO4	2	2	2	2	2	3	1	2	2	2	2	3