

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		Master of Business Administration				Branch/Spec.		Marketing/International Business	
Semester		III				Version		1.0.0.1	
Effective from Academic Year			2021-22			Effective for the batch Admitted in			June 2020
Subject code		2IIIA05IMM		Subject Name		INTERNATIONAL MARKETING 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:									
Objective									
The basic objective of this course is to acquaint the students with environmental, procedural, institutional and decisional aspects of International Marketing									
Learning Outcome:									
2IIIA05IMM.CO1: Explain the key factors driving the growth of international business and analyze the global business environment, international trade theories, and investment risks to develop strategic insights. 2IIIA05IMM.CO2: Demonstrate a comprehensive understanding of international marketing concepts, strategies, and global market dynamics to formulate effective global business approaches. 2IIIA05IMM.CO3: Analyze global product and brand management strategies, including standardization vs. adaptation, international pricing, distribution, and promotion to develop effective global marketing plans. 2IIIA05IMM.CO4: Evaluate the role of international financial institutions such as the IMF, World Bank, and WTO in promoting global trade and economic development.									
Theory syllabus									
Unit	Content								Hrs
1	Factors fueling growth of international business: Globalisation-Effects, Benefits & Costs, Role of Multinational (MNC) in Developing countries. Global business environment: Economic, Political, Legal and socio-cultural, Scenario analysis & country-wide-risks of investments decisions. International Trade: Theories - Absolute Advantage Theory, Comparative Cost Theory, Opportunity Cost Theory, Hecksher-Ohlin Theory, Vernon's Theory of International Product Life Cycle.								15
2	International Marketing: Meaning, Nature and Importance; International Marketing Orientation: E.P.R.G. – Approach: Process; Global Environment. Global Market Segmentation and Positioning; Screening and Selection of Markets; Global Market Entry Strategies: Exporting, licensing, Contract Manufacturing, Joint Venture M & A, Setting-up of Wholly Owned Subsidiaries Abroad, Strategic Alliances. Global Business Competitive Strategies: Porter's model; Prahalad and Doz's strategy model. International Market Research: Process of Market Research, Major Challenges to Successful Market Research								15
3	Global Product and Brand Decisions: Product Designing: Product Standardization Vs. Adaptation; Managing Product Line, New Product Development; Branding in global markets, Pricing for International Markets: Factors Affecting International Price Determination; Price Quotations and Terms of Sale. Managing International Distribution and Promotion: Distribution Channel Strategy – International Distribution Channels, their Roles and Functions; Selection and Management of Overseas Agents; International Distribution Logistics; Planning for Trade Fairs and Exhibitions; Global Marketing Communication								15
4	Balance of trade and balance of payments: Adverse Balance of Payment-remedies, Foreign exchange; Theories of Foreign Exchange rate determination-Mint Parity Theory, Purchasing Power Parity Theory, Balance of Payment Theory. Role of world bodies World Bank, IMF, IBRD and WTO in International Trade. India and World Trade: EXIM Policy, Institutional Infrastructure for Export								15

	Promotion, Export Promotion Councils, Public Sector Trading Agencies, ECGC, Commodity Boards. Procedure and Documents-Registration of Exporters, Export Quotations, Production and Clearance of Goods for Exports, Shipping and Transportation, Insurance, Negotiation of Documents, Instruments of Payments-Open Account, Bills of Exchange, Letter of Credits-Export Finance.	
Practical content		
Text Books		
1	Rakesh Mohan Joshi, “International Marketing”, First Edition, Oxford Publication	
Reference Books		
1	Onkvisit, Sakand Shaw, J.J-International Marketing: Analysisand Strategy(PHI).	
2	Aswathappa- International Business (Tata McGraw-Hill, 2002)	
3	Daniels- International Business (Pearson Education) 2004.	
4	Paul J- International Business (Prentice-Hall, 2004)	
5	Deresky H- International Business (PHI, 2003)	
6	Hill C W- International Business (Tata McGraw-Hill,2002.)	
7	Varma M L- International Trade (Vikas, 2003)	
8	Taggart- The Essence of International Business (PHI)	
9	Thakur, M., Burton & Gene, E- International Management (Tata McGraw Hill).	
10	Hodgetts, R. and Luthens, F- International Management (McGraw Hill Inc 2003).	
11	Deresky-International Management: Managing across borders and culture (Pearson Education).	
12	Czinkota, M. R., & Ronkainen, I. A. (2013). <i>International marketing</i> . Cengage Learning.	

- Apply the key terms, definitions, and concepts used in marketing with an international perspective.
- Evaluate different cultural, political, and legal environments influencing international trade.
- Explain the impact of global and regional influences on products and services for consumers and businesses.
- Acquire the basic understanding of export import documentation

Note:

Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision)

L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work

CE= Continuous Evaluation, SEE= Semester End Examination

Mapping of CO with PO and PSO:

Semester 3: Course Name: 2IIIA05IMM: INTERNATIONAL MARKETING MANAGEMENT							
Course outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2IIIA05IMM.CO1	2	3	0	3	0	1	1
2IIIA05IMM.CO2	2	2	1	3	0	2	2
2IIIA05IMM.CO3	3	3	0	3	1	1	3
2IIIA05IMM.CO4	3	1	0	3	2	1	2

Semester 3: Course Name: 2IIIA05IMM: INTERNATIONAL MARKETING MANAGEMENT			
Course outcomes	PSO1	PSO2	PSO3
2IIIA05IMM.CO1	1	1	3
2IIIA05IMM.CO2	1	2	2
2IIIA05IMM.CO3	2	1	3
2IIIA05IMM.CO4	1	1	2