

GANPAT UNIVERSITY																
FACULTY OF MANAGEMENT STUDIES																
Programme		Bachelor of Business Administration				Branch / Spec.		International business								
Semester		IV				Version		1.0.0.0								
Effective from Academic Year			2025-26			Effective for the Batch Admitted in			July 2024							
Subject Code		BINB206		Subject Name		Transactional and Cross-Cultural Marketing										
Teaching Scheme						Examination Scheme (Marks)										
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total							
	L	TU	P	TW												
Credit	03	00	00	00	03	Theory	50	50	100							
Hours	03	00	00	00	03	Practical	00	00	00							
Pre-requisite:																
Objective:																
<ul style="list-style-type: none">Course introduces students to broad concepts of cross-cultural marketing, and how it works with other form and practices of marketing. Course will provide details on culture aspects of the marketing, how culture impact the international marketing.																
Learning Outcomes/Course Outcomes																
On successful completion of the course, the students will be able to:																
CO1- Student will learn the theoretical foundation of transactional marketing and cultural marketing.																
CO2- Students will learn globalizing business, politics, laws and economic.																
CO3- Students will lean the foreign direct investment and foreign exchange.																
CO4- Student will understand global and regional integration.																
Mapping of PO-CO and PSO-CO:																
	Course Outcome (CO) No.	PO-CO Mapping								PSO-CO Mapping						
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
		CO1	3	2	1	2	1	1	3	2	3	1	2	2	3	2
		CO2	3	2	2	3	2	2	3	3	2	2	3	2	3	3
		CO3	2	1	1	3	1	2	3	3	2	1	3	2	3	3
CO4	2	1	2	3	2	2	3	2	2	2	3	2	3	2		
Theory Syllabus																
Unit	Content									Hrs.						
1	Fundamentals of Transactional Marketing Introduction to Transactional Marketing: Definition and scope, Comparison with relationship marketing; Role of marketing mix (product, price, place, promotion) in transactional strategies Understanding Culture and Cross-Cultural Marketing: Definition of culture and its impact on consumer behavior, Cultural dimensions frameworks (Hofstede, Trompenaars, etc.), High-context vs. low-context communication, Impact of cultural values on marketing decisions, Challenges of conducting cross-cultural market research Impact on Workforce Diversity; International Population Trends; National Trends; Socioeconomic Transitions; Implications for Diversity of Gender, Disability, And Sexual Orientation; Educational Trends									15						
2	Globalizing business, politics, laws and economic What is globalization, three views on global business, formal and informal institution, analyzing value chain, in house vs. outsourcing. Resource capabilities, VRIO frame work and capabilities, introduction to trading, theories of international trade, mercantilism, strategic trade, national competitive advantage of industries, Tariff barriers, nontariff barriers, Trade deficit vs. Trade surplus.									15						
3	FDI, Foreign exchange, Global and Regional Integration Why FDI is required? FDI Vs. Licensing, location advantage, internationalization advantage, over coming through market failure through FDI, factors behind foreign exchange rates, basic supply and demand, differences and purchasing power parity, global standards, Breton woody system, international monetary fund, WTO, trade dispute, regional economic integration in Europe, Asia pacific, Americas, Africa, NAFAT,ASEAN,APEC,									15						
	Exam: Theory 100%															

Text Book:	
	<ul style="list-style-type: none"> • Global Business by mike w, Peng, Deepak K srivastava Cengage Learning 3rd edition. • Understanding cross cultural management by marieJoelle Browaeys and Roger price Pearson 3rd edition
Reference Books:	
	<ul style="list-style-type: none"> • Barak, M.E.M., Managing Diversity: Toward a Globally Inclusive Workplace. Los Angeles: Sage Publications. • Henderson, G., Cultural Diversity in the Workplace: Issues and Strategies. USA: Praeger. • Syed, J. & Ozbilgin, M., Managing Diversity and Inclusion: An International Perspective. Los Angeles: Sage Publications • Cross-cultural Management Text and Cases by shobhana madhavan,
Online Resource:	
	<ul style="list-style-type: none"> • https://www.edx.org/learn/international-business • https://www.coursera.org/learn/international-negotiation