

| 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 |
| | TU | P | TW | | | | |
| Credit | 03 | 00 | 00 | 03 | Theory | 50 | 50 |
| Hours | 03 | 00 | 00 | 03 | Practical | 00 | 00 |

Pre-requisite:

Objective:

- 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 | <p>Fundamentals of Transactional Marketing</p> <p>Introduction to Transactional Marketing: Definition and scope, Comparison with relationship marketing; Role of marketing mix (product, price, place, promotion) in transactional strategies</p> <p>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</p> | 15 |
| 2 | <p>Globalizing business, politics, laws and economic</p> <p>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.</p> | 15 |
| 3 | <p>FDI, Foreign exchange, Global and Regional Integration</p> <p>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,</p> | 15 |
| | Exam: Theory 100% | |

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| 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 |