

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme

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Course Code	MFT5GEXX20
Course Title	Managerial Implications of Globalization

Course Learning Outcomes (CLO):

At the end of the course, students will be able to:

1. Explain different dimensions of globalisation
2. Infer implications of emerging global market and regional blocks.
3. Analyze functioning and performance of regional blocks and international institutions such as IMF, and World Bank

Syllabus

Teaching Hours

Unit I: Globalisation and Global Market <ul style="list-style-type: none"> • Overview of Globalisation • Different dimension of globalisation • Challenges of globalisation 	03
Unit II: Global Trade and Investment Environment <ul style="list-style-type: none"> • Global political, legal, socio-cultural, economic environment • India and Globalization • Globalization v/s Regionalization 	03
Unit III: Emerging Economies and Global Trade Institutions <ul style="list-style-type: none"> • Introduction to European Union, Euro Zone, NAFTA, Regional Blocks in Africa, Latin America • IMF: structure, function • World Bank: Structure and Functions, • Multilateral trade related institutions 	03
Unit IV: International Business Operations <ul style="list-style-type: none"> • Financial Management in the Global Business • Global Production, Outsourcing, and Logistics • Global Marketing and R & D • Global Human Resource Management • Accounting in the International Business • Exporting, Importing, and Countertrade 	06

Suggested Readings:

1. Cavusgil, S. T., Knight, G., Riesenberger, J., Rammal, H.G., & Rose, E.L., International business: The new realities, Pearson
2. Daniels, J., Radebaugh, L., & Sullivan, D., International Business, Pearson.
3. Dowling, P., Leisch, Gray, and Hill, International Business: Asia - Pacific Edition, McGraw Hill
4. Hill, C.W.L., Hult, G.T.M., International Business: Competing in the Global Marketplace, McGraw Hill

5. Srivastava, P., Global Business, Cengage Publication
6. Rugman, A.M., & Collinson, S., International Business, Prentice Hall
7. Charles, International Business: Competing in the Global Marketplace, McGraw Hill/Irwin

w.e.f. Academic Year 2019-20 and onwards