

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

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<b>Course Code</b>	<b>MFT5GEXX21</b>
<b>Course Title</b>	<b>Managing Global Markets</b>

**Course Learning Outcomes (CLO):**

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

1. Explain key concepts related to global markets.
2. Analyze global business environment.
3. Develop global market strategies.

**Syllabus**

**Teaching Hours**

<b>Unit I: Global Markets Introduction</b> <ul style="list-style-type: none"> <li>• Introduction to Global markets</li> <li>• Globalization: Concepts &amp; Its Implications</li> </ul>	02
<b>Unit II: Global Business Environment</b> <ul style="list-style-type: none"> <li>• Cultural Factors</li> <li>• Political, Economic and Legal Factors</li> <li>• Competitions</li> <li>• Opportunities &amp; Market Selection</li> </ul>	04
<b>Unit III: Entry And Sourcing Strategies</b> <ul style="list-style-type: none"> <li>• Entry Strategies</li> <li>• Sourcing Strategies</li> <li>• Strategic Partnership</li> </ul>	03
<b>Unit IV: Marketing Strategies</b> <ul style="list-style-type: none"> <li>• Product &amp; Branding Strategies</li> <li>• Pricing Strategies</li> <li>• Distribution Strategies</li> <li>• Promotion Strategies</li> </ul>	06

**Suggested Readings:**

1. Dutta, G., Global Marketing. Pearson Education India.
2. Inkpen, A., & Ramaswamy, K., Global Strategy: Creating and Sustaining Advantage Across Borders. Oxford University Press, New York.
3. Yip, G.S., Total Global Strategy: Managing for Worldwide Competitive Advantage. Prentice Hall, New Jersey.
4. Keegan, W. J., & Bhargava, N.K., Global marketing management: Pearson Education, New Delhi.
5. Cateora, P. R., Graham, J.L., & Salwan, P., International Marketing. Tata McGraw-Hill Education, New Delhi.

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