

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SESM05 MBM5SESM05 MFB5SESM06
Course Title	Doing Business with Government

Course Learning Outcomes (CLO):

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

1. Distinguish between types of government units
2. Discuss tendering process including e-tendering
3. Explain the process of doing business with government

Syllabus

Teaching Hours

<p>Unit I: Government Departments: Roles and Responsibilities</p> <ul style="list-style-type: none"> • Structure in Central and State Governments • Budget allocation and plan Projects 	05
<p>Unit II: Policies and Procedures</p> <ul style="list-style-type: none"> • Approval systems in government • Roles and responsibilities at various levels of decision-making, • Procurement processes 	05
<p>Unit III: Business Communication and Managing Stake -holders in the Tendering Process</p> <ul style="list-style-type: none"> • Correspondences with Government, making presentations • Public relations in Government departments • Promoting Business in the Government • Basics of tendering process, Dealing with various committees, Role of external experts, Competitor analysis and dynamics in the tendering process 	05

Suggested Readings:

1. Cavusgil, S. T., Ghauri, P. N., & Akcal, A. A., Doing Business in Emerging Markets. Sage.
2. Budhwar, P., Doing business in India. Thunderbird International Business Review, 43(4), 549-568.

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