



SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

RAMAPURAM, CHENNAI – 89

COLLEGE OF MANAGEMENT

MASTERS IN BUSINESS ADMINISTRATION

Vision

To be a Globally Renowned B-School that imparts enterprising knowledge & skills that best serves the stakeholders and mankind.

Mission

Mission statement - 1	Promote Excellence in Business Education and Skill Development
Mission statement - 2	Nurture Entrepreneurship, Human Values, Social Responsibilities and Global Citizenship
Mission statement - 3	Enrich the Creativity, Research and Innovation in all Activities
Mission statement - 4	Collaborate to foster Personal and Institutional Leadership Effectiveness

Programme Educational Objectives (PEO)

PEO - 1	Graduates will be business leaders and managers with leadership and problem-solving skills for global business.
PEO - 2	Graduates will drive entrepreneurship initiatives either on their own or within other organizations where they are employed.
PEO - 3	Graduates will have innovation skills and drive the businesses through multifaceted skills.
PEO - 4	Graduates will provide advancement of conceptual and practical knowledge in the field of business management to contribute to nation building while upholding ethical practices.

Mapping Mission of the department to the Programme Educational Objectives

	Mission Statement - 1	Mission Statement - 2	Mission Statement - 3	Mission Statement - 4
PEO - 1	H	M	H	H
PEO - 2	M	H	H	L
PEO - 3	H	M	M	M
PEO - 4	H	L	M	M

H – High Correlation, M – Medium Correlation, L – Low Correlation

Programme Learning Outcomes (PLO)

PLO - 1	Apply knowledge of management theories and practices to solve business problems.
PLO - 2	Foster Analytical and critical thinking abilities for data-based decision making.
PLO - 3	Ability to develop Value based Leadership ability.
PLO - 4	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PLO - 5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Mapping of Programme Educational Objectives to Programme Learning outcomes & PSO

	PLO -1	PLO - 2	PLO - 3	PLO- 4	PLO - 5
	Graduate Attributes				
PEO - 1	H	H	H	M	H
PEO - 2	L	L	L	L	M
PEO - 3	H	H	H	M	L
PEO - 4	H	M	L	H	H

H – High Correlation, M – Medium Correlation, L – Low Correlation

Course code	MB20SM02	Course name	Competing in Global Market	Course category	E	Functional Elective	L	T	P	C	
							3	0	2	4	
Pre-requisites courses		Nil	Co - Requisites courses		NIL	Progressive courses		NIL			
Course offering Department			MBA	Data book / codes / standards					Nil		

Course learning Rationale (CLR)	The purpose of learning of this course to	Learning			Program Learning outcomes (PLO)							
		1	2	3	PLO -1	PLO -2	PLO -3	PLO -4	PLO -5	PSO -1	PSO -2	
CLR -1	Understand the process of globalization, national differences in political, economy, and culture, and ethical issues in international business.											
CLR -2	Explore the basic knowledge on trade and investment environment in which international business occurs.	Blooms level (1-6)	Expected Proficiency (%)	Expected attainment (%)	Apply knowledge of management theories and practices to solve business problems	Foster Analytical and critical thinking abilities for data-based decision making	Ability to develop Value based Leadership ability	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.			
CLR -3	Understand the global monetary system in which international business transactions are conducted.											
CLR -4	Gain knowledge on strategies and structures that firms adopt to compete effectively in the international business environment.											
CLR -5	Understand how firms perform their key functions: manufacturing, marketing, R & D, human resource management, accounting, and finance, to compete and succeed in the international business environment.											
Course Learning outcomes (CLO)	At the end of the course, learners will be able											
CLO – 1	Analyse the opportunities and differences in international marketing environments	4	75	80	H	L	L	M	M			
CLO – 2	Evaluate corporate problems and opportunities in an international trade	6	70	80	H	H	L	L	M			
CLO – 3	Examine and enter a new international market	4	75	80	H	H	L	L	H			
CLO – 4	Design an international marketing plan	6	75	80	H	H	H	L	L			
CLO – 5	Develop a comprehensive course of action for a business firm using formal decision- making processes	6	75	80	M	H	L	H	L			

Duration (Hour)		Learning Module / Unit 1	Learning Module / Unit 2	Learning Module / Unit 3	Learning Module / Unit 4	Learning Module / Unit 5
		8	8	8	8	8
S -1	SLO -1	Meaning- Definition- Globalization of market	Definition - Meaning international trade	Definition-Meaning Foreign Exchange Market	Definition- Meaning-Strategy	Definition-Export-Types
	SLO- 2	Culture - Market entry strategy	Theories of international trade- classical or country-based theories	Advantages Foreign Exchange Market	Definition of International Business- International Business Strategy	Objectives of exporting
S -2	SLO -1	Definition -Meaning- Product Standardization	Heckscher- ohlin theory – Leontief paradox	Disadvantages of Foreign Exchange Market	Common strategies in international business- International strategy	Advantages-Disadvantages of exporting
	SLO- 2	Global Communication	Modern or firm -based theories	Types of Foreign Exchange Market	Multi-domestic strategy in international business	Steps and Procedure in exporting
S -3	SLO -1	Pricing Standardization and Differentiation	Country similarity theory-product life cycle theory	Functions of Foreign Exchange Market	Global Strategy in International Business	EXIM policy
	SLO- 2	Key Success criteria for Globalization	Global strategy rival theory	Operations of Foreign Exchange market	Transnational strategy in International Business	Definition-Importing- Objectives-Steps
S -4	SLO -1	Economy and national differences	Porters national competitive advantage theory	Meaning-Definition of International Monetary System	Organization/structure of international business	Advantages -Disadvantages of importing
	SLO- 2	Political economy and economic development	Dominant factor of trade theory	Evolution of International Monetary system – Classic Gold Standard	Centralization Vs Decentralization	Counter- Types -Global Production
S -5	SLO -1	Ethical issues in international business	Political economy of international trade	Interwar period- Bretton woods system- Current International Monetary system	Different organizational structures in international business- Initial division structure-	Outsourcing-Benefits- Services
	SLO- 2	Determinants of Ethical behaviour	Policies that affect international trade	Advantages-Importance of IMS	International division structures	Logistics-Meaning-World logistics business
S -6	SLO -1	Roots of Unethical Behaviour	Definition-Meaning -Foreign Direct Investment- Objectives	Functions-of International Monetary system	Global product division structure - Global area division structure	Global Marketing- Global marketing strategies
	SLO- 2	Decision making - Ethical decision-making process	Benefits - Disadvantages of Foreign Direct Investment	Characteristics of International Monetary System	Global functional division- Mixed matrix structure	Research & Development- Advantages

	SLO -1	Definition culture – Determinants of culture	Foreign Direct Investment routes in India	Roles of International Monetary System	International market entry strategies -criteria-Framework	Disadvantages -Steps R & D
S -7	SLO- 2	Developing global business ethics	New Foreign Direct Investment policy	Global Capital Market- Benefits	Marketing and international business- Localization strategy	Global Human Resource Management- Objectives
	SLO -1	Role of ethics in international business	Regulatory Framework of FDI in India -Government measures to increased FDI in India	Major Components/Elements in Global Capital Market	International strategic alliances-Characteristics- Types	Role of HRM -Staffing policy
S -8	SLO- 2	Approaches to international business ethics	Foreign Direct Investment in India	Players in the Global Capital Market	Reasons- Form- Lifecycle- Challenges-Advantages- Disadvantages of strategic alliances	Accounting and Finance in International Business

Learning Resources	<ol style="list-style-type: none"> 1. Charles W. L. Hill, G. Thomas M. Hult, International Business, Competing in the Global Market place, McGraw Hill Education (India) Pvt. Ltd., 10th edition, 2018 2. Robert Groose and Klaus E. Meyer, The Oxford Hand book of Management in Emerging Markets, Oxford University Press, 2019. 3. Arthur A. Thompson Jr, Margaret Peteraf, John E. Gamble, Essentials of Strategic Management: The Quest for Competitive Advantage, McGraw-Hill Education2018. 4. Fred R. David, Strategic Management: Concepts and Cases, Pearson, 2011 5. Robert Grosse, Emerging Markets Strategies for competing in global value chain, Kogan Page Limited, 2016
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Learning Assessment													
Blooms level		Continuous learning Assessment (50% weightage)										Final Examination (Marks 100 which will be weight 50%)	
		CLA - 1 (5 %)		CLA - 2 (10 %)		CLA - 3 (15 %)		CLA - 4 (15 %)		CLA - 5 (5 %)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
1	Remember												
2	Understand	15%	15%										
3	Apply	20%	20%	10%		10%	10%	10%	10%	25%	25%	10%	10%
4	Analyse	15%	15%		10%	10%	10%	10%	10%	25%	25%	10%	10%
5	Evaluate			20%	20%	10%	10%	10%	10%			10%	10%
6	Create			20%	20%	15%	15%	20%	20%			20%	20%
Total		100%		100%		100%		100%		100%		100%	

#CLA – 3: Mini project / Seminar (5), Assignments (5) , MCQ assessment (5) / MOOC certification or NPTEL# CLA – 4: Active participation in class / seminar presentation

Course Co-Ordinator	HOD - MBA
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