

School of Business, Public Policy and Social Entrepreneurship

Ambedkar University Delhi

Course Outline

Course Code: SBP2MB942

Title: Global Business Environment

Type of Course: Elective

Cohort for which it is compulsory: None

Cohort for which it is elective: MBA (Second Year)

No of Credits: 2

Semester and Year Offered: Semester – III (Slot 2) October 3, 2018– December 7, 2018

Course Coordinator and Team: Kalindi Maheshwari

Email of course coordinator: kalindi@aud.ac.in

Pre-requisites: None

Aim: The course familiarises the participant to the structure of the MNE, which continuously strives towards economic and operational efficiency. The emphasis is on the political, geographical, managerial and ethical challenges that confront it especially in the face of emerging and developing markets.

Brief description of modules/ Main modules:

Unit 1: Globalization and its Critiques

Unit 2: Fundamentals of international business

Unit 3: Institutional Environment for IB/ International Political Economy

Unit 4: IB Negotiations and Culture

Unit 5: IB Strategy

Unit 6: International institutions/ agencies and agreements

Assessment Details with weights:

1. Case Analysis/Assignments 40%
2. Mid Semester 30% (4/5th Week)
3. End Semester 30% (8th Week)

Reading List:

- i. Stiglitz, J. E. (2002). *Globalization and its discontents*. New York: W.W. Norton.

- ii. Friedman, T. L. (2005). *The world is flat: A brief history of the twenty-first century*. New York: Farrar, Straus and Giroux.
- iii. Hill, C. W. L. (2005). *International business: Competing in the global marketplace*. Boston: McGraw-Hill/Irwin.
- iv. Porter, M. E. (1986). *Competition in global industries*. Boston, Mass: Harvard Business School Press.
- v. Ghauri, P. N., & Usunier, J. C. (2003). *International business negotiations*. Emerald Group Publishing.
- vi. O'brien, R. (2000). *Contesting global governance: Multilateral economic institutions and global social movements* (Vol. 71). Cambridge University Press.
- vii. Paul, Justin. (2013). *International Business*. PHI Learning Pvt. Ltd.
- viii. Naomi, K. (2000). *No logo: Taking aim at the brand bullies*. New York: Picador.

ADDITIONAL REFERENCE:

Additional Readings and Cases for each session will be circulated during the duration of the course.