

B.Com. Sem. VI

Global Business Strategies – Syllabus

Unit	Title	Details of Topics
Unit 1	Overview	Overview of the Global Strategy Framework: Keys to a successful global strategy, Global competence and its importance, Key industry drivers, global strategy levers and organization factors that drive success in the global marketplace
Unit 2	Globalization Drivers	Identifying Industry Globalization Drivers: Changing trends in globalization drivers, How to diagnose a firm's global potential based on market, cost, government and competitive globalization drivers, Techniques to maximize global customers and channels, How to leverage global economies of scale and scope, Ways governments impact globalization Global Market Participation & Global Products & Services: How global strategy levers fit into the global strategy framework, Ways that firm characteristics form a basis for globalization, Types of global market participation, How strategic roles for each country differ, Best practices for designing global products and services
Unit 3	Global Monitoring and Marketing	Monitoring Global Activities & Global Marketing: Methods of locating and coordinating global activities, How to combine strategic and comparative advantages, Strategies for global supply chain management, Considerations in global products, distribution, pricing and promotion, Guidelines in creating global marketing strategies Making Competitive Moves & the Global Organization: Types of global competitive moves, Ways to leverage a competitor situational analysis, Placement of organizational factors in the global strategy framework, Identifying the desired features of a global organization, How to build a global organization
Unit 4	Global Strategic Analysis	Measuring Effectiveness & Conducting a Global Strategy Analysis: Ways to measure industry globalization drivers, How to measure market participation by global and strategic market share, How to calculate product and service mix and content standardization, Steps of the global strategy analysis process, Techniques for conducting a basic global benchmark of a firm

Books Recommended :

1. Kazuyuki Motohashi, Global Business Strategy: Multinational Corporations Venturing into Emerging Markets, Springer
2. Daniels J D, Radebaugh L H, & Sullivan D (2011), International Business: environments and operations, Prentice Hall, 13th Edition
3. Robin John, Grazia Ietto Gillies, Global Business Strategy, International Thomson Business Press (2002)