

Global Business Environment and HRM

Name	Semester	Programme	Batch	Email
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About the Course

This course is designed to develop an understanding of macro-environment and issues related to international businesses and the global economy. Business environment in different countries is a key factor that influence decision making by firms that operate on global scale. This include both internal and external environment. Successful management of business internationally requires good understanding on social, cultural, economic, technological, regulatory & legal, political difference between countries. Through this course students will be able to value subtle difference between home and host country in which business operate. Also, this course will accustom students to understand various risks and challenges in operating business at a global scale.

Course Learning Objectives mapped to Programme Learning Objectives (PLOs)

CLO1. To understand the aspects and challenges in doing business globally. (PLO1c)

CLO2. To appreciate the importance of becoming socially responsible managers in the Global context. (PLO4a)

CLO3. To understand the interconnectedness in the global era and evaluate internationalisation of firms in purview of global interconnectedness.

Mapped PLO

PLO 1c: Our graduates will be able to generate multiple alternatives while resolving a problem or issue.

PLO 4a : Our graduates will be able to analyse the ethical aspects of business.

Session Plan

Session	Topic/Assignment	Reading	Methodology
Module 1 Sessions 1,2	Introduction, concepts.	Hill Ch 1, Ch. 15 Samuelson, Ch 1 Carbaugh	Lecture
Sessions 3,4	Open economy, Globalisation debate.	Hill Ch 1, Ch. 15 Samuelson, Ch 1 Carbaugh	Lecture
Sessions 5, 6	Theories of International trade	Ch. 5 Wild, Ch.4 Cavusgil, Ch 18 Samuelson	Lecture
Sessions 7, 8	Cultural dimensions.	Ch. 2 Wild, Ch 3 Hill, Ch.5 & 8 Cavusgil	Lecture
Sessions 9, 10	Economic Integration	Ch. 2 Wild, Ch 3 Hill, Ch.5 & 8 Cavusgil	Lecture

Module 2 Sessions 11, 12	Environments facing IB	Ch 1 Hill, Ch 1 Cavusgil	Lecture
Sessions 13, 14	Globalisation of markets and internationalisation of firms.	Ch. 14 Hill, Ch.3, 13, 14, 15 Cavusgil,	Lecture
Sessions 15, 16	Entry modes, Organisational participants that make IB	Ch. 14 Hill, Ch.3, 13, 14, 15 Cavusgil,	Lecture
Module 3 Sessions 17, 18	Government Intervention in International Business	Ch. 7 Cavusgil	Lecture
Sessions 19, 20	Understanding emerging markets	Ch. 9 Cavusgil	Lecture
Sessions 21,22	Foreign exchange market.	Ch. 11 & 13 Carbaugh, Ch. 10 & Ch. 18 Hill, Ch. 18 Cavusgil	Lecture
Sessions 23, 24	Global Human Resource Management	Ch. 11 & 13 Carbaugh, Ch. 10 & Ch. 18 Hill, Ch. 18 Cavusgil	Lecture
Module 4 Sessions 25, 26	International Financial Management and Institutions, IMF, Asian Development Bank & World Bank	Ch. 11 Hill, Ch. 6 Carbaugh	Lecture
Sessions 27, 28	Balance of Payment and Balance of Trade	Ch. 17 Hill, Samuelson 27	Lecture
Sessions 29, 30	Financial Markets and Instruments.	Ch. 17 Hill, Samuelson 27	Lecture
Module 5 Sessions 31, 32	Introduction to export and import finance, Methods of payment in International trade	Ch. 16 Hill	Lecture
Sessions 33, 34	International Monetary and Financial Environment	Ch. 10 Cavusgil,	Lecture
Sessions 35, 36	Global sourcing and its impact on Indian industry, Globalisation and internal reform process.	Ch. 16 Cavusgil	Lecture

Sessions 37, 38	India's competitive advantage in industries like IT,	Selected readings will be given to students	Lecture
Sessions 39, 40	Textiles, Gems & Jewellery etc. Potential and threats	Selected readings will be given to students	Lecture

References/Books

1. Hill, Charles, G. Tomas M. Hult and Rohit Mehtani, International Business: Competing in the Global Market place, McGraw Hill Education. 2019
2. Cavusgil, Tamer S., Gary Knight and John Riesenberger. International Business: Strategy, Management and the new realities, Pearson.2017
3. Samuelson, Paul. A and William Nordhaus, Economics, Tata McGraw Hill. 2019
4. Carbaugh, Robert J, International Economics, Thomson. 2016
5. Wild, John J and Kenneth L Wild. International Business: An Integrated Approach, Prentice Hall.2000
6. Brooks, Ian., Jamie Weatherston and Graham Wilkinson, The International Business Environment Challenges and Changes, 2nd Edition. Printice Hall. 2010

Grading Structure

Sl. No.	Evaluation tool	Marks	PLOs assessed (assessed courses only)	Tool for Measurement
1	ESE	60		
2	CAE 1- Class based	5		
3	CAE 2- centralised	15		
4	Individual Assignment (Compulsory)	10	PLO1c & PLO4a	Rubrics
5	Quiz	10		

Learning & Teaching Activities -

Learning & Teaching Activities	Session	Course Learning Objectives
Class room exercise	Session No.20	CLO1
Quiz	Session No.30	CLO2
Classroom exercise	Session No.25	CLO3

Grading or Evaluation tools other than Examinations

Assignment

The individual assignment is to test students' knowledge on various risks and challenges of doing business globally. Students will be asked to select a

Multinational Company (MNC) and analyse the risks and challenges of setting up international business in a host country by considering Political, Economic, Social, Cultural, Technological, Legal and Environmental aspects of the country (by using PESTLE framework).

Quiz

To test the conceptual clarity of the students on their understanding of various risks and challenges of doing business globally, Moodle based quiz will be conducted based on multiple choice questions.

Course policies

Please refer student guidelines.

Assignment Schedule

Sl.No.	Date	Assignment/Presentation	Due Date
1	Will be announced in the class	Assignment	Session 28
2	After the CAE 2	Quiz	Session 30

Course Requirement

Students are expected to read respective chapters, corresponding to each session, from the course text books before attending the session.