



TEACHING PLAN: INTERNATIONAL BUSINESS OPERATIONS AND LOGISTICS

SCHOOL: Alabbar School of Management		ACADEMIC SESSION: 2022-2023		FOR STUDENTS' BATCH: 2022-2024 SEM-4	
1	Course code	MGTM-405I			
2	Course Title	International Business Operations and Logistics			
3	Credits	4			
4	Learning Hours	Contact Hours			60
		Assessment			20
		Guided Study			20
		Total hours			100
5	Course Objective	<p>1 To introduce the global operation and logistics management.</p> <p>2 To Familiarize the concepts of Operations and logistics and their environmental factors.</p> <p>3 To expose the students to various models, techniques and strategies.</p>			
6	Course Outcomes	<p>1. Apply knowledge of business concepts and functions in an integrated manner.</p> <p>2. Use specialized knowledge in Operations and logistics Management to solve business processes.</p> <p>3. Students will be able to understand the different mode and techniques.</p> <p>4. Understand the different types of strategies at global level</p> <p>5. Students will manage the different types of activities in operation and logistics management.</p>			
7	Outline syllabus:				
7.01	Paper Code	Unit	Introduction	Reference Number	Lectures
7.02	MGTB-501	Unit I	Forces of Globalization; operations and logistics: application and objectives; Strategic role of operations and logistics; Link: https://www.youtube.com/watch?v=tJdGYIkDP7E https://www.youtube.com/watch?v=Z1zi7fMLmV4	TB1 8-36	4
			The strategic framework; flow management; global operations and logistics: an integrated approach; Link: https://www.youtube.com/watch?v=tJdGYIkDP7E https://www.youtube.com/watch?v=Z1zi7fMLmV4	TB1 40-52	4
			The concept of an operations and logistics strategy; the strategic process. Link: https://www.youtube.com/watch?v=tJdGYIkDP7E https://www.youtube.com/watch?v=Z1zi7fMLmV4	TB1 53-71	4
7.03	MGTB-501	Unit 2	The four driving forces of globalization process; global market, technological, cost, political and macroeconomic forces; Link: https://nptel.ac.in/courses/110107112	TB1 72-108	4
			Changing consumer behavior; global versus local marketing; functional integration of logistics and operations; the global product; sectorial integration Link: https://nptel.ac.in/courses/110107112	TB1 110-144	4

		(c)	Manufacturer/distributor; efficient consumer response (ECR); The need for a global marketing approach; current and future challenges. Link: https://nptel.ac.in/courses/110107112	TB1 147-193	4
7.04	MGTB-501 Unit 3	(a)	The evolving concept of outsourcing; the importance of channels of distribution in physical distribution; the architecture of a physical distribution network in a globalised operations approach Link: https://nptel.ac.in/courses/110108056	TB1 196-213	4
		(b)	logistic service firms and Third Party Logistics; demand, volatility, information distortion and the Bullwhip Effect in supply chains Link: https://nptel.ac.in/courses/110108056	TB1 214-239	4
		(c)	From domestic to global supply chains: added complexities and uncertainties; vertical integration issues in global supply chains. Link: https://nptel.ac.in/courses/110108056	TB1 251-286	4
7.05	MGTB-501 Unit 4	(a)	Operating exposure to exchange rate; risk and its management; the concept of operating exposure; managing operating exposure; pricing strategies for exporting firms Link: https://archive.nptel.ac.in/courses/110/107/110107145/	TB1 306-312	4
		(b)	Use of operational flexibility to minimize operating exposure; global sourcing strategies under exchange rate uncertainty; impact of exchange rates and classification of hedging strategies in global sourcing Link: https://archive.nptel.ac.in/courses/110/107/110107145/	TB1 313-325	4
		(c)	Basic function of foreign exchange markets; micro and macro level strategies for managing exchange rate risk. Link: https://archive.nptel.ac.in/courses/110/107/110107145/	TB1 326-357	4
7.06	MGTB-501 Unit 5	(a)	The global LIS/LITS (Logistics Information system/Global Logistics and Telecommunications System); characteristics of LITS; Logistics organization and its relationship with LITS Link: https://nptel.ac.in/courses/110106045	TB1 358-377	4
		(b)	Functional and geographic dimensions of LITS; Operations and logistics control: key activities need performance information; measuring performance in functional integration Link: https://nptel.ac.in/courses/110106045	TB1 383-396	4
		(c)	New organizations related to manufacturing and logistics operations; the organizational implications of sectoral logistics co-operation; the international factor in global organizations. Link: https://nptel.ac.in/courses/110106045	TB1 424-445	4
8	Course Evaluation				
8.1	CA: 40%				
8.1.1	Attendance	5%			

8.1.2	Assignment	20%
(a)	Theory	15%
(b)	Presentation	5%
8.1.3	Class test	15%
8.1.4	Any other	--
8.2	MTE	20%
8.3	End-term examination: 40%	
9	Text Books & References	
9.1	Text book	<ul style="list-style-type: none"> Global Operations and Logistics: Text and Cases by Dornier, Ernst, Fender and Kouvelis published by John Wiley and Sons
9.2	Reference s	<ul style="list-style-type: none"> International Business, 2nd Edition by Roger Bennett published by Pearson Education. International Business, 3rd Edition by K Aswathappa published by Tata McGraw Hill Publishing Company Limited, New Delhi International Business by Hill and Jain, Sixth Edition published by Tata McGraw Hill Publishing Company Limited, New Delhi International Business: Environment and operations, 11th Edition by Daniel, radabaugh and Sullivan published by Pearson Education
9.3	Video Reference s	https://www.youtube.com/watch?v=tJdGYIkDP7E https://www.youtube.com/watch?v=Z1zi7fMLmV4 Link: https://nptel.ac.in/courses/110106045 https://archive.nptel.ac.in/courses/110/107/110107145/ Link: https://nptel.ac.in/courses/110108056 Link: https://nptel.ac.in/courses/110107112
10	Teaching Method	White board, PPT, Presentation, and Group Discussion

Mapping of Outcomes v. Topics

Outcome no. → Syllabus topic↓	1	2	3	4	5
Paper Code. Unit I (a)	✓				
Paper Code. Unit I (b)	✓				
Paper Code. Unit I (c)	✓				
Paper Code. Unit II (a)		✓			
Paper Code. Unit II (b)		✓			
Paper Code. Unit II (c)		✓			
Paper Code. Unit III (a)			✓		
Paper Code. Unit III (b)			✓		
Paper Code. Unit III (c)			✓		
Paper Code. Unit IV (a)				✓	
Paper Code. Unit IV (b)				✓	
Paper Code. Unit IV (c)				✓	
Paper Code. Unit V (a)					✓
Paper Code. Unit V (b)					✓

Paper Code. Unit V(c)					✓
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Question Bank

Unit-1

1. What are the forces of globalization? (5)
2. Define the application and objectives of operation and logistics at international level. (10)
3. What do you mean by strategies role of operation and logistics? (10)
4. Define the strategic framework of operation and logistics. (5)
5. Define the flow management with suitable example. (5)
6. Define an integrated approach in global operation and logistics. (10)
7. Explain the concept and process of operation and logistics strategies. (5)

Unit-II

1. Explain the four driving forces of globalization process. (5)
2. What do mean by micro and macro forces of operation and logistics management? (10)
3. What is difference between global and local marketing? (5)
4. Define the consumer behaviour and factors affecting the consumer behaviour at global level. (10)
5. Explain the integrated functions of logistics and operations management. (10)
6. Define the global product and different sectorial integration. (10)
7. What do you mean by distribution channel? (5)
8. Explain the efficient consumer response (ECR). (5)
9. Why are the needs for a global marketing approach? (5)
10. Explain the different current and future challenges of globalization. (10)

Unit-III

1. What do you mean by outsourcing concept and why is important at global level. (5)
2. What is the distribution channel and explain the physical distribution channel. (5)
3. Define the architecture of a physical distribution network in a globalised operations approach. (10)
4. Define the logistic service firm and role of third party logistic in global. (5)
5. Define the different terms such as volatility, information distortion and the Bullwhip effect in supply chain. (10)
6. What is the demand? Why are the factors of affecting the demand from domestics to global level? (10)
7. Define the supply chain system from domestics to global level. (5)

8. Explain the vertical issues in global supply chains. (5)

Unit-IV

1. Define the risk in global operations. And explain the operation exposure to exchange rate. (10)
2. What is risk management in global operations? How to minimise these risks at global levels? (10)
3. What is operation exposure and define the different steps to manage the operation exposures. (10)
4. Define the pricing strategies which are used by exporting firms. (5)
5. Explain the different global sourcing strategies under the uncertainty. (5)
6. Define the impact of exchange rate and classification of hedging strategies in global sourcing. (10)
7. Explain the basics functions of foreign exchange market. (5)
8. How to manage the exchange rate risk at micro and macro level? And which types of strategies are adopted to manage it. (10)

Unit-V

1. Define the global logistics information system and its characteristics. (5)
2. What do you mean by global logistics and telecommunications and define its features. (10)
3. Explain the logistics organisation and its relationship with LITS. (10)
4. Define the functional and geographical dimensions of LITS. (10)
5. Define the operations and logistics control. (10)
6. Explain the need of key activities of performance information. (5)
7. Define the measuring performance in functional integration. (10)
8. What are the operations for new organizations related to manufacturing and logistics? (10)
9. Define the logistics co-operation in different sectors. (5)
10. Define the international factors in global organization. (10)

PROJECTS, ASSIGNMENTS, AND PRESENTATIONS (To be given to group of students)

1. Global level pricing strategies
2. Factors affecting the operation and logistics at global levels
3. Global logistics information system
4. Foreign exchange market related to operation and logistics.
5. Distribution channel at global level related to operation and logistics.