

MBA: Semester-IV**Paper MGMTM-404I: GLOBAL BRAND STRATEGY****Duration: 3Hrs.****Marks: 100****Credits: 4****Objective:****Curriculum****Unit-I: Evolution of Global Branding:**

Colonialism- a major force of globalization and created a multitude of cross-border trade links. The Second World War- new consumer brands came to Europe and Asia. Big push for branding - erosion and subsequent demise of communism. The fall of the Berlin Wall-opened up previously inaccessible markets to foreign brands in Eastern and Central European markets, other markets such as Chile and South Africa. Opening up of China- a massive market and a massive production location for U.S, Japanese and European Brands.

Unit-II: Defining a Global Brand:

A brand-a construct and not a living and breathing organism. Brands- created, stimulated and applied by people working in organizations seeking to create worthwhile experiences for their customers that will induce behavior beneficial to the organization. Global brands- as brands that are available across multiple geographies, without specifying any lower limit or any continental requirements.

Unit-III: The Brand Environment:

The brand environment- brand's own expression, perception and recognition-surrounded by internal and external factors that have an influence on the brand. Operation of a brand in an environment-the elements of the strategic planning cycle and, on the other hand, organizational conventions, competitive forces, market structures, cultural factors, consumer motivation and media attention; the lenses and filters through which consumers perceive and experience the brand.

Unit-IV: The Management of Global Brands:

Local brands versus a global brand-multiple markets; a conflict between finding an optimum fit of the brand with local circumstances, and the desire to obtain brand consistency across markets; global and local brand management-a common basis for their brand strategy and planning. Common basis-a shared language, definitions, interpretations, assessments and most importantly a clear understanding of the relationships between the factors that shaped a brand in its global and local context; success and failure of global brands; the global brand proposition model-the internal and external analysis; emerging market firms and branding.

Recommended Book

- Global Marketing with a special Indian focus by Svend Hollensen and Madhumita Banerjee, 4th edition, published by Pearson
- Global Marketing by Johny K Johansson, 4th edition published by Tata McGraw Hill Publishing Limited, New Delhi

MBA: Semester-IV**Paper MGMTM-405I: INTERNATIONAL BUSINESS OPERATIONS AND LOGISTICS****Duration: 3Hrs.****Marks: 100****Credits: 4****Objective**

Business today is set in a global environment. The global environment is forcing companies, regardless of their location or primary market base, to consider the rest of the world in their competitive strategy analysis. Firms cannot isolate themselves or ignore external factors such as economic trends, competitive situations, or technology innovation in other countries if some of their competitors are competing or are located in those countries. Now a days it not uncommon for a company to develop a new product in the United States, manufacture it in Asia, and sell it in Europe.

International markets are predominated by Multinational Corporations who have perfected the principles, procedures, and practices of operations management. Most of the International business originates from developed countries who have a long history of industrial growth and this has kept the MNC's in good stead. MNC's have deep pockets, spend vast sums on R&D, carve core competencies for themselves, come out with innovative products, maintain quality, and fix low prices for their products.

International businesses are in a position to take advantage of location economies. An MNC can locate its subsidiary in any part of the world where cost of production is the lowest. If American and Canadian firms invest in Mexico or European companies go to China or India, the motive behind such move is to take advantage of the low cost of labour in those countries. China has proved to be a low wage country. Its wage rates are a third of Mexico and Hungary and five percent of those in U.S or Japan.

Curriculum**Unit I: Global Operations & Logistics: Evolution and Design**

Forces of Globalization; operations and logistics: application and objectives; Strategic role of operations and logistics; the strategic framework; flow management; global operations and logistics: an integrated approach; the concept of an operations and logistics strategy; the strategic process.

Unit II : The globalization of Operations and Marketing Strategies

The four driving forces of globalization process; global market, technological , cost, political and macroeconomic forces; changing consumer behavior; global versus local marketing; functional integration of logistics and operations; the global product; sectorial integration: Manufacturer/distributor; efficient consumer response (ECR); The need for a global marketing approach; current and future challenges.

Unit III: Global Operations and Logistic Planning

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; logistic service firms and Third Party Logistics; demand, volatility, information distortion and the Bullwhip Effect in supply chains; from domestic to global supply chains: added complexities and uncertainties; vertical integration issues in global supply chains.

Unit IV : Risk Management in Global Operations

Operating exposure to exchange rate; risk and its management; the concept of operating exposure; managing operating exposure; pricing strategies for exporting firms; 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; basic function of foreign exchange markets; micro and macro level strategies for managing exchange rate risk.

Unit V: Effective Management of Global Operations and Logistics

The global LIS/LITS (Logistics Information system/Global Logistics and Telecommunications System); characteristics of LITS; Logistics organization and its relationship with LITS; Functional and geographic dimensions of LITS; Operations and logistics control: key activities need performance information; measuring performance in functional integration; new organizations related to manufacturing and logistics operations; the organizational implications of sectoral logistics co-operation; the international factor in global organizations.

Recommended Book

- Global Operations and Logistics: Text and Cases by Dornier, Ernst, Fender and Kouvelis published by John Wiley and Sons

Reference Books

- 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.

MBA: Semester-IV
Paper MGTM-406I: EXPORT IMPORT PROCEDURES AND
DOCUMENTATION

Duration: 3Hrs.

Marks: 100

Credits: 4

Objective: To get students aware of the procedures of export and imports. MBA students will be able to compile the documents required for the purpose of the foreign trade. The roles of different regulatory and controlling bodies will be well known to the students.

Curriculum

Unit-I

Significance of procedures and documentation in international trade; procedures and documentation as trade barriers; WTO provisions; Aligned Documentation System (ADS); official machinery for trade procedures and documentation;

Unit-II

ITC(HS) classification System ;Role of ICC; INCOTERMS; nature of export/trading houses.

Unit-II

Export order processing; export contract; export price quotations; shipping and custom clearance of export and import cargo; central excise clearance; main export and import documents; Role of forwarding agents; cargo insurance and claim procedure.

Unit-III

Methods of payment in international trade; documentary collection of export bills; UCPDC guidelines; realization of export proceeds – provisions of RBI's Exchange Control Manual;

Unit-IV

Pre-shipment and post-shipment finance; role of EXIM bank and ECGC in India.

Unit-V

Major export promotion schemes in India – EPCGS, duty exemption scheme; DEPB scheme; SIL; facility for deemed exports; Export promoting institution's – role of export promotion councils, commodity boards and ITPO.

Recommended Book

- M.D. Jitendra, Export Procedures and Documentation, Rajat Publications, Delhi.

Reference Books

- Pervin Wadia, Export Markets And Foreign Trade Management, Kanishka Publications, New Delhi.
- Nabhi's Exporters Manual and Documentation.
- Nabhi's New Import-Export Policy Procedures.