



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC GRADE "A" INSTITUTE (CYCLE-1)

Approved by AICTE, Ministry of Education Govt. of India,
Affiliated to G.G.S.I.P University & Recognized Under Sec. 2(f) of UGC Act 1956.
INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

Department of Management Sciences

(MASTERS IN BUSINESS ADMINISTRATION)

Institution integrates **crosscutting issues** relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability in transacting the Curriculum.

PROFESSIONAL ETHICS						LINK
Program Name	Program Code	Course Name	Course Code	Issue Being Addressed	Content Mapping	
MBA	039	Management Process & Organizational Behaviour	MS101	Professional Ethics	Unit 1:- Task and responsibilities of a professional manager. Unit 4:- Organizational Justice	Click here
MBA	039	Marketing Management	MS 111	Professional Ethics	Unit 4:- Ethical issues in Marketing	Click here
MBA	039	Communications in Organizations	MS 113	Professional Ethics	Unit 4:- Ethical and legal issues	Click here
MBA	039	Legal aspects of Business	MS 115	Professional Ethics	Unit 4:- Regulations related to Public Offer of Shares and Debentures, Regulations related to protection of investors. Unit 1:- Indian legal system and administration of justice	Click here
MBA	039	Management of Information Systems	MS 110	Professional Ethics	Unit 3:- Evaluation of Information Systems Unit 4:- Security, Social and Ethical issues in Information Systems	Click here
MBA	039	Management of International Business	MS 203	Professional Ethics	Unit 4:- E- Commerce, Ethics, Corporate Social Responsibility and sustainability dimensions of International Business.	Click here
MBA	039	Corporate Social Responsibility, Human Value and Ethics	MS- 204	Professional Ethics	Unit 2:- Ethical Dilemma	Click here
MBA	039	Corporate Social Responsibility, Human Value and Ethics	MS- 204	Professional Ethics	Unit 4:- Corporate Social Responsibility	Click here
MBA	039	Retail Management	MS 212	Professional Ethics	Unit 4:- Legal and Ethical Issues in Retailing	Click here
MBA	039	International Human Resource and Cross Cultural Management	MS 242	Professional Ethics	Unit 1:- Ethics initiatives in MNCs	Click here
GENDER						
Program Name	Program Code	Course Name	Course Code	Issue Being Addressed	Content Mapping	
MBA	039	International Business Negotiation	MS 253	Gender	Unit 2:- Discrimination in Labor Market	Click here
MBA	039	International human resources & cross cultural management	MS 242	Gender	Unit 4 : Evolving nature of international employment. Gender Diversity, Management Competitiveness	Click here
ENVIRONMENT AND SUSTAINABILITY						
Program Name	Program Code	Course Name	Course Code	Issue Being Addressed	Content Mapping	
MBA	039	Sustainable Operations Management	MS 108	Environment and Sustainability	Unit 1:- Sustainability in operations, Ecological Considerations by manufacturing and services firms Unit 3:- Sustainable Supply Chain Management, Just in time production	Click here
MBA	039	Corporate Social Responsibility, Human Value and Ethics	MS- 204	Environment and Sustainability	Unit 4:- Corporate Social Responsibility	Click here

HUMAN VALUES

HUMAN VALUES						
Program Name	Program Code	Course Name	Course Code	Issue Being Addressed	Content Mapping	
MBA	039	Professional Skill Development (NUES)	MS 116	Human Values	Unit 1:- understanding oneself (core self- evaluation, values, ethics, personality assessment), stress management, building positive mindset, time management, work life balance	Click here
MBA	039	Corporate Social Responsibility, Human Value and Ethics	MS- 204	Human Values	Unit 1:- Moral Value and Ethics	Click here

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI MASTER OF
BUSINESS ADMINISTRATION (MBA)**

**Management Process & Organizational Behaviour
L-3 Credits-3**

Course Code: MS-101

Objectives: This course is designed to expose the students to fundamental concepts of management, its process and behavioral dynamics in organizations.

Course Outcomes (COs)

CO1: Enumerate, explain, compare and analyze the concepts, theories and principles that have evolved in specific historical contexts and informed both academic thinking and practices related to the field of management.

CO2: Identify and discuss the functions of management i.e. planning, organizing, leading and controlling, relate them with the roles of managers at different levels of the organization and classify the skills necessary for effective performance of their functions.

CO3: Apply the knowledge of management theory and of organizational behaviour to analyze managerial issues and take decisions consistent with the organizational objectives of efficiency and effectiveness.

CO4: Analyze the complexities of work organizations and develop a multidisciplinary approach to address interpersonal and intra organizational issues.

Course Contents Unit I

Introduction to Management: Meaning and Nature of Management, Evolution of Management, **Tasks and Responsibilities of a Professional Manager**, Management by Objectives, Case Study.
(8 hours)

Unit II

Process of Management: Planning- Concept, Process and Techniques, Directing – Definition, Principles and Process, Controlling - Definition, Process and Techniques, Decision Making – Concept, Importance and Models, Case Study.
(8 hours)

Unit III

Fundamentals of Organizational Behaviour: Organizational Behaviour - Nature and Scope, OB Models – merits and demerits, Personality – concept and types, Perception and Attitude, Learning – concept and theories, Motivation – definition, importance and theories, Managing stress at Work – concept and techniques, Organization Structure – concept and types, Case Studies. Organizational Processes and Structure: Organizational Design and Structure, Organizational Culture and Climate, Cross Cultural Organizational Behavior
(16 hours)

Unit IV

Group and their Dynamics, Work Teams: Group and their dynamics – Concept and Types, Work Teams – definition and importance, Stages of team Building and its behavioral dynamics, Leadership – Concept, Importance and Styles, **Organizational Justice** - Concept, Importance and Types.
(10 hours)

Suggested Books: (All Latest Editions)

1. Robbins. Judge, S.P., T.A., Vohra, N. Organizational Behaviour. Pearson Education
2. Nahavandi, A. et al., Organizational Behavior. Sage Publication
3. Greenberg, J. and Baron, R.A. Behaviour in Organization. Pearson Education
4. Stoner, J.A.F., Freeman, R.E., Kodwani, A.D., et.al. Management. Pearson Education.
5. Newstorm, J.W. & Davis, K. Organizational Behaviour Human Behaviour at Work, McGraw Hill Education
6. Koontz, H, Weihrich, H, Mark V, Cannice, M.V. Essentials of Management – An International Innovation and Leadership Perspective, MC.Graw Hill.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI MASTER OF
BUSINESS ADMINISTRATION (MBA)**

Sustainable Operations Management

Course Code: MS-108

L - 3, Credit - 3

Objectives: The course will enable students appreciate the strategic significance of operations management in a highly competitive global economy and to introduce various principles, concepts, tools and techniques in the area of operations management. Students are expected to gain a conceptual understanding of the subject and relate them to practical application in real life situation.

Course Outcomes (COs)

CO1: Define operations management and discuss its scope and its strategic significance for the organizations to achieve competitive advantage as well as the nation to enhance its productive efficiency.

CO2: Explain the major milestones and trajectory of evolution of operations management as a field of study, discuss the contribution of various individuals and organizations to the field of operations management.

CO3: Identify the major decision areas included in operations management and explain the principles, concepts, tools and techniques employed for decision making in each of the decision areas.

CO4: Identify the processes of product design and development, analyse various approaches • to product development, compare and classify manufacturing and service delivery processes and analyse the factors determining process selection.

CO5: Apply various tools and techniques and use operations analytics for operations planning and control and managing supply chains.

CO6: Design and implement quality management systems applying both traditional and Japanese management philosophies for sustainable operations management.

Course Contents Unit I

Introduction to Operations Management: Nature and Scope of Operations Management, Historical Evolution of Operations Management, System, System Perspectives of Operations Management and Relation of Operations Management with other functional areas, Operations Strategy, Recent trends in the field of Operations Management, Sustainability in operations, Ecological Considerations by manufacturing and services firms, (11 hours)

Unit II

Product Development & Process selection: Product development Process, Concurrent Engineering, tools and approaches in product development, Quality Function deployment design for Manufacturability, quality function deployment, design for Manufacturability, design for Assembly, design for quality, Mass Customization, Process selection, Facilities Layout, determinant of process Selection, Process Product Matrix, types of Layout, Line Balancing, Facilities Location, work measurement and job design, impact of IT on productivity

Unit III

Operation Planning & Control: Capacity & Resource Planning, Aggregate Production Planning, Material Requirement Planning, Scheduling, Theory of Constraints and Synchronous Manufacturing, Lean Management, Just in time production, Sustainable Supply Chain Management, Inventory Planning and Control. (10 hours)

Unit IV

Quality Management: Quality- Definition, Dimension and Costs of quality, Continuous Improvement (Kaizen), ISO (9000 & 14000 Series) , Quality Awards, Statistical Quality Control, Process Control , Control Chart (X, R , p, np and C Chart) , Acceptance Sampling, Operating Characteristics Curve (AQL,LTPD, α & β risk), Total Quality Management, Japanese 5 S Concept, Business Process Reengineering, Introduction to Operation Analytics.(10 hours)

Suggested Readings: (All Latest Editions)

1. Jay Heizer& Barry Rende. Operations Management, Pearson Education.
2. Mahadevan B. Operations Management: Theory and Practice, Pearson Education.
3. Bedi, K. Production and Operations Management. Oxford University Press, New Delhi.
4. Russell, R. S. and Taylor, B.W. Operations and Supply Chain Management, Wiley, New Delhi.
5. Stevenson W. J. Operations Management, McGraw Hill Education
6. Gaither Norman and Frazier G, Operations Management, Cengage Learning India Pvt Ltd.

Note: Visits to a manufacturing plant and a service facility may be arranged for the students for giving them an opportunity to get a first hand experience of operations functions.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI MASTER OF BUSINESS
ADMINISTRATION (MBA)**

Management of Information Systems

Course Code: MS 110

L-3, Credits-3

Objectives: The objective of this course is to expose students to managerial issues relating to information systems planning, design, development, its linkage with business strategy, and to help them identify and evaluate various options in this regard.

Course Outcomes (COs)

CO1: Define, classify and explain information systems, analyze their functions and explain the strategic role of information systems in enhancing organizational performance.

CO2: Discuss the components of information systems, analyze their inter relationships and apply the knowledge to configure information systems that can be effectively integrated into the business strategy and business processes of the organization.

CO3: Explain the tools and techniques for information systems design and implementation and apply them appropriately to take leverage of enterprise systems for enhancing the effectiveness of decision making.

CO4: Evaluate the information systems in terms of their contribution towards improved decision making and optimum use of organizational resources.

CO5: Anticipate the risks associated with enterprise systems from economic, social, privacy and security perspectives and propose legal and ethical solutions consistent with sustainable development goals.

Course Contents

Unit I

Meaning and Role of Information Systems: Information Systems: Digital Enterprises, Role of Information Systems, Types of Information Systems: Operations Support Systems, Management Support Systems, Expert Systems and Knowledge Management Systems. Information Systems for Strategic Advantage: Competitive Strategy Concepts, Strategic Role of Information Systems. Integrating Information Systems with Business Strategy, Value Chain Analysis. **(10 hours)**

Unit II

Planning for Information Systems: Identification of Applications, Business Planning Systems and Critical Success Factors, Method of Identifying Applications, Risks in Information Systems. Resource Requirements for Information Systems: Hardware and Capacity Planning, Software Needs, Procurement Options – Make or Buy decisions, Outsourcing as an Option. Global Information Systems. **(10 hours)**

Unit III

Building Information Systems: Concepts of Systems Analysis and Design, SDLC Approach, Prototyping, Spiral method. Role of End User, Logical and Physical Design. Implementation Strategies of Information Systems. **Evaluation of Information Systems.** **(10 hours)**

Unit IV

Emerging Concepts and Issues in Information Systems: Enterprise Systems: Supply Chain Management, Customer Relationship Management, ERP, Knowledge Management, Benefits and Challenges of Enterprise Systems. **Security, Social and Ethical Issues in Information Systems.** Enhancing Decision Making: Introduction to Data Warehousing and Data Mining, Cloud Computing. **(12 hours)**

Suggested Readings: (All Latest Editions)

1. James A O'Brien, George M Marakas and Ramesh Behl. Management Information Systems, Latest Edition, Tata McGraw Hill Education, New Delhi.
2. Kenneth C. Laudon and Jane P. Laudon. Management Information Systems, Pearson, New Delhi.
3. Turban, E. and Linda Volonino. Information Technology for Management: Transforming Organizations in the Digital Economy, Wiley.
4. D.P.Goyal. Management Information Systems-Managerial Perspectives, Macmillan, New Delhi.
5. S.A.Kelkar. Management Information Systems-A concise Study, PHI Learning, New Delhi.
6. Sahil Raj. Management Information Systems, Latest Edition, Pearson Education, New Delhi.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI MASTER OF
BUSINESS ADMINISTRATION (MBA)**

Marketing Management

Course Code: MS 111

L -3 Credits-3

Objectives: This course is aimed at enabling students to understand the basic marketing concepts, processes and techniques. It will help develop and prioritise appropriate marketing strategies to meet the organizations marketing objectives and address its marketing challenges

Course Outcomes (COs)

CO1: Discuss the importance of a customer-centric approach and critically evaluate marketing function, concepts and theories, processes and techniques.

CO2: Identify and explain the major forces in the macro and micro environment that impact marketing strategy development and implementation.

CO3: Apply key marketing concepts and tools to develop and prioritise appropriate marketing strategies to meet the organizations marketing objectives and address its marketing challenges

CO4: Explain the importance of synchronizing the elements of a customer- driven marketing strategy and apply IT based tools that provide for a seamless customer experience.

COS: Anticipate future challenges and devise marketing strategies to adapt to the imperatives of sustainable development.

Course Contents Unit I

Introduction to Marketing: Meaning and Scope of Marketing; Marketing Philosophies; Concept of Customer Value and Customer Satisfaction, Marketing Management Process-An Overview; Concept of Marketing Mix; Understanding Marketing Environment; Consumer Buyer Behavior; Market Segmentation, Targeting and Positioning; Overview of Competitive Marketing Strategies. **(12 Hours)**

Unit II

Product and Pricing Decisions: Product Concept; Product Classifications; Product Levels; Product Differentiation; Product Mix; Product Line Decisions; Product Life Cycle-Concept & Strategies; Brand and Branding Strategies; New Product Development Process; Pricing-Pricing Objectives, Determinants of Price, Pricing Methods & Strategies. **(10 Hours)**

Unit III

Promotion and Distribution Decisions: Concept of Integrated Marketing Communication; Promotion Mix-Advertising, Personal Selling, Publicity, Direct Marketing and Sales Promotion; Channels of Distribution; Functions of Intermediaries; Channel Design Decisions, Selecting Channel Members; Channel Management; Emerging Channels of Distribution. **(10 Hours)**

Unit IV

Contemporary Marketing Trends and Issues: Consumer Adoption of Innovations; Rural Marketing, Social Marketing; Sustainable Marketing; Digital Marketing; **Ethical Issues in Marketing**; Introduction to Marketing Analytics, (10 Hours)

Suggested Readings: (All Latest Editions)

1. Kotler,P., Keller, K.L. , Marketing Management, Pearson Education.
2. Lamb, C.W, Hair, J.F, Sharma, D. & Mc Daniel C., Marketing- A South Asian Perspective Edition, Cengage India Pvt. Ltd, Delhi
3. Baines, P., Fill, C., Page, K., Sinha, P.K. , Marketing: Asian Edition, Oxford University Press, New Delhi.
4. Ramaswamy, V.S and Namakumari, S. , Marketing Management: A Strategic Decision Making Approach Global Perspective Indian Context Hill , Sage
5. Walker O. C., Mullins J. & Boyd Jr. H. W., Marketing Strategy: A Decision Focused Approach, McGraw Hill Education.
6. Etzel, M., Walker, B., Stanton, W. and Pandit, A., Marketing Management, McGraw Hill Education.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI MASTER OF
BUSINESS ADMINISTRATION (MBA)**

Communication in Organizations

Course Code: MS-113

L-2,T/P-1, Credits-3

Objectives: The aim of the course is to train students to enhance their skills in written and oral communication. The course will help students develop competence in communication so that they can successfully handle the challenges of all types of communication in business environment.

Course Outcomes (COs)

CO1: Recognize the scope and significance of communication and its relevance for enhancing individual and organizational performance in the context of global business operations.

CO2: Explain the concepts, theories and principles of communication informing various communication strategies and practices aimed at effective communication with different stakeholders of the organization.

CO3: Identify and apply various tools and techniques for developing appropriate communications strategies aimed at positioning the organization and build brand image.

CO4: Exhibit the use of interpersonal communication skills and etiquettes for impactful business dealings and lasting relationship building reflected in dressing sense, listening skills, cultural sensitivity etc

COS: Devise an effective communication strategy and protocols that can be successfully employed by the individuals and teams while participating in business negotiations.

Course Contents

Unit I

Introduction to Business Communication: Business communication – definition, importance. Forms and types of communication (Downward, upward, horizontal and lateral communication), Formal and informal communication network. Process of communication, Barriers and Gateways to communication. **(12 hours)**

Unit II

Written Communication and Application of Communication: Principles of Written Communication – 7C's Concept. Business and Commercial Letter (Request letters, Good News letters, Persuasive letters, Sales letters). Job application and Resume Writing. **(12 Hours)**

Unit III

Oral Communication: Principles of Oral Presentations, Factors Effecting Presentation, Video- conferencing and Skype, Non-Verbal Communication (Para language, Time, Space, Silence, Body language). Relating through Informative and Persuasive speeches, Listening. **(8 hours)**

Unit IV

Recent Trends in Business Communication: Online Communication and Personal Relationships, Handling Online Meetings, Business Communication via Social Network, Writing Social Blogs. Inter-cultural communication. **Ethical and Legal Issues. (10 hours)**

Suggested Readings (All Latest Editions)

1. Courtland L. Bovée et. al., Business Communication Today, Pearson
2. Steve Duck and David T. McMahan, The Basics of Communication, Sage, South Asia
3. Lesikar R et.al., Business Communication: Connecting in a Digital World, McGraw Hill.
4. Murphy H et.al., Effective Business Communication, McGraw Hill.
5. Reddy C.R. Business Communication, Wiley Publications.
6. Chaturvedi M. Art and Science of Business Communication, Pearson.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI MASTER OF
BUSINESS ADMINISTRATION (MBA)**

LEGAL ASPECTS OF BUSINESS

Course Code: MS-115

L-3, Credits-3

Objectives: Managing business activities requires some level of acquaintance with the laws and legal systems. Laws are enacted to regulate and govern the relationships between business and various stakeholders i.e government, customers, suppliers, employees and community. This course is intended to enable the students acquire a general understanding of the legal system in India and the laws relevant to business world so that they appreciate the legal implications of the business decisions.

Course Outcomes (COs)

CO1: Identify, define and explain the legal provisions governing general and special contracts, companies, competitive markets, consumers' protection and investors' protection.

CO2: Distinguish, examine and summarize legal communications and take actions consistent with the requirements of law

CO3: Analyze the decision-making context with due regard to the legal requirements and regulatory compliances

CO4: Evaluate and appraise the legal consequences of alternative choices proposed for decision making.

CO5: Assess various legal strategies or options available in the specific context of various legal disputes or issues that generally arise in the course of business.

CO6: Explain the mechanisms set-up under the relevant laws for handling legal disputes or addressing legal issues and prepare strategies for their expeditious and effective resolution.

Course Contents

Unit-I

Introduction to Law and Legal Systems: Basic concepts of Law, Classification of Laws and Legal Systems, **Indian Legal System and Administration of Justice**, Constitutional Courts and their jurisdiction, Subordinate Judiciary and their jurisdiction, Tribunals and their jurisdiction, An overview of Alternate Dispute Resolution Mechanisms, Constitutional provisions related to the freedom to do business in India and the reasonable restrictions permissible, Nature of government regulation of business and markets in market economy. **(8 Hours)**

Unit-II

Laws Governing Contracts: The Indian Contract Act, 1872- Definition and essential elements of a contract, Performance of a contract, Discharge of a contract, Breach of a contract, Remedies for breach under the Indian Contract Act, 1872; The Sale of Goods Act, 1930-Definitions of Sale, Agreement to Sell, Goods, Conditions and Warranties, Transfer of property, Rights if a seller and buyer, Rights of an Unpaid Seller.

(12 Hours)

Unit-III

Laws Governing Business Forms: The Indian Partnership Act, 1932: Formation of Partnership, Relationship between partners, Rights and liabilities of partners, Dissolution of partnership and partnership business
The Companies Act, 2013: Company and its features, Types of Companies, Incorporation of a Company, Memorandum of Association and Articles of Association, Board of Directors and their appointment, powers, duties and liabilities, winding up of a company, Overview of Insolvency and Bankruptcy Code, 2016.
The Limited Liability Partnership Act, 2008: Features of LLP, Incorporation of LLP, Effects of Registration of LLP, Designated partners and their liabilities, Conversion of other forms of business organizations into LLP. **(12 Hours)**

Unit-IV

Laws Governing Relations with various Stakeholders: The Securities and Exchange Board of India Act, 1992: Objectives, Regulatory powers of SEBI, Regulations related to Public Offer of Shares and Debentures, Regulations related to protection of investors.

Consumer Protection Act, 2019: Objectives and salient features, Definition of consumer, complainant, defect, deficiency, restrictive trade practice, unfair trade practice, rights of the consumers, 3-Tier structure of dispute resolution commissions-Powers and functions Competition Act, 2002: Objectives and salient features, Definition of anti-competitive agreement, abuse of dominant position, combinations, role of Competition Commission of India in promoting competitive markets. **(10 Hours)**

Suggested Readings: (All Latest Editions)

1. Albuquerque, Daniel. Legal Aspects of Business, Second Edition, OUP India
2. Pathak, Akhileshwar. Legal Aspects of Business, Mc Graw Hill Education
3. Kumar, Ravinder. Legal Aspects of Business, Cengage Learning India
4. www.indiacode.nic.in
5. www.sebi.gov.in
6. www.cci.gov.in

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI MASTER OF
BUSINESS ADMINISTRATION (MBA)**

Professional Skill Development (NUES)

Course Code: MS- 116

L-2 T-1, Credits-3

Objectives: The course is designed to equip students with life skills such that they not only develop a holistic personality but, are also equipped to lead in the face of contemporary challenges. The students will be exposed to various techniques that help in self-management and effectively relating to others. The objective is to equip them with the requisite soft skills for smooth campus to corporate transition and enhance their digital readiness.

Course Outcomes (COs)

CO1: To recognize, identify and foster self-capabilities for corporate readiness

CO2: Develop life skills such as communication, cooperation, teamwork, and resilience

CO3: Develop understanding of appropriate conduct in professional environment

CO4: Develop corporate character and holistic personality

Course Contents Unit I

Life Skills: understanding oneself (core self-evaluation, values, ethics, personality assessment), stress management, building positive mindset, time management, work life balance, Exercises on personality development and mindfulness. **(10 hours)**

Unit II

Relating to others: Interpersonal relationship assessment, management and transactional analysis, social intelligence, Johari window, Conflict management, Exercise on relationship management and active listening. **(11 hours)**

Unit III

Campus to Corporate: Success at group discussion, Resume writing and feedback on resumes, Success in personal interviews, Public speaking and extempore. **(11 hours)**

Unit IV

Job Readiness: Introduction to analytics using spreadsheets, Introduction to Data Visualization, Simulation exercises through online platforms, Dream job analysis. **(10 hours)**

Suggested Readings: (All Latest Editions)

1. Wadkar, Alka. Life Skills for Success. Sage Publications
2. Joshi, Gangadhar. Campus to Corporate: Tour Roadmap to Employability. Sage Publications
3. Daniel, K. Thinking, Fast and Slow, Penguin Psychology.
4. Covey, S. R. The 7 habits of highly effective people: Powerful lessons in personal change. Simon and Schuster.
5. Berne, E. Games people play: The basic handbook of transactional analysis. Tantor eBooks.
6. Narayana, D., Ranjan, S., & Tyagi, N. Basic Computational Techniques for Data Analysis: An Exploration in MS Excel. Sage Publications

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI MASTER
OF BUSINESS ADMINISTRATION (MBA)**

Management of International Business

Course Code: MS 203

L - 3, Credits - 3

Objective: This course aims to introduce students to various facets of international business. Students should understand the theories of international business and environmental factors affecting international activities and apply the learning to manage functional operations in a global context.

Course Outcomes:

COi: Develop an understanding of the global business environment in terms of economic, socio-cultural, political, technological and legal aspects.

CO2: Absorb insights of the international aspects of strategic management, global talent management, finance, marketing, e-commerce, organization and design of multinational corporations

CO3: Learn the knowledge and skills necessary to function successfully in the diverse international business environment, with the ability to contribute to the innovation processes.

CO4: Apply the knowledge of cross cultural issues for effectively managing international business negotiations

COS: Appreciate the underlying global public issues of ethical, sustainable and socially responsible conduct of business in the business operations of MNCs for effective decision making

Course Content

Unit I

Introduction to International Business: Driving Forces of Globalization, Reasons for Going International, E.P.R.G. Framework, The Environment of International Business, Cross- Cultural Management: Hofstede Study, Edward T Hall Study, Analyzing International Entry Modes, Entry Barriers, International Trade Theories, Regional Economic Integration.

(11 hours)

Unit II

Formulating & Implementing Global Strategy: Organization Design & Structures, International Competitive Advantage, International Strategic Alliances, Global Mergers and Acquisition, Managing innovations and Intellectual Property Rights.

(10 Hours)

Unit III

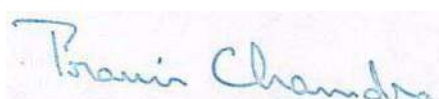
Managing Globally: Global Marketing Management, Outsourcing and Logistics, Global Operations Management & Supply Chain Management, Global Talent Management, Aspects of Global Financial Management.

(10 Hours)

Unit IV

Broad Issues in Globalization: E-Commerce, Ethics, Corporate Social Responsibility and Sustainability dimensions of International Business, The Social Responsibility of the Global Firm, International Negotiations and Cross-Cultural Communication, Future of International Business and other emerging concepts.

(11 hours)





Suggested Readings: (Latest Editions)

1. Daniels John, Radebaugh Lee, Sullivan Daniel, Salwan P. Click **R.W.**, International Business Environments and Operations, Pearson Education.
2. Charles, W.L.Hill International Business: Competing in the Global Marketplace, McGraw-Hill/Irwin
3. Luthans Fred & Doh Jonathan, International Management: Culture, Strategy, and Behavior, Mc McGraw-Hill Education.
4. Mike W. Peng, Deepak K. Srivastava, Global Business Cengage India
5. Michael R. Czinkota, Ilkka A. Ronkainen, Suraksha Gupta, International Business, Cambridge University Press
6. Cavusgil, S. T., Knight, G., Riesenberger, J. R., International Business: The New Realities. Pearson Education

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	3		1			2		1
CO2	3		3		3	2	2	2	1
CO3			2	2	2		2		3
CO4		3						3	2
CO5		1	2	3			3		



Pravin Chandra



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION (MBA)

Corporate Social Responsibility, Human Values and Ethics

Course Code: MS 204

L - 3, Credits: 3

Objective: The course is aimed at building a perspective necessary for the application of human values and norms in evaluating business decisions taken by a firm. The course will primarily look at recent developments in business in the context of corporate social responsibility paradigm.

Course Outcomes:

CO1: Learn the significance of value system and ethical conduct in business

CO2: Examine the association between corporate strategy, Corporate Social Responsibility (CSR) and its influence on stakeholder engagement

CO3: Compare and contrast the multiple international frameworks of CSR and Sustainability. CO4:

Understand the issues that organizational leaders face as they develop their CSR and corporate governance programs

COS: Analyze the impact of CSR implementation on corporate culture, in the realm of sustainable development, innovation, and solutions to business, social and environmental problems.

Course Content

Unit I

Introduction: Values, Concepts, Types and Formation of Values, Business Ethics: Ethical theories; Ethical Decision Making; Corporate Social responsibility (CSR): A Historical Perspective and emerging theories of CSR; CSR and regulatory issues: Companies Law 2013, Business Responsibility Report (SEBI), NVG Guidelines (Ministry of Corporate Affairs)

(10 hours)

Unit II

Ethical Dilemma, Implications of failed corporate responsibilities: Worker rights and health, Human rights, Stockholders Right and Corporate Governance; Unethical Issues in Sales, Marketing, Advertising and Supply Chain; Intellectual Property Rights, Corruption in Business and Administration, Technology and Privacy in the workplace: Big Data and analytics, Ethical and Regulatory Framework.

(12 hours)

Unit III

International Frameworks of CSR and Sustainability: Global Compact, Caux Round Table, OECD Guidelines for Multinational Enterprises, GRI, SA8000 Standard, BS/ISO Guideline on CSR Management (ISO-26000), Social Audit, JLO tri-partite declaration of principles on multinational enterprises and social policy.

(10 hours)

Unit IV

Sustainable Development: Challenges of Sustainable Development, CSR as a Strategic Business tool for Sustainable development; Kyoto Protocol and Clean Development Mechanism (COM), Managing Environmental Quality, Green IT initiatives, Voluntarism, Judicial activism, Environmental, Social, and Governance (ESG) analysis and other emerging trends in Corporate Social Responsibility.

(10 hours)

Kranvi Chandra

J.

Suggested Readings: (Latest Editions)

1. Lawrence, A. T., and Weber, J., Business and society: Stakeholders, Ethics, Public Policy. McGraw-Hill Education.
2. Blowfield, M., & Murray, A., Corporate Responsibility. Oxford University Press
3. Vertigans, S., & Idowu, S. O., Global Challenges to CSR and Sustainable Development Springer International Publishing.
4. Mitra, N., & Schmidpeter, R., Corporate Social Responsibility in Rising Economies. Springer International Publishing.
5. Hartman, L. P. and DesJardins J. & MacDonald C., Business Ethics: Decision-Making For Personal Integrity And Social Responsibility, Mc Graw **Hill** Education.
6. Manuel G.Yelasquez, Business Ethics Concepts and Cases, Pearson Education

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3			2			3		1
CO2		3					2	2	1
CO3			2	2			2		3
CO4				3	2		2	1	1
CO5		2			2	1	2		2

Kranin Chandra

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION (MBA)

Corporate Social Responsibility, Human Values and Ethics

Course Code: MS 204

L - 3, Credits: 3

Objective: The course is aimed at building a perspective necessary for the application of human values and norms in evaluating business decisions taken by a firm. The course will primarily look at recent developments in business in the context of corporate social responsibility paradigm.

Course Outcomes:

CO1: Learn the significance of value system and ethical conduct in business

CO2: Examine the association between corporate strategy, Corporate Social Responsibility (CSR) and its influence on stakeholder engagement

CO3: Compare and contrast the multiple international frameworks of CSR and Sustainability. CO4:

Understand the issues that organizational leaders face as they develop their CSR and corporate governance programs

COS: Analyze the impact of CSR implementation on corporate culture, in the realm of sustainable development, innovation, and solutions to business, social and environmental problems.

Course Content

Unit I

Introduction: Values, Concepts, Types and Formation of Values, Business Ethics: Ethical theories; Ethical Decision Making; Corporate Social responsibility (CSR): A Historical Perspective and emerging theories of CSR; CSR and regulatory issues: Companies Law 2013, Business Responsibility Report (SEBI), NVG Guidelines (Ministry of Corporate Affairs)

(10 hours)

Unit II

Ethical Dilemma, Implications of failed corporate responsibilities: Worker rights and health, Human rights, Stockholders Right and Corporate Governance; Unethical Issues in Sales, Marketing, Advertising and Supply Chain; Intellectual Property Rights, Corruption in Business and Administration, Technology and Privacy in the workplace: Big Data and analytics, Ethical and Regulatory Framework.

(12 hours)

Unit III

International Frameworks of CSR and Sustainability: Global Compact, Caux Round Table, OECD Guidelines for Multinational Enterprises, GRI, SA8000 Standard, BS/ISO Guideline on CSR Management (ISO-26000), Social Audit, JLO tri-partite declaration of principles on multinational enterprises and social policy.

(10 hours)

Unit IV

Sustainable Development: Challenges of Sustainable Development, CSR as a Strategic Business tool for Sustainable development; Kyoto Protocol and Clean Development Mechanism (COM), Managing Environmental Quality, Green IT initiatives, Voluntarism, Judicial activism, Environmental, Social, and Governance (ESG) analysis and other emerging trends in Corporate Social Responsibility.

(10 hours)

Kranvi Chandra

J.

Suggested Readings: (Latest Editions)

1. Lawrence, A. T., and Weber, J., Business and society: Stakeholders, Ethics, Public Policy. McGraw-Hill Education.
2. Blowfield, M., & Murray, A., Corporate Responsibility. Oxford University Press
3. Vertigans, S., & Idowu, S. O., Global Challenges to CSR and Sustainable Development Springer International Publishing.
4. Mitra, N., & Schmidpeter, R., Corporate Social Responsibility in Rising Economies. Springer International Publishing.
5. Hartman, L. P. and DesJardins J. & MacDonald C., Business Ethics: Decision-Making For Personal Integrity And Social Responsibility, Mc Graw **Hill** Education.
6. Manuel G.Yelasquez, Business Ethics Concepts and Cases, Pearson Education

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3			2			3		1
CO2		3					2	2	1
CO3			2	2			2		3
CO4				3	2		2	1	1
CO5		2			2	1	2		2

Kranin Chandra

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION (MBA)

Corporate Social Responsibility, Human Values and Ethics

Course Code: MS 204

L - 3, Credits: 3

Objective: The course is aimed at building a perspective necessary for the application of human values and norms in evaluating business decisions taken by a firm. The course will primarily look at recent developments in business in the context of corporate social responsibility paradigm.

Course Outcomes:

CO1: Learn the significance of value system and ethical conduct in business

CO2: Examine the association between corporate strategy, Corporate Social Responsibility (CSR) and its influence on stakeholder engagement

CO3: Compare and contrast the multiple international frameworks of CSR and Sustainability. CO4:

Understand the issues that organizational leaders face as they develop their CSR and corporate governance programs

COS: Analyze the impact of CSR implementation on corporate culture, in the realm of sustainable development, innovation, and solutions to business, social and environmental problems.

Course Content

Unit I

Introduction: Values, Concepts, Types and Formation of Values, Business Ethics: Ethical theories; Ethical Decision Making; **Corporate Social Responsibility (CSR):** A Historical Perspective and emerging theories of CSR; CSR and regulatory issues: Companies Law 2013, Business Responsibility Report (SEBI), NVG Guidelines (Ministry of Corporate Affairs)

(10 hours)

Unit II

Ethical Dilemma, Implications of failed corporate responsibilities: Worker rights and health, Human rights, Stockholders Right and Corporate Governance; Unethical Issues in Sales, Marketing, Advertising and Supply Chain; Intellectual Property Rights, Corruption in Business and Administration, Technology and Privacy in the workplace: Big Data and analytics, Ethical and Regulatory Framework.

(12 hours)

Unit III

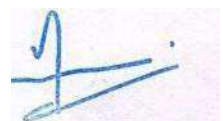
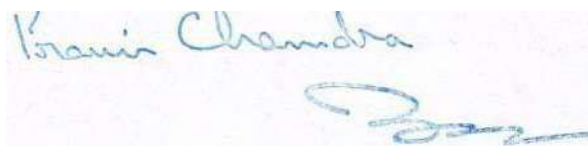
International Frameworks of CSR and Sustainability: Global Compact, Caux Round Table, OECD Guidelines for Multinational Enterprises, GRI, SA8000 Standard, BS/ISO Guideline on CSR Management (ISO-26000), Social Audit, JLO tri-partite declaration of principles on multinational enterprises and social policy.

(10 hours)

Unit IV

Sustainable Development: Challenges of Sustainable Development, CSR as a Strategic Business tool for Sustainable development; Kyoto Protocol and Clean Development Mechanism (COM), Managing Environmental Quality, Green IT initiatives, Voluntarism, Judicial activism, Environmental, Social, and Governance (ESG) analysis and other emerging trends in Corporate Social Responsibility.

(10 hours)



Suggested Readings: (Latest Editions)

1. Lawrence, A. T., and Weber, J., Business and society: Stakeholders, Ethics, Public Policy. McGraw-Hill Education.
2. Blowfield, M., & Murray, A., Corporate Responsibility. Oxford University Press
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CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3			2			3		1
CO2		3					2	2	1
CO3			2	2			2		3
CO4				3	2		2	1	1
CO5		2			2	1	2		2

Kranin Chandra

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION (MBA)

Corporate Social Responsibility, Human Values and Ethics

Course Code: MS 204

L - 3, Credits: 3

Objective: The course is aimed at building a perspective necessary for the application of human values and norms in evaluating business decisions taken by a firm. The course will primarily look at recent developments in business in the context of corporate social responsibility paradigm.

Course Outcomes:

CO1: Learn the significance of value system and ethical conduct in business

CO2: Examine the association between corporate strategy, Corporate Social Responsibility (CSR) and its influence on stakeholder engagement

CO3: Compare and contrast the multiple international frameworks of CSR and Sustainability. CO4:

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COS: Analyze the impact of CSR implementation on corporate culture, in the realm of sustainable development, innovation, and solutions to business, social and environmental problems.

Course Content

Unit I

Introduction: Values, Concepts, Types and Formation of Values, Business Ethics: Ethical theories; Ethical Decision Making; **Corporate Social Responsibility (CSR)**; A Historical Perspective and emerging theories of CSR; CSR and regulatory issues: Companies Law 2013, Business Responsibility Report (SEBI), NVG Guidelines (Ministry of Corporate Affairs)

(10 hours)

Unit II

Ethical Dilemma, Implications of failed corporate responsibilities: Worker rights and health, Human rights, Stockholders Right and Corporate Governance; Unethical Issues in Sales, Marketing, Advertising and Supply Chain; Intellectual Property Rights, Corruption in Business and Administration, Technology and Privacy in the workplace: Big Data and analytics, Ethical and Regulatory Framework.

(12 hours)

Unit III

International Frameworks of CSR and Sustainability: Global Compact, Caux Round Table, OECD Guidelines for Multinational Enterprises, GRI, SA8000 Standard, BS/ISO Guideline on CSR Management (ISO-26000), Social Audit, JLO tri-partite declaration of principles on multinational enterprises and social policy.

(10 hours)

Unit IV

Sustainable Development: Challenges of Sustainable Development, CSR as a Strategic Business tool for Sustainable development; Kyoto Protocol and Clean Development Mechanism (COM), Managing Environmental Quality, Green IT initiatives, Voluntarism, Judicial activism, Environmental, Social, and Governance (ESG) analysis and other emerging trends in Corporate Social Responsibility.

(10 hours)

Kranvi Chandra

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Suggested Readings: (Latest Editions)

1. Lawrence, A. T., and Weber, J., Business and society: Stakeholders, Ethics, Public Policy. McGraw-Hill Education.
2. Blowfield, M., & Murray, A., Corporate Responsibility. Oxford University Press
3. Vertigans, S., & Idowu, S. O., Global Challenges to CSR and Sustainable Development Springer International Publishing.
4. Mitra, N., & Schmidpeter, R., Corporate Social Responsibility in Rising Economies. Springer International Publishing.
5. Hartman, L. P. and DesJardins J. & MacDonald C., Business Ethics: Decision-Making For Personal Integrity And Social Responsibility, Mc Graw **Hill** Education.
6. Manuel G.Yelasquez, Business Ethics Concepts and Cases, Pearson Education

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3			2			3		1
CO2		3					2	2	1
CO3			2	2			2		3
CO4				3	2		2	1	1
CO5		2			2	1	2		2

Kranin Chandra

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, NEW DELHI
MASTER OF BUSINESS ADMINISTRATION (MBA)

Retail Management

Course Code: MS 212

L-3, Credits: 3

Objective: This course is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of retail management.

Course Outcomes:

CO1: Explain the retailing concept, its evolution and importance, and the forces impacting retail development at the Indian and global level.

CO2: Explain the process of retail strategy formulation, identify the sources of sustainable competitive advantage, develop an appropriate financial strategy and evaluate location and site alternatives.

CO3: Demonstrate an understanding of the merchandise management process, inventory planning, retail pricing and designing of the retail communication mix.

CO4: Evaluate store layout and design alternatives, and demonstrate an understanding of store management as well as display a sensitivity towards the human resources, ethical and legal issues in retailing.

Course Content Unit I

Introduction to Retailing: Definition, Scope and Importance of Retailing; Global and Indian Retail Scenario; Types of Retailers & Retail Formats; Theories of Retail Development; Multichannel and Omni Channel Retailing, Information Gathering in Retail. **(10 Hours)**

Unit II

Retail Strategy: Retail Market Strategy; Financial Strategy; Retail Location & Site decisions; Franchising Decision; Retail Information system, Customer Relationship Management, GAPs Model in Retail. **(12 Hours)**

Unit III




Merchandise Management & Retail Promotion: Merchandise Planning; Merchandise Buying; Retail Pricing; Retail Communication Mix; Assortment Plan, Promotion Mix. **(10 Hours)**

Unit IV

Store Design & Management: Store Layout, Atmospherics & Design, Visual Merchandising, Store Management & Responsibilities of a Store Manager, Inventory Shrinkage, Customer Services, **Legal & Ethical Issues in Retailing**. **(10 Hours)**

Suggested Readings: (Latest Editions)

1. Levy M., Weitz B.A and Pandit A., Retailing Management, McGraw Hill Education, India.
2. Berman S., Evans J. R. & Mathur, M., Retail Management, Pearson Education, India.
3. Pradhan S., Retailing Management- Text and cases, McGraw Hill Education, India.
4. Bajaj C., Tuli R. & Srivastava N. Y., Retail Management, Oxford University Press.
5. Lusch, R.F, Dunne, P.M and Carver, J.R., Introduction to Retailing, Cengage India Pvt. Ltd, New Delhi.

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6. Yedamani, Gibson G., Retail Management: Functional Principles and Practices, Jaico Books, New Delhi.

CO-PO MAPPING

	PO1	P02	P03	P04	POS	P06	P07	P08	P09
CO1	2	2	2	2	2	3	2	1	2
CO2	2	2	2	2	2	3	2	2	2
C03	2	1	1	2	3	2	2	2	2
C04	2	1	2	2	3	2	2	2	2



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI MASTERS

IN BUSINESS ADMINISTRATION

International Human Resource & Cross Cultural Management

Course Code: MS 242

L - 3, Credits: 3

Objective: The course will help students understand issues and practices pertaining to the major HRM functions with special focus on cross cultural management.

Course Outcomes:

CO1: Demonstrate an understanding of concepts and practices within the field of **IHRM**

CO2: Identify and appreciate the significance of social responsibility and ethical issues in HR practices and the management of people in cross-cultural environment

CO3: Examine international negotiation and foresee challenges of practical aspects of negotiation and decision making

CO4: Critically evaluate evolving nature of international employment and its role in shaping human resource practices in MNCs

Course Content Unit I

Nature of International IHRM: IHRM compared with domestic HRM; Growing interest in IHRM; New Dimensions. Social Responsibility and Ethics- Sources and role of ethics; **Ethical initiatives in MNCs** and social responsibility of IHR Manager
(12 Hours)

Unit II

Global Human Resources Management: Staffing- Recent trends in international staffing; Training- Strategies for training, trends in training for competitive advantage. Compensation for Global Operations- Strategy and issues in international compensation; Developing a Global Management Cadre; Motivating and Leading.
(12 Hours)

Unit III

The Cultural Context of Global Management: Understanding the Role of Culture; Communicating Across Cultures; Cross-Cultural Negotiation and Decision Making
(9 Hours)

Unit IV

Future of International HRM: Developing and retaining "A" players, Workforce Rationalising. Evolving nature of international employment. Gender Diversity. Maintaining Competitiveness. Building service oriented organizations.
(9 Hours)

Suggested Readings : (Latest Editions)

1. Deresky Helen. International Management- Managing Across Borders & Cultures, Text and cases. Pearson
2. K.Aswathappa & Sadhna Dash. International Human Resource Management. McGraw Hill
3. Browaeys & Price. Understanding Cross -cultural management. Pearson
4. Dowling, Festing & Engle. International Human Resource Management
5. Luthans & Doh. International Management: Culture, Strategy, and Behaviour. McGraw Hill
6. Gooderham & Nordhaug. International Organisations and Management. Wiley-Blackwell



CO-PO MAPPING

	PO 1	P02	P03	P04	POS	P06	P07	P08	P09
CO1	3	2	3	2	2	1	2	2	2
CO2	2	2	3	3	3	1	3	2	3
C03	3	3	3	3	3	2	3	3	3
C04	3	3	3	3	3	2	2	3	3

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI MASTERS

IN BUSINESS ADMINISTRATION

International Human Resource & Cross Cultural Management

Course Code: MS 242

L - 3, Credits: 3

Objective: The course will help students understand issues and practices pertaining to the major HRM functions with special focus on cross cultural management.

Course Outcomes:

CO1: Demonstrate an understanding of concepts and practices within the field of **IHRM**

CO2: Identify and appreciate the significance of social responsibility and ethical issues in HR practices and the management of people in cross-cultural environment

CO3: Examine international negotiation and foresee challenges of practical aspects of negotiation and decision making

CO4: Critically evaluate evolving nature of international employment and its role in shaping human resource practices in MNCs

Course Content Unit I

Nature of International IHRM: IHRM compared with domestic HRM; Growing interest in IHRM; New Dimensions. Social Responsibility and Ethics- Sources and role of ethics; Ethical initiatives in MNCs and social responsibility of IHR Manager
(12 Hours)

Unit II

Global Human Resources Management: Staffing- Recent trends in international staffing; Training- Strategies for training, trends in training for competitive advantage. Compensation for Global Operations- Strategy and issues in international compensation; Developing a Global Management Cadre; Motivating and Leading.
(12 Hours)

Unit III

The Cultural Context of Global Management: Understanding the Role of Culture; Communicating Across Cultures; Cross-Cultural Negotiation and Decision Making
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Unit IV

Future of International HRM: Developing and retaining "A" players, Workforce Rationalising. Evolving nature of international employment. Gender Diversity. Maintaining Competitiveness. Building service oriented organizations.
(9 Hours)

Suggested Readings : (Latest Editions)

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2. K.Aswathappa & Sadhna Dash. International Human Resource Management. McGraw Hill
3. Browaeys & Price. Understanding Cross -cultural management. Pearson
4. Dowling, Festing & Engle. International Human Resource Management
5. Luthans & Doh. International Management: Culture, Strategy, and Behaviour. McGraw Hill
6. Gooderham & Nordhaug. International Organisations and Management. Wiley-Blackwell



CO-PO MAPPING

	PO I	P02	P03	P04	POS	P06	P07	P08	P09
COi	3	2	3	2	2	I	2	2	2
CO2	2	2	3	3	3	I	3	2	3
C03	3	3	3	3	3	2	3	3	3
C04	3	3	3	3	3	2	2	3	3

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
MASTERS IN BUSINESS ADMINISTRATION (MBA)

International Business Negotiation

Course Code: MS 253

L - 3, Credits-3

Objective: The course guides through the negotiation process, on getting started, the sequence of actions, expectations while negotiating.

Course Outcomes:

CO1: Understand global business negotiation and its environmental setting

CO 2: Understand role of culture in global business negotiation and avoid any confusion and misinterpretation CO3: Analyse his/ her style of negotiation as well as learn how to adjust this style according to the counterpart's style

CO4: Explore different tools for a successful negotiation deal, including communication styles and technology-based tools; and learn the applicability of each tool.

Course Content Unit I

Introduction: Overview of Global Business Negotiations, Negotiation architecture, instability & change. Negotiation Environment Setting: Negotiation infrastructure; Assessing current status; assessing BATNA. **(11 hours)**

Unit II

Role of Culture in Cross-Border Negotiations: Effect of culture on negotiation- weak/ strong points of American, Japanese and Chinese negotiators. **Role of corporate culture in negotiations- Gender.** Understanding different negotiating styles: Selecting Your Negotiating Style. **(11 hours)**

Unit III

Process of Negotiation : Pre-negotiations Planning- building momentum, priority and outcome mapping. Initiating Global Business Negotiations; Making the First Move; Closing Business Negotiations. When agreements don't survive- outside support, mediation. **(10 hours)**

Unit IV

Tools for Negotiation: Communication Skills for Effective Negotiations- practical verbal signs, deadlock & breaking deadlock, language choice, visual communication. Demystifying the Secrets of Power Negotiations; Internet and Contemporary Negotiations. **(10 hours)**

Suggested Readings: (Latest Editions)

- 1 Subhash Jain & Claude Cellich. Global Business Negotiations: A Practical Guide. South- Western Educational Publishing
2. Pervez.N.Ghauri & Jeanclaude Usunier. International Business Negotiations. ,Pergamon
3. Claude Cellich & Subhash C. Jain. Creative solutions to Global Business Negotiations. Business Expert Press
4. Rudd & Lawson. Communicating in global Business Negotiations: A geocentric approach. Sage
5. Barry Maude. International Business Negotiation: principles and practice.
6. Baber & Fletcher-Chen. Practical Business Negotiation. Routledge



CO-PO MAPPING

	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	3	2	2	1	2	2	3
CO2	3	2	2	2	2	1	2	3	3
CO3	3	3	3	3	3	1	3	2	3
CO4	3	2	3	3	3	3	2	3	3