

MKT-844 International Business Management

1. International Business Management is one of the very important subjects a marketing student should study. This course is part of course curriculum in every top ranked university and also has its importance for the vast research conducted in this field. The course is really important for students majoring in Marketing as it serves the pre-requisite to many courses, theories and practices. It is very important for our students to understand the fundamentals of this course as it will help students to manage businesses across borders. This course will enhance the capacity of our students to understand international business scenarios and operations of multinational corporations.

2. **Objectives**

- a. To understand the essentials of International Business.
- b. To understand the importance of consumer psychology in international perspective.
- c. To understand the importance of consumer behaviour in international perspective.

3. **Outcomes**

- a. Will demonstrate an understanding of the international business management.
- b. Will demonstrate different approaches to manage international business operations.
- c. Will demonstrate alternate strategies to maximise market share.

4. **Content**

- a. The Global Manager's Environment
- b. The Cultural Context of Global Management
- c. Communicating Across Cultures
- d. Formulating and Implementing Strategy for International and Global Operations
- e. Organization Structure and Control Systems
- f. Global Human Resource Management
- g. Motivating and Leading

5. **Text and reference books**

- a. International Management: Managing Across Borders and Cultures, 9th Edition by Helen Deresky.

- b. Will demonstrate the implementation of marketing strategy by employing the tools for digital marketing in the most relevant way
- c. Will identify the difference between acquisition, branding and retention strategies through case study examples

6. **Content**

- a. Digital Marketing Overview
- b. SEO – Search Engine Optimization
- c. Marketing on the web – websites and website ads
- d. Google AdWords – Search Engine Marketing | Display Advertising
- e. Google+ Local & Google Places – Connecting your business with local customers
- f. Inbound Digital Marketing Concepts and Implementation
- g. Social Media Marketing – Strategy | Blogs | Facebook | Twitter | LinkedIn | Google+
- h. Video Marketing – YouTube
- i. Facebook & LinkedIn Advertising
- j. Google Analytics – Tracking success

7. **Text and reference books**

- a. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation 3rd Edition by Damian Ryan
- b. Inbound Marketing: Get Found Using Google, Social Media, and Blogs by Brian Halligan
- c. Harvard Business School Publishers cases and readings