

PG DIPLOMA IN GLOBAL STRATEGIC MANAGEMENT®
LIST OF BOOKS*

Paper I: INTERNATIONAL BUSINESS ENVIRONMENT

Global Business Environment (ICMR Publication Textbook)
[Ref. No: GBE – 11 2K4 23] [ISBN: 81-7881-693-8]

Paper II: INTERNATIONAL MANAGEMENT I

International Finance & Trade (ICFAI Publication Textbook)
[Ref. No: IFT – 06200442] OR [IFT – 10200542]

Paper III: INTERNATIONAL MANAGEMENT II

International Business & International Marketing (ICMR Publication Textbook)
[Ref. No: IBIM – 03 2K5 16] [ISBN: 81-894-1002-4]

Paper IV: MANAGEMENT OF MNCs

Management of Multinational Corporations (ICMR Publication Textbook)
[Ref. No: MMNC – 09 2K3 26] [ISBN: 81-7881-986-4]

PG DIPLOMA IN GLOBAL STRATEGIC MANAGEMENT®
CURRICULUM

<p><u>Paper I</u> International Business Environment</p> <ul style="list-style-type: none"> • An Overview of the Global Business Environment • Process of Globalization • Economic Environment • Political Environment • Political Environment in Emerging Countries • Political Environment in Developed Countries • Social Environment • Cultural Environment • Social and Cultural Environment in Developing Countries • Social and Cultural Environment in Developed Countries • An Overview of Technology • Influence of the Internet on Business • Regulatory Environment • Tax Environment • Legal Environment 	<p><u>Paper II</u> International Management I</p> <p>(A) <i>International Finance</i></p> <ul style="list-style-type: none"> • Introduction to International Finance • Theories of International Trade • International Trade Finance in India • Balance of Payments • International Monetary System • The Foreign Exchange Market • Exchange Rate Determination • Exchange Rate Forecasting • Introduction to Exchange Risk • Management of Exchange Risk • International Project Appraisal • International Financial Markets and Instruments • International Equity Investments • Short-term Financial Management • International Accounting and Taxation <p>(B) <i>International Trade</i></p> <ul style="list-style-type: none"> • Trade Blocks • Export Import Policy • Documentary Credits • Export Finance and Exchange Control Regulations Governing Exports • Import Finance and Exchange Regulations Relating to Import Finance
<p><u>Paper III</u> International Management II</p> <ul style="list-style-type: none"> • Competitive Strategy in International Business • Entry Strategies in International Markets • Marketing Information Systems and Research • Segmentation, Targeting, and Positioning • Planning Process • Product Decisions • International Branding • Pricing in International Markets • Marketing Channel and Place Decisions • Promotional Decisions • International Marketing of Services • Leading, Organizing, and Controlling • Marketing in the Internet Environment • Ethics and Social Responsibility 	<p><u>Paper IV</u> Management of MNCs</p> <ul style="list-style-type: none"> • A Conceptual Background • The Economic and Regulatory Environment • Socio, Political and Cultural Environment • Strategy and MNCs • Modes of Entry and Strategic Alliances • Organizational Structure of MNCs • Control and Coordination in MNCs • Marketing Management in MNCs • Operations Management in MNCs • Human Resource Management in MNCs • Financial Management in MNCs • Doing Business Ethically • Challenges of Globalization • Towards Transnational Companies • Enterprise Risk Management in MNCs • Strategic Issues for Indian MNCs

PG DIPLOMA IN GLOBAL STRATEGIC MANAGEMENT®
STUDY PLAN

PAPER I

INTERNATIONAL BUSINESS ENVIRONMENT

AN OVERVIEW OF THE GLOBAL BUSINESS ENVIRONMENT

- Read Chapter 1 “AN OVERVIEW OF THE GLOBAL BUSINESS ENVIRONMENT” from “GLOBAL BUSINESS ENVIRONMENT” – ICMR Textbook.

PROCESS OF GLOBALIZATION

- Read Chapter 2 “PROCESS OF GLOBALIZATION” from “GLOBAL BUSINESS ENVIRONMENT” – ICMR Textbook.

ECONOMIC ENVIRONMENT

- Read Chapter 3 “ECONOMIC ENVIRONMENT” from “GLOBAL BUSINESS ENVIRONMENT” – ICMR Textbook.

POLITICAL ENVIRONMENT

- Read Chapter 4 “POLITICAL ENVIRONMENT” from “GLOBAL BUSINESS ENVIRONMENT” – ICMR Textbook.

POLITICAL ENVIRONMENT IN EMERGING COUNTRIES

- Read Chapter 5 “POLITICAL ENVIRONMENT IN EMERGING COUNTRIES” from “GLOBAL BUSINESS ENVIRONMENT” – ICMR Textbook.

POLITICAL ENVIRONMENT IN DEVELOPED COUNTRIES

- Read Chapter 6 “POLITICAL ENVIRONMENT IN DEVELOPED COUNTRIES” from “GLOBAL BUSINESS ENVIRONMENT” – ICMR Textbook.

SOCIAL ENVIRONMENT

- Read Chapter 7 “SOCIAL ENVIRONMENT” from “GLOBAL BUSINESS ENVIRONMENT” – ICMR Textbook.

CULTURAL ENVIRONMENT

- Read Chapter 8 “CULTURAL ENVIRONMENT” from “GLOBAL BUSINESS ENVIRONMENT” – ICMR Textbook.

SOCIAL AND CULTURAL ENVIRONMENT IN DEVELOPING COUNTRIES

- Read Chapter 9 “SOCIAL AND CULTURAL ENVIRONMENT IN DEVELOPING COUNTRIES” from “GLOBAL BUSINESS ENVIRONMENT” – ICMR Textbook.

SOCIAL AND CULTURAL ENVIRONMENT IN DEVELOPED COUNTRIES

- Read Chapter 10 “SOCIAL AND CULTURAL ENVIRONMENT IN DEVELOPED COUNTRIES” from “GLOBAL BUSINESS ENVIRONMENT” – ICMR Textbook.

AN OVERVIEW OF TECHNOLOGY

- Read Chapter 11 “AN OVERVIEW OF TECHNOLOGY” from “GLOBAL BUSINESS ENVIRONMENT” – ICMR Textbook.

INFLUENCE OF THE INTERNET ON BUSINESS

- Read Chapter 12 “INFLUENCE OF THE INTERNET ON BUSINESS” from “GLOBAL BUSINESS ENVIRONMENT” – ICMR Textbook.

REGULATORY ENVIRONMENT

- Read Chapter 13 “REGULATORY ENVIRONMENT” from “GLOBAL BUSINESS ENVIRONMENT” – ICMR Textbook.

TAX ENVIRONMENT

- Read Chapter 14 “TAX ENVIRONMENT” from “GLOBAL BUSINESS ENVIRONMENT” – ICMR Textbook.

LEGAL ENVIRONMENT

- Read Chapter 15 “LEGAL ENVIRONMENT” from “GLOBAL BUSINESS ENVIRONMENT” – ICMR Textbook.

PAPER II

INTERNATIONAL MANAGEMENT I

(A) International Finance

INTRODUCTION TO INTERNATIONAL FINANCE

- Read Chapter I (in Section I: International Finance) “INTRODUCTION TO INTERNATIONAL FINANCE” from “INTERNATIONAL FINANCE & TRADE” – ICFAI Textbook.

THEORIES OF INTERNATIONAL TRADE

- Read Chapter II (in Section I: International Finance) “THEORIES OF INTERNATIONAL TRADE” from “INTERNATIONAL FINANCE & TRADE” – ICFAI Textbook.

INTERNATIONAL TRADE FINANCE IN INDIA

- Read Chapter III (in Section I: International Finance) “INTERNATIONAL TRADE FINANCE IN INDIA” from “INTERNATIONAL FINANCE & TRADE” – ICFAI Textbook.

BALANCE OF PAYMENTS

- Read Chapter IV (in Section I: International Finance) “BALANCE OF PAYMENTS” from “INTERNATIONAL FINANCE & TRADE” – ICFAI Textbook.

INTERNATIONAL MONETARY SYSTEM

- Read Chapter V (in Section I: International Finance) “INTERNATIONAL MONETARY SYSTEM” from “INTERNATIONAL FINANCE & TRADE” – ICFAI Textbook.

THE FOREIGN EXCHANGE MARKET

- Read Chapter VI (in Section I: International Finance) “THE FOREIGN EXCHANGE MARKET” from “INTERNATIONAL FINANCE & TRADE” – ICFAI Textbook.

EXCHANGE RATE DETERMINATION

- Read Chapter VII (in Section I: International Finance) “EXCHANGE RATE DETERMINATION” from “INTERNATIONAL FINANCE & TRADE” – ICFAI Textbook.

EXCHANGE RATE FORECASTING

- Read Chapter VIII (in Section I: International Finance) “EXCHANGE RATE FORECASTING” from “INTERNATIONAL FINANCE & TRADE” – ICFAI Textbook.

INTRODUCTION TO EXCHANGE RISK

- Read Chapter IX (in Section I: International Finance) “INTRODUCTION TO EXCHANGE RISK” from “INTERNATIONAL FINANCE & TRADE” – ICFAI Textbook.

MANAGEMENT OF EXCHANGE RISK

- Read Chapter X (in Section I: International Finance) “MANAGEMENT OF EXCHANGE RISK” from “INTERNATIONAL FINANCE & TRADE” – ICFAI Textbook.

INTERNATIONAL PROJECT APPRAISAL

- Read Chapter XI (in Section I: International Finance) “INTERNATIONAL PROJECT APPRAISAL” from “INTERNATIONAL FINANCE & TRADE” – ICFAI Textbook.

INTERNATIONAL FINANCIAL MARKETS AND INSTRUMENTS

- Read Chapter XII (in Section I: International Finance) “INTERNATIONAL FINANCIAL MARKETS AND INSTRUMENTS” from “INTERNATIONAL FINANCE & TRADE” – ICFAI Textbook.

INTERNATIONAL EQUITY INVESTMENTS

- Read Chapter XIII (in Section I: International Finance) “INTERNATIONAL EQUITY INVESTMENTS” from “INTERNATIONAL FINANCE & TRADE” – ICFAI Textbook.

SHORT-TERM FINANCIAL MANAGEMENT

- Read Chapter XIV (in Section I: International Finance) “SHORT-TERM FINANCIAL MANAGEMENT” from “INTERNATIONAL FINANCE & TRADE” – ICFAI Textbook.

INTERNATIONAL ACCOUNTING AND TAXATION

- Read Chapter XV (in Section I: International Finance) “INTERNATIONAL ACCOUNTING AND TAXATION” from “INTERNATIONAL FINANCE & TRADE” – ICFAI Textbook.

(B) International Trade**TRADE BLOCKS**

- Read Chapter I (in Section II: International Trade) “TRADE BLOCKS” from “INTERNATIONAL FINANCE & TRADE” – ICFAI Textbook.

EXPORT IMPORT POLICY

- Read Chapter II (in Section II: International Trade) “EXPORT IMPORT POLICY” from “INTERNATIONAL FINANCE & TRADE” – ICFAI Textbook.

DOCUMENTARY CREDITS

- Read Chapter III (in Section II: International Trade) “DOCUMENTARY CREDITS” from “INTERNATIONAL FINANCE & TRADE” – ICFAI Textbook.

EXPORT FINANCE AND EXCHANGE CONTROL REGULATIONS GOVERNING EXPORTS

- Read Chapter IV (in Section II: International Trade) “EXPORT FINANCE AND EXCHANGE CONTROL REGULATIONS GOVERNING EXPORTS” from “INTERNATIONAL FINANCE & TRADE” – ICFAI Textbook.

IMPORT FINANCE AND EXCHANGE REGULATIONS RELATING TO IMPORT FINANCE

- Read Chapter V (in Section II: International Trade) “IMPORT FINANCE AND EXCHANGE REGULATIONS RELATING TO IMPORT FINANCE” from “INTERNATIONAL FINANCE & TRADE” – ICFAI Textbook.

PAPER III

INTERNATIONAL MANAGEMENT II

COMPETITIVE STRATEGY IN INTERNATIONAL BUSINESS

- Read Chapter 5 “COMPETITIVE STRATEGY IN INTERNATIONAL BUSINESS” from “INTERNATIONAL BUSINESS & INTERNATIONAL MARKETING” – ICMR Textbook.

ENTRY STRATEGIES IN INTERNATIONAL MARKETS

- Read Chapter 6 “ENTRY STRATEGIES IN INTERNATIONAL MARKETS” from “INTERNATIONAL BUSINESS & INTERNATIONAL MARKETING” – ICMR Textbook.

MARKETING INFORMATION SYSTEMS AND RESEARCH

- Read Chapter 7 “MARKETING INFORMATION SYSTEMS AND RESEARCH” from “INTERNATIONAL BUSINESS & INTERNATIONAL MARKETING” – ICMR Textbook.

SEGMENTATION, TARGETING, AND POSITIONING

- Read Chapter 8 “SEGMENTATION, TARGETING, AND POSITIONING” from “INTERNATIONAL BUSINESS & INTERNATIONAL MARKETING” – ICMR Textbook.

PLANNING PROCESS

- Read Chapter 9 “PLANNING PROCESS” from “INTERNATIONAL BUSINESS & INTERNATIONAL MARKETING” – ICMR Textbook.

PRODUCT DECISIONS

- Read Chapter 10 “PRODUCT DECISIONS” from “INTERNATIONAL BUSINESS & INTERNATIONAL MARKETING” – ICMR Textbook.

INTERNATIONAL BRANDING

- Read Chapter 11 “INTERNATIONAL BRANDING” from “INTERNATIONAL BUSINESS & INTERNATIONAL MARKETING” – ICMR Textbook.

PRICING IN INTERNATIONAL MARKETS

- Read Chapter 12 “PRICING IN INTERNATIONAL MARKETS” from “INTERNATIONAL BUSINESS & INTERNATIONAL MARKETING” – ICMR Textbook.

MARKETING CHANNEL AND PLACE DECISIONS

- Read Chapter 13 “MARKETING CHANNEL AND PLACE DECISIONS” from “INTERNATIONAL BUSINESS & INTERNATIONAL MARKETING” – ICMR Textbook.

PROMOTIONAL DECISIONS

- Read Chapter 14 “PROMOTIONAL DECISIONS” from “INTERNATIONAL BUSINESS & INTERNATIONAL MARKETING” – ICMR Textbook.

INTERNATIONAL MARKETING OF SERVICES

- Read Chapter 15 “INTERNATIONAL MARKETING OF SERVICES” from “INTERNATIONAL BUSINESS & INTERNATIONAL MARKETING” – ICMR Textbook.

LEADING, ORGANIZING, AND CONTROLLING

- Read Chapter 16 “LEADING, ORGANIZING, AND CONTROLLING” from “INTERNATIONAL BUSINESS & INTERNATIONAL MARKETING” – ICMR Textbook.

MARKETING IN THE INTERNET ENVIRONMENT

- Read Chapter 17 “MARKETING IN THE INTERNET ENVIRONMENT” from “INTERNATIONAL BUSINESS & INTERNATIONAL MARKETING” – ICMR Textbook.

ETHICS AND SOCIAL RESPONSIBILITY

- Read Chapter 18 “ETHICS AND SOCIAL RESPONSIBILITY” from “INTERNATIONAL BUSINESS & INTERNATIONAL MARKETING” – ICMR Textbook.

PAPER IV

MANAGEMENT OF MNCs

A CONCEPTUAL BACKGROUND

- Read Chapter 1 “A CONCEPTUAL BACKGROUND” from “MANAGEMENT OF MULTINATIONAL CORPORATIONS” – ICMR Textbook.

THE ECONOMIC AND REGULATORY ENVIRONMENT

- Read Chapter 2 “THE ECONOMIC AND REGULATORY ENVIRONMENT” from “MANAGEMENT OF MULTINATIONAL CORPORATIONS” – ICMR Textbook.

SOCIO, POLITICAL AND CULTURAL ENVIRONMENT

- Read Chapter 3 “SOCIO, POLITICAL AND CULTURAL ENVIRONMENT” from “MANAGEMENT OF MULTINATIONAL CORPORATIONS” – ICMR Textbook.

STRATEGY AND MNCs

- Read Chapter 4 “STRATEGY AND MNCs” from “MANAGEMENT OF MULTINATIONAL CORPORATIONS” – ICMR Textbook.

MODES OF ENTRY AND STRATEGIC ALLIANCES

- Read Chapter 5 “MODES OF ENTRY AND STRATEGIC ALLIANCES” from “MANAGEMENT OF MULTINATIONAL CORPORATIONS” – ICMR Textbook.

ORGANIZATIONAL STRUCTURE OF MNCs

- Read Chapter 6 “ORGANIZATIONAL STRUCTURE OF MNCs” from “MANAGEMENT OF MULTINATIONAL CORPORATIONS” – ICMR Textbook.

CONTROL AND COORDINATION IN MNCs

- Read Chapter 7 “CONTROL AND COORDINATION IN MNCs” from “MANAGEMENT OF MULTINATIONAL CORPORATIONS” – ICMR Textbook.

MARKETING MANAGEMENT IN MNCs

- Read Chapter 8 “MARKETING MANAGEMENT IN MNCs” from “MANAGEMENT OF MULTINATIONAL CORPORATIONS” – ICMR Textbook.

OPERATIONS MANAGEMENT IN MNCs

- Read Chapter 9 “OPERATIONS MANAGEMENT IN MNCs” from “MANAGEMENT OF MULTINATIONAL CORPORATIONS” – ICMR Textbook.

HUMAN RESOURCE MANAGEMENT IN MNCs

- Read Chapter 10 “HUMAN RESOURCE MANAGEMENT IN MNCs” from “MANAGEMENT OF MULTINATIONAL CORPORATIONS” – ICMR Textbook.

FINANCIAL MANAGEMENT IN MNCs

- Read Chapter 11 “FINANCIAL MANAGEMENT IN MNCs” from “MANAGEMENT OF MULTINATIONAL CORPORATIONS” – ICMR Textbook.

DOING BUSINESS ETHICALLY

- Read Chapter 12 “DOING BUSINESS ETHICALLY” from “MANAGEMENT OF MULTINATIONAL CORPORATIONS” – ICMR Textbook.

CHALLENGES OF GLOBALIZATION

- Read Chapter 13 “CHALLENGES OF GLOBALIZATION” from “MANAGEMENT OF MULTINATIONAL CORPORATIONS” – ICMR Textbook.

TOWARDS TRANSNATIONAL COMPANIES

- Read Chapter 14 “TOWARDS TRANSNATIONAL COMPANIES” from “MANAGEMENT OF MULTINATIONAL CORPORATIONS” – ICMR Textbook.

ENTERPRISE RISK MANAGEMENT IN MNCs

- Read Chapter 15 “ENTERPRISE RISK MANAGEMENT IN MNCs” from “MANAGEMENT OF MULTINATIONAL CORPORATIONS” – ICMR Textbook.

STRATEGIC ISSUES FOR INDIAN MNCs

- Read Chapter 16 “STRATEGIC ISSUES FOR INDIAN MNCs” from “MANAGEMENT OF MULTINATIONAL CORPORATIONS” – ICMR Textbook.