

MBA 328 - Global Competitiveness and Strategic Alliances

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week Practical: 4 Credits: 4	Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

- Define the key terms in assessing competitive used in global business
- Explain international and national competitiveness in a global perspective
- Develop and understanding of global competitiveness and strategic alliances.
- Analyse global competitiveness and strategic situations
- Select right strategies to create an edge in global business

Hours: 40

Unit 1: Global Competitiveness: An Overview – Macroeconomic and Business Strategy Perspective, Framework for Assessing Competitiveness – Various Approaches; International and National Competitiveness Studies.

Unit 2: Developing Competitiveness – Role of Quality and Productivity in Achieving World Class Competitiveness - Role of Government Policy - Attaining Competitiveness through Integrated Process Management, Technology and Innovation - Human Capital and Competitiveness - Role of Information Systems in Building Competitiveness - Industrial Clusters and Business Development - Strategic Management of Technology and Innovation.

Unit 3: Global Competitiveness of Indian Industry – Status; Causes for lack of competitiveness - Strategic Options for Building Competitiveness.


Unit 4: Joint Ventures and other forms of Strategic Alliance-Benefits and Scope of Strategic Alliance – Forms of management/ ownership – Types of Alliance – Steps in implementing Strategic Alliance – Limitations and Pitfalls of Strategic Alliance Internationalization of Indian Business.

Suggested Text Books:

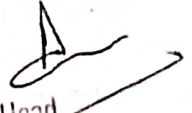
1. Enhancing Global Competitiveness – Advantage India – A N Sarkar
2. Global Competitive Strategy – Daniel F Spulber
3. Practical Solutions to Global Business Negotiations – Claude Cellich
4. Platforms Strategy for Global Markets – Hirofumi Tatsumoto
5. Global Competitiveness of Regions – Huggins Robert

Suggested Reference Books:

1. Strategic Alliances Management – Brian Tjemkes
2. Mastering Alliance Strategy – James D Bamford
3. Strategic Alliances – Theory & Evidence – Jeffery A Reuer


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