

STRATEGIC MANAGEMENT FOR MNCs

Module 1: Concepts of MNCs- Emergence and growth of MNCs- Process of internationalization- Types of MNCs- Factors behind growth of MNCs- Problems and benefits from MNCs- Special problems of MNCs.

Module 2: Strategic Management of MNCs- SWOT Analysis- Components of strategies- Levels of Strategies- Corporate level, Business level and functional level strategies- Strategy formulation and implementation- Case studies.

Module 3: Ownership strategy of MNCs- International Joint Ventures- International Strategic Alliances- Business Process Outsourcing- Foreign subsidiary- Mergers and acquisition, Problems, Prospects and patterns of each form- case studies.

Module 4: Strategic planning in MNCs- concept of strategic planning- need- focus modes- Planning for expansion- Planning of competitive advantage and market leadership- Planning for core- competence- Environmental scanning and planning – case studies.

Module 5: Organizational strategies of MNCs – Organizational theories applicable to MNCs- Structure of MNCs- American, European and Japanese organizational designs of MNCs- Designing appropriate strategy- Organizational Integration of subsidiaries- Strategic adaptation to local conditions- MNC culture- Business Ethics- Social responsibility.

References:

1. International Business : S. Shiva Ramu
2. Management : Griffin
3. International Business : James H Taggart
4. Essentials of international Marketing: Michael C McDermott
5. Strategic Management- Strategy Formulation and Implementation: John A Pearce II & Richard B Robinson
6. Strategic Planning for Corporate Success: V.S. Ramassamy& S. Namakumari
7. Cases in Strategic Management : S.B Budhiraja& M.B Athreya