

# **ELECTIVES FOR 8<sup>TH</sup> AND 9<sup>TH</sup> SEMESTERS**

## **IMB 801A / IMB 901A CONSUMER BEHAVIOR**

### **Module - I**

Theories of Consumer Behaviour: Learning theory, Psychoanalytic theory, Gestalt, Cognitive theory, Psychological field, Blackbox Model, Distributive Approach, Consumer decision: Process approach, Factors influencing consumer decision making, Segmentation, Psychographics & VALS; Diffusion of Innovations.

### **Module -II**

Individual Determinants of Behaviour- Personality, perception, attitude (attitudinal models), learning, Motivation, Group influence on consumer behaviour-

### **Module III International Strategic Management**

Strategic compulsions-Standardization Vs Differentiation – Strategic options – Global portfolio management- global entry strategy – different forms of international business – advantages - organizational issues of international business – organizational structures – controlling of international business – approaches to control – performance of global business- performance evaluation system.

### **Module - IV Production, Marketing, Financial And Human Resource Management Of Global Business**

Global production –Location –scale of operations- cost of production – Make or Buy decisions – global supply chain issues – Quality considerations- Globalization of markets, marketing strategy – Challenges in product development , pricing, production and channel management- Investment decisions – economic- Political risk – sources of fund- exchange –rate risk and management – strategic orientation – selection of expatriate managers- Training and development – compensation.

Disadvantages of international business – Conflict in international business- Sources and types of conflict – Conflict resolutions – Negotiation – the role of international agencies –Ethical issues in international business – Ethical decision-making.

1. Rakesh Mohan Joshi, International Business, Oxford University Press, New Delhi, 2009.
2. Vyuptakesh Sharan, International Business, 3<sup>rd</sup> Edition, Pearson Education in South Asia, New Delhi, 2011.