

Ashoka Business School

405 Global Strategic Management Sem IV

Unit No*	Session No.*	Sub Topic*	Teaching Methodology*	CO Applicable	PO Applicable	Session Quick assessment	Assessment for Concurrent	Target Month	Section	Remarks	Research Papers Discussed	Activities Planned/A/V/Inputs	Case Study/Programs Planned	Reference Book/Website	Others		
1	1	The phenomenon of Globalisation Localisation and Glocalization, Factors that push globalisation	ppt/data sharing	CO1	PO1	Examples of globalisation		Apr-23	A&B	NA	NA	Nil	Nil	Lasserre, Philippe, Global Strategic Management (4th Edition), Palgrave Macmillan, Bristol, Great Britain, 2003.	NA		
1	2	The benefits of globalisation, factors that work against globalisation, The localisation pushes, The benefits of localisation and Globalisation,	ppt/data sharing	CO1	PO1/PO6	Ques. On benefits of globalisation		Apr-23	A&B	NA	NA	Nil	Nil			Written Assignment	
1	3	The Global Integration/Local Responsiveness Grid. Strategy making strategy implementing and strategic managing; Globalization and strategic management	ppt/data sharing	CO1/CO3	PO1/PO2	Ques. related to the sessions		Apr-23	A&B	NA	NA	Nil	Nil				
1	4	Strategic flexibility and learning organization. Competitive strategy and competitive advantage in global market.	ppt/data sharing	CO1	PO2/PO3/PO6	Ques. related to the sessions		Apr-23	A&B	NA	NA	Nil	Nil				
1	5	Assessing Countries' Attractiveness: Country attractive Market and industry opportunities, Assessing industry opportunities, Country risk analysis.	ppt/data sharing	CO1/CO4	PO2/PO3/PO6	Ques. On Industry attractiveness		May-23	A&B	NA	NA	Nil	AZZ foods: International entry				
1	6	Revision	ppt/data sharing			Discussion related to the sessions		May-23	A&B	NA	NA	Nil	Nil				
2	7	Market Intelligence and Designing a Global Strategy : Market Intelligence: Drivers and Benefits, Key Success Factors of World Class Market Intelligence, Intelligence Scope, Intelligence Process	ppt/data sharing	CO1	PO2/PO3/PO4	Que related to Mkt. Intelligence		May-23	A&B	NA	NA	Nil	Nil	Michael Hitt, Duane Ireland and Robert Hoskisson, Concepts Strategic Management Competitiveness & Globalization (9th Edition), South-Western Cengage Learning Mason, USA, 2011.			
2	8	Intelligence Tools – Collecting, Storing, and Communicating Intelligence.	ppt/data sharing	CO1/CO2	PO1/PO2/PO3/PO4	Que related to Mkt. Intelligence		May-23	A&B	NA		Nil	Nil				
2	9	Designing a Global Strategy: Entry strategies, Direct Exporting, Licensing, Partnering, Joint Ventures, Buying an organization	ppt/data sharing	CO2/CO4	PO1/PO3/PO4/PO7	Examples of global strategy		May-23	A&B	NA		Nil	Nil				

5	24	Globalization, Innovation, and Sustainability: Challenges to Strategic Management: Impact of Globalization, Innovation, Sustainability, Theories of Organizational Adaptation	ppt/data sharing	CO5	PO8	Que on impact of globalisation
5	25	Creating a Learning Organization, Environmental Scanning	ppt/data sharing	CO1/CO5	PO2/PO8	Related questions
5	26	Strategy Formulation Strategy Implementation, Evaluation and Control, Feedback/Learning Process	ppt/data sharing	CO1	PO2/PO3/PO6	Related questions
5	27	Resources, Capabilities, and Core Competencies, Building Core Competencies, Four Criteria of Sustainable Competitive Advantage. Issues in global strategy implementation; strategy evaluation and control.	ppt/data sharing	CO1/CO6	PO1/PO3	Related questions
5	28	Revision	ppt/data sharing			Related questions

Jun-23	A&B	NA		Nil	Nil		
Jul-23	A&B	NA		Nil	Nil		
Jul-23	A&B	NA		Nil	Amazon: Earning in India by Learning in China		
Jul-23	A&B	NA		Nil	Nil	Lorange, P. and J. Roos, Strategic Alliances: Formulation, Implementation, and Evolution, Blackwell, Oxford.	
Jul-23	A&B	NA		Nil	Nil		

Unit No*	Session No.*	Sub Topic*	Teaching Methodology*	CO Applicable	PO Applicable
1	1	Indian Ethos and Values : Its relevance at Workplace: Indian Ethos Meaning, Features, Need,	PPT, Notes, Discussion	CO1,CO2	PO1
1	2	Evolution, Relevance, Universal Human values for continuity of happiness and prosperity	PPT, Notes and Discussion.	CO1,CO2	
1	3	Development of Human ConsciousnessPrinciples Practiced by Indian Companies	PPT, Notes and Discussion.	CO1,CO2	PO1
1	4	Requisites, Elements, Role of Indian Ethos in Managerial Practices,Triguna Theory- OSHA Model	PPT, Notes and Discussion.	CO1,CO2	
1	5	Work Ethos meaning, dimensions of Work Ethos	PPT, Notes and Discussion.	CO1,CO2	PO1
1	6	Values - Concepts, Values in business, Value system in work culture, and Values of Indian Managers,		CO1,CO2	
1	7	Relevance of Value Based Management in Global Change; Impact of values on Stakeholders;		CO1,CO2	

1	8	Trans-Cultural Human Values, need of ethos in business organisations with reference to Indian firms		CO1,CO2	
1	9	Ethics v/s Ethos, Eastern Management v/s Western Management.		CO1,CO2	
1	10	the human universal values of Indian Ethos and its applications in Business ethics		CO1,CO2	
2	11	Indian Model of Management		CO1,CO2	
2	12	Concept of Indian Model of Management in the Indian socio-political environment,		CO1,CO2	
2	13	Laws of Karma and its relevance in business settings		CO1,CO2	
2	14	Indian Heritage in Business-Management		CO1,CO2	
2	15	Production and Consumption		CO1,CO2	
2	16	Management lessons from Indian heritage scriptures		CO1,CO2	
2	17	Management lessons from Indian heritage scriptures (like Mahabharata & Ramayana),		CO1,CO2	

2	18	Leadership Pointers from Kautilya's Arthashastra, VEDA Model of Leadership		CO1,CO2	PO3
2	19	, Corporate Rishi Model,		CO1,CO2	
2	20	Theory K		CO1,CO2	
2	21	WE theory (West-East Theory		CO1,CO2	
2	22	Indian heritage scriptures		CO1,CO2	
2	23	Management in the Indian socio-political environment		CO1,CO2	
3	24	Business Ethics as Applied ethics		CO1,CO2	
3	25	Meaning, Characteristics of Business Ethics, I		CO2,CO3	
3	26	Importance of Business Ethics (Long Term growth		CO2,CO3	,PO3, PO4
3	27	Cost reduction, Risk mitigation, Limited resources,		CO2,CO3	
3	28	The Ethics of the Business		CO2,CO3	
3	29	Types of Business Ethics (Transactional Ethics, Participatory Ethics, Recognition Ethics)		CO1,CO2	
3	30	Factors influencing business ethics		CO1,CO2	
3	31	Svensson and Wood, A Model of Business Ethics		CO1,CO2	
3	32	Categories of Ethics and Responsibilities		CO1,CO2	
3	33	(Personal, Professional, Managerial) Business Code of Conduct),		CO1,CO2	
3	34	Approaches to Business Ethics: Consequentialist & Non- Consequentialist The Ethical Audit		CO1,CO2	

3	35	Theories of Ethics - Deontological Theory & Teleological Theory, Kohlberg's Six stage moral development,		CO1,CO2	
3	36	Theories of Ethics Chris Moon's Ethical fitness: a Four-Step Workout (Moral Awareness, Values Definition, Ethical Analysis, Dilemma Resolution)		co3, co4	
4	37	Ethical decision making in business matrix		co3, co4	
4	38	Framework of Ethical decision making		CO2,CO3	
4	39	Ethical dilemmas in different functional areas of Business (Finance, Marketing HRM and International Business),		CO2,CO3	
4	40	Ethical dilemmas in different functional areas of Business (Finance, Marketing HRM and International Business),		CO2,CO3	
4	41	Difficulties for practice ethics in organization		co3, co4	
4	42	Intellectual Property Rights and Business Ethics,		CO1,CO2	
4	43	Ethical challenges for Managers		CO1,CO2	
4	44	Ethical Decision Making process		CO1,CO2	
4	45	it's Model -STEP Model		CO1,CO2	
4	46	PLUS Filter Model		CO1,CO2	
5	47	Applications of Ethical Principles to Contemporary, Moral and Ethical problems / issues related to Business:		CO1,CO2	PO4

5	48	Contemporary cases on Corporate Strategy		CO1,CO2	
5	49	Moral Reasoning, personal responsibility		CO1,CO2	
5	50	UN-17 SDG: Climate Change,		CO1,CO2	
5	51	Corporate Strategy and Natural resource depletion		CO1,CO2	
5	52	Corporate Social Responsibility		CO1,CO2	
5	53	transparency and accountability		CO1,CO2	
5	54	Social Media and E-Platforms		CO1,CO2	
5	55	Current ethical issues like Bank scams, Airlines etc		co3	

Ashoka Business School

International Business Environment - Micro Plan A.Y 2023-24

Session Quick assessment	Assessment for Concurrent (No concurrent for UL)	Target Month	Target Year	section	Remarks	Research Papers Discussed
Question & Answer		4	2023	A		
Question & Answer		4	2023	A		
Question & Answer		4	2023	A		
Question & Answer		4	2023	A		A Model of Business Ethics, GoranSvensson Greg Wood, Journal of Business Ethics (2008) 77:303–322, Springer 2007, DOI 10.1007/s10551-007-9351-2
Question & Answer		4	2023	A		
Question & Answer		4	2023	A		
Question & Answer		4	2023	A		

Question & Answer		4	2023	A		
Question & Answer		4	2023	A		
Question & Answer		4	2023	A		
Question & Answer		4	2023	A		
Question & Answer		4	2023	A		Fair Employment Agency: Eliminating Forced labor Through Ethical Business Practices, David Bishop, Joao Costa, KHU Business School, Asia Case Research Center, Harvard Business Publishing (HBPS#1296)
Question & Answer		4	2023	A		
Question & Answer		4	2023	A		
Question & Answer		4	2023	A		
Question & Answer		4	2023	A		
Question & Answer		4	2023	A		

Question & Answer		6	2023	A		
Question & Answer		6	2023	A		
Question & Answer		6	2023	A		
Question & Answer		6	2023	A		
Question & Answer		6	2023	A		
Question & Answer		6	2023	A		
Question & Answer		6	2023	A		
Question & Answer		6	2023	A		
Question & Answer		6	2023	A		
Question & Answer		6	2023	A		
Question & Answer		6	2023	A		
Question & Answer		6	2023	A		
Question & Answer		6	2023	A		
Question & Answer		6	2023	A		Case Study at Harvard Business Review 2007: Avoiding Integrity Land Mines, Ben W. Heineman, Jr.

Question & Answer		6	2023	A		
Question & Answer		6	2023	A		
Question & Answer		7	2023	A		
Question & Answer		7	2023	A		
Question & Answer		7	2023	A		
Question & Answer		7	2023	A		
Question & Answer		7	2023	A		
Question & Answer		7	2023	A		

|

Activities Planned/A/V Inputs	Case Study/Programs Planned	Reference Book/Website
PPT Audio-visual		Indian Ethos & Values In Management, Nandagopal R, Ajith Sankar, Tata McGraw Hill Publishing Co. Ltd.

PPT Audio- visual		Business Ethics: Concepts and Cases, Velasquez, Pearson Education India
PPT Audio- visual		

Ashoka Business School

402- Indian Ethos & Business Ethics - Micro Plan

Unit No*	Session No.*	Sub Topic*	Teaching Methodology*	CO Applicable	PO Applicable	Session Quick assessment	Assessment for Concurrent (No concurrent for UL)	Target Month	Target Year	section	Remarks	Research Papers Discussed	Activities Planned/A/V Inputs	Case Study/Programs Planned	Reference Book/Website
1	1	Indian Ethos and Values : Its relevance at Workplace: Indian Ethos Meaning, Features, Need,	PPT, Notes, Discussion			Question & Answer		4	2023	B					Indian Ethos & Values In Management, Nandagopal R, Ajith Sankar, Tata McGraw Hill Publishing Co. Ltd.
1	2	Evolution, Relevance, Universal Human values for continuity of happiness and prosperity	PPT, Notes and Discussion.			Question & Answer		4	2023	B					
1	3	Development of Human ConsciousnessPrinciples Practiced by Indian Companies	PPT, Notes and Discussion.			Question & Answer		4	2023	B					
1	4	Requisites, Elements, Role of Indian Ethos in Managerial Practices,Triguna Theory-OSHA Model	PPT, Notes and Discussion.			Question & Answer		4	2023	B	A Model of Business Ethics, GoranSvensson Greg Wood, Journal of Business Ethics (2008) 77:303–322, Springer 2007, DOI 10.1007/s10551-007-9351-2	PPT Audio- visual			
1	5	Work Ethos meaning, dimensions of Work Ethos	PPT, Notes and Discussion.			Question & Answer		4	2023	B					
1	6	Values - Concepts, Values in business, Value system in work culture, and Values of Indian Managers,	PPT, Notes and Discussion.			Question & Answer		4	2023	B					
1	7	Relevance of Value Based Management in Global Change; Impact of values on Stakeholders;	PPT, Notes and Discussion.			Question & Answer		4	2023	B					
1	8	Trans-Cultural Human Values, need of ethos in business organisations with reference to Indian firms	PPT, Notes and Discussion.			Question & Answer		4	2023	B					
1	9	Ethics v/s Ethos, Eastern Management v/s Western Management.	PPT, Notes and Discussion.			Question & Answer		4	2023	B					
1	10	the human universal values of Indian Ethos and its applications in Business ethics	PPT, Notes and Discussion.			Question & Answer		4	2023	B					
2	11	Indian Model of Management	PPT, Notes and Discussion.			Question & Answer		4	2023	B					

2	12	Concept of Indian Model of Management in the Indian socio-political environment,	PPT, Notes and Discussion.			Question & Answer	4	2023	B		Fair Employment Agency: Eliminating Forced labor Through Ethical Business Practices, David Bishop, Joao Costa, KHU Business School, Asia Case Research Center, Harvard Business Publishing (HBPS#1296)			Business Ethics: Concepts and Cases, Velasquez, Pearson Education India
2	13	Laws of Karma and its relevance in business settings	PPT, Notes and Discussion.			Question & Answer	4	2023	B		PPT Audio- visual			
2	14	Indian Heritage in Business-Management	PPT, Notes and Discussion.			Question & Answer	4	2023	B					
2	15	Production and Consumption	PPT, Notes and Discussion.			Question & Answer	4	2023	B					
2	16	Management lessons from Indian heritage scriptures	PPT, Notes and Discussion.			Question & Answer	4	2023	B					
2	17	Management lessons from Indian heritage scriptures (like Mahabharata & Ramayana),	PPT, Notes and Discussion.			Question & Answer	4	2023	B		PPT Audio- visual			
2	18	Leadership Pointers from Kautilya's Arthashastra, VEDA Model of Leadership	PPT, Notes and Discussion.			Question & Answer	4	2023	B					
2	19	Corporate Rishi Model,	PPT, Notes and Discussion.			Question & Answer	4	2023	B					
2	20	Theory K	PPT, Notes and Discussion.			Question & Answer	4	2023	B					
2	21	WE theory (West-East Theory	PPT, Notes and Discussion.			Question & Answer	4	2023	B					
2	22	Indian heritage scriptures	PPT, Notes and Discussion.			Question & Answer	5	2023	B					
2	23	Management in the Indian socio-political environment	PPT, Notes and Discussion.			Question & Answer	5	2023	B					
3	24	Business Ethics as Applied ethics	PPT, Notes and Discussion.			Question & Answer	5	2023	B					
3	25	Meaning, Characteristics of Business Ethics, I	PPT, Notes and Discussion.			Question & Answer	5	2023	B					
3	26	Importance of Business Ethics (Long Term growth	PPT, Notes and Discussion.			Question & Answer	5	2023	B					
3	27	Cost reduction, Risk mitigation, Limited resources,	PPT, Notes and Discussion.			Question & Answer	5	2023	B					
3	28	The Ethics of the Business	PPT, Notes and Discussion.			Question & Answer	5	2023	B					
3	29	Types of Business Ethics (Transactional Ethics, Participatory Ethics, Recognition Ethics)	PPT, Notes and Discussion.			Question & Answer	5	2023	B					
3	30	Factors influencing business ethics	PPT, Notes and Discussion.			Question & Answer	5	2023	B					
3	31	Svensson and Wood, A Model of Business Ethics	PPT, Notes and Discussion.			Question & Answer	5	2023	B					
3	32	Categories of Ethics and Responsibilities	PPT, Notes and Discussion.			Question & Answer	5	2023	B					

3	33	(Personal, Professional, Managerial) Business Code of Conduct),	PPT, Notes and Discussion.			Question & Answer		5	2023	B				
3	34	Approaches to Business Ethics: Consequentialist & Non-Consequentialist The Ethical Audit	PPT, Notes and Discussion.			Question & Answer		5	2023	B				
3	35	Theories of Ethics - Deontological Theory & Teleological Theory, Kohlberg's Six stage moral development,	PPT, Notes and Discussion.			Question & Answer		6	2023	B				
3	36	Theories of Ethics Chris Moon's Ethical fitness: a Four-Step Workout (Moral Awareness, Values Definition, Ethical Analysis, Dilemma Resolution)	PPT, Notes and Discussion.			Question & Answer		6	2023	B				
4	37	Ethical decision making in business matrix	PPT, Notes and Discussion.			Question & Answer		6	2023	B				
4	38	Framework of Ethical decision making	PPT, Notes and Discussion.			Question & Answer		6	2023	B				
4	39	Ethical dilemmas in different functional areas of Business (Finance, Marketing HRM and International Business),	PPT, Notes and Discussion.			Question & Answer		6	2023	B				
4	40	Ethical dilemmas in different functional areas of Business (Finance, Marketing HRM and International Business),	PPT, Notes and Discussion.			Question & Answer		6	2023	B				
4	41	Difficulties for practice ethics in organization	PPT, Notes and Discussion.			Question & Answer		6	2023	B				
4	42	Intellectual Property Rights and Business Ethics,	PPT, Notes and Discussion.			Question & Answer		6	2023	B				
4	43	Ethical challenges for Managers	PPT, Notes and Discussion.			Question & Answer		6	2023	B				
4	44	Ethical Decision Making process	PPT, Notes and Discussion.			Question & Answer		6	2023	B				
4	45	it's Model -STEP Model	PPT, Notes and Discussion.			Question & Answer		6	2023	B				
4	46	PLUS Filter Model	PPT, Notes and Discussion.			Question & Answer		6	2023	B				
5	47	Applications of Ethical Principles to Contemporary, Moral and Ethical problems / issues related to Business:	PPT, Notes and Discussion.			Question & Answer		6	2023	B			Case Study at Harvard Business Review 2007: Avoiding Integrity Land Mines, Ben W. Heineman, Jr.	
5	48	Contemporary cases on Corporate Strategy	PPT, Notes and Discussion.			Question & Answer		6	2023	B				
5	49	Moral Reasoning, personal responsibility	PPT, Notes and Discussion.			Question & Answer		6	2023	B				
5	50	UN-17 SDG: Climate Change,	PPT, Notes and Discussion.			Question & Answer		7	2023	B				
5	51	Corporate Strategy and Natural resource depletion	PPT, Notes and Discussion.			Question & Answer		7	2023	B				
5	52	Corporate Social Responsibility	PPT, Notes and Discussion.			Question & Answer		7	2023	B				
5	53	transparency and accountability	PPT, Notes and Discussion.			Question & Answer		7	2023	B				
5	54	Social Media and E-Platforms	PPT, Notes and Discussion.			Question & Answer		7	2023	B				

Business Ethics at work, Elizabeth Vallance, Cambridge University Press

5	55	Current ethical issues like Bank scams, Airlines etc	PPT, Notes and Discussion.			Question & Answer		7	2023	B					
---	----	---	-------------------------------	--	--	----------------------	--	---	------	---	--	--	--	--	--

Faculty Incharge