



**PROF. Z. RAHMAN**  
Department of Management  
IIT Roorkee

**TYPE OF COURSE** : New | Elective | PG  
**INTENDED AUDIENCE** : MBA, MIB, MBA-IB, M.Com

**COURSE DURATION** : 8 weeks (25 Feb'19 - 19 Apr'19)  
**EXAM DATE** : 28 April 2019

**INDUSTRIES APPLICABLE TO** : All companies working in exports and international business

## COURSE OUTLINE :

Global business comprises of a large and growing portion of the world's total business. Today, global events and competition affect almost all companies- large and small-because most sell output to and secure supplies from foreign countries. Many companies also compete against products and services that come from abroad. Thus most managers, regardless of industry or company size, need to approach their operating strategies, from a global perspective. In view of the above, this course provides a fresh, up-to-date analysis of the global business environment and successfully blends a comprehensive review of global business with exhaustive discussion of what happens in the many parts of the global market. Moreover, the course not only describes the ideas of global marketing but also presents many contemporary examples, scenarios and cases. This course will therefore provide first-hand knowledge of Global Marketing operations and help practitioners and budding scholars of international business.

## ABOUT INSTRUCTOR :

Dr. Zillur Rahman is Associate Professor and Head in the Department of Management Studies, Indian Institute of Technology, Roorkee. He received his B.Sc. (Hon.) Mathematics, MBA and Ph.D from Aligarh Muslim University, India. Dr. Rahman has more than 20 years of experience in academia. He has delivered research talk in many countries including USA, Switzerland, Germany, France, Italy and Turkey. He has published research papers in reputed international papers including the Journal of Cleaner Production, Journal of Service Marketing, Telematics and Informatics, International Journal of Contemporary Hospitality Management, among others. Prof. Rahman is recipient of Highly Commended Paper in Emerald Literati Network Awards for Excellence, 2016. Prof. Rahman is also the recipient of Commendable Faculty Award in the domain Business, Management and Accounting, 2018.

## COURSE PLAN :

**Week 01** : Globalization, Global Economic Environment:

**Week 02** : Financial Environment, Cultural Issues and Buying Behavior, Political/Legal Environment

**Week 03** : Political/Legal Environment, Global Marketing Research, Global Segmentation and Positioning:

**Week 04** : Global Marketing Strategies, Global Market Entry Modes, Global Product Development

**Week 05** : Global Product Development, Marketing Products and Services, Global Pricing:

**Week 06** : Communicating with the World Consumer, Sales Management, Global Logistics and Distribution

**Week 07** : Global Logistics and Distribution, Export/Import Management, Planning, Organization, and Control of Global Marketing Operations

**Week 08** : Planning, Organization, and Control of Global Marketing Operations, Marketing in Emerging Markets,- Global Marketing and the Internet.