



SECOND SEMESTER 2015-2016
Course Handout (Part-II)

Date: 15/01/2016

In addition to Part I (General Handout for all courses appended to the Time Table), this portion gives further specific details regarding the course.

Course No. : BITS C487 /GS F 334
Course Title : GLOBAL BUSINESS TECHNOLOGY AND KNOWLEDGE SHARING
Instructor-in-Charge : PRAVEEN GOYAL

1. Scope and Objective of the course:

The purpose of this course is to provide an understanding of how different variables like changing corporate landscape, new knowledge industries, and trends like networking and interdependence impact global business relations and operations via ever changing technology acting as a fundamental driver. Course will also aim at exploring how technology import and export happen, how technology is transferred and adapted to new conditions. Further, it will also focus on the impact of technology on environment and society. Additionally, it will deal with the managerial, strategic and technological, operational and tactical dimensions of knowledge sharing via such technology movements. Students will also be introduced to the role of small and medium enterprises and the changing roles of enterprises, leadership for the inter-networked business, employment and jobs, access and equity, quality of life, global knowledge innovation infrastructure.

2. Course Description:

The course would cover the following areas: Global business environment, technology and economic development, FDI, Liberalization and FDI trends in India, Technology imports, liberalization and in-house R & D, Technology acquisition and growth of firms, Technology and exports, Technology intermediation.

3. Text Book:

T1. Siddharthan, N.S. and Rajan, Y. S., Global Business Technology and Knowledge Sharing

4. Reference Books:

R1. Drucker, Peter F, Managing in the next Society, Bulterworth-Heineman – 2002

R2. Drucker, Peter F, Drucker Lectures; Essential lessons on Management Society & Economy, TMH – 2010

R3 Drucker, Peter F, Managing in Turbulent Times, Allied Publishers, 1980

5. Course Plan:

Topics	Sub-topics to be covered	LH
Global business environment, technology and economic development	Innovations and development, the early Indian experience, technology status comparison of India and China, economic vitality, strategies, Indian policy, WTO and multilateral regimes	4
Foreign direct investment and technology	Trends in FDI inflows, mergers and acquisitions, FDI in R & D, future trends	4





Liberalization and FDI trends in India	Liberalization in India, FDI flow in India and its comparison with world market, Domestic industrial development	4
Technology imports, liberalization and in-house R & D	In-house R & D and technology imports, IAT strategy, FDI, technology transfer and domestic firms, liberalization and R & D	4
Technology acquisition and growth of firms	The Schumpeterian Paradigm, Size, multi- nationality and growth, technology transfer and growth of Indian firms	4
Technology and exports	Technology acquisition and exports, Strategic group and exports, Intra firm trade, IT and globalization of SMEs	4
Technology and Society	Key role of technology, need for technology intermediation and steps, global and societal, Technology and Sustainability	4
Technology Intermediation	Technology forecasting, assessment, actions, follow up action, technology vision 2020 projects.	4
Technology and Globalization	Enterprise and nations, changing role of enterprises, role of SME, role of state, Science, Technology and Innovation policy 2013	4
TOTAL		36

NOTE: Supplementary notes would be provided and included in syllabus as required. Students must collect them from IC regularly.

6. Evaluation Scheme:

Component	Weightage (%)	Duration	Date & Time	Nature of Component
Mid Semester	30	90 Min	15/3 9:00 - 10:30 AM	Closed Book
Project/ Class Presentation	30		To be announced	
Comprehensive Exam	40	3 Hours	5/5 FN	Closed Book

7. Chamber Consultation Hour: To be announced in the class.

8. Notices: All notices of this course will be displayed on the Management Studies Group Notice Board.

9. Make-up Policy: Make-up may be allowed only in genuine cases.

**Instructor-in-Charge
BITS C487 /GS F 334**

