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Management of Multinational Corporations

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A conceptual background of MNC's: Defining MNC's, characteristics, types, growth and evolution of MNC's. A theoretical perspective: Internalisation theory, Oligopoly theory, Tariff jumping hypothesis, Obsolescing bargain theory. The three models of internalisation strategy, Comparative Management: Importance and scope; Approaches of comparative management; management styles and practices in US, Japan, China, Korea, India.

UNIT-II

Strategy and MNC's: The role of strategy, Transferring core competencies, Realizing location economies, Realising experience curve economies, Pressures for cost reductions. Local responsiveness, Multinational strategy, International strategy and Global strategy. Modes of entry and strategic alliances. Organizational structure: Vertical and horizontal differentiation. Control and co-ordination in MNC's.

UNIT-III

Marketing management in MNC's: Product, price, distribution and communication strategy. Operations management in MNC's: Where to manufacture: Country factors, technology factors, customization and cost efficiency, locating manufacturing facilities. Transfer of knowledge from home country to host country: parent subsidiary relationship, new product development. Human resource management in MNC's: HR policies in MNC's, types of staffing policy, employing expatriates in MNC's, Labour relations in MNC's. Financial management in MNC's: Double taxation relief, provisions of Indian Income Tax Act for double taxation, Transfer pricing.

UNIT-IV

Ethics and social responsibility in MNC's: Stakeholders expectations, Environmental management in MNC's, dealing with corruption and bribery, Marketing issues, Human rights violation by MNC's. Emerging issues in MNC's: Challenges of globalisation towards transnational companies, Enterprise risk management in MNC's. Indian MNC's: Strategic issues for Indian MNC's- Evolution of Indian companies, moving up the value curve, overcoming the liabilities of Indianness, Role of Government