

IBMT PROGRAMME IN INTERNATIONAL BUSINESS

(EXCLUSIVELY DESIGNED FOR STUDENT EXCHANGE PROGRAM)

The program is designed to provide participating students an overall view of issue in modern business. The first module focuses on the fundamentals of business. The first half of second module provides a general view of International Business environment and the second part focuses on India specific issues. The objective is to enable participating students to place Indian business in the overall context of international business.

Module I.- (6 credits)

1. Business Management
2. Economic Environment
3. Marketing Management

Module II Pt. 1- (6 credits)

4. Global Business Environment
5. International Trade Theory & Policy
6. International Business Strategy

For the above module the student has to attend tutorials and take oral and written examinations to earn credits

Module II Pt. 2- (6 credits)

7. Indian Business
8. Indian Culture

For the CO-CIRICULAR ACTIVITIES-

(Subsidized payments to be made by the student in Indian Rupees)

1) INTERNATIONAL MULTICULTURAL BUSINESS STUDY TOUR OF EMERGING ECONOMIES - **2 credits**

(The student has to prepare a detailed study of the commercial places and factories visited. Subsidized tour expenses to be paid the student)

2) TOUR OF INDIAN CITIES-A student has to visit a minimum of 4 Indian cities for a total minimum period of 3 weeks and prepare a tour report **2 credits**

3) APPRENTICESHIP-(Non stipend basis)

The student has to work as an apprentice in any retail outlet /factory/office with an objective of studying the consumer behavior /marketing in the INDIAN context for a period of two months ---- **2 credits**

4) ADVANCED ENGLISH COURSE -This is compulsory for students from Non-English speaking countries ----- **2 credits**

5) Attending career related seminars-A student has to attend a minimum of two seminars identified by the Institute. **2 credits**

NOTE-All the students have to submit a written report and PPT presentation in English language for evaluation for earning credits.

CONTACT PERSON:

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