

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 .- (20 credits)

1. Business Management
2. Managerial Economics
3. Information Technology For Business
4. Human Resource Management

OR

Module - (20 credits)

5. Global Business Environment
6. International Trade Theory & Policy
7. International Business Strategy
8. International HRM

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

OR

Module - (15 credits)

HISTORY, PRESENT & FUTURE

9. Indian Business
10. Indian Culture
11. Indian Art

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 - 10 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
10 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 ----

10 credits

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

----- **5 credits**

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

5 credits

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

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DETAILED COURSE STRUCTURE

1. FUNDAMENTALS OF BUSINESS MANAGEMENT

Introduction to business Management – Nature of organisations & Management;
Planning & controlling – Organisational Decision Making; Planning as an organisational activity; Controlling as an organisational activity.
Organising & Leading- Organising & co-ordinating the work of the organisation; power & distribution of authorities; Leading organisational members; The nature of groups & Teams in organisations

2. MANAGERIAL ECONOMICS

Concepts & techniques - Introduction, Utility of Managerial Economics
The Theory of Demand – Demand schedule, Demand Function, Demand Curve, Law of Demand, Demand Estimation;
The theory of Production – Production Functions, Stages of Production, Revenue & costs, Break even analysis, shut down point, supply curve
Price & output decisions

3. INFORMATION TECHNOLOGY FOR BUSINESS:

IT in the Business Environment – Introduction; Business & Information Technology; Information Technologies in the modern organisations.

IT Infrastructure – Computer Hardware; Computer software; Managing organisational data & information; telecommunication & Networks; The Internet, Intranets & Extranets.

Applying for Competitive Advantage – Electronic Commerce; Data, Knowledge & Decision support; Artificial Intelligence & Intelligent systems.

1. GLOBAL BUSINESS ENVIRONMENT
2. INTERNATIONAL TRADE THEORY & POLICY
3. INTERNATIONAL BUSINESS STRATEGY

Setting the scene for the 21st century: Global Business – An Evolving System; Means of wealth exchange; organising for world class business; Sourcing globally.

Diverse cultures; Conflicting Trade Theories; opposing public policies

Trade creation; Trade Barriers

Economic Integration – Monetary harmonisation; Trade Harmonisation; Regional Harmonisation

International Business Environment; Countries Economic Development; National differences in Political & cultural factors.

International Trade Theories; role of Govt in Foreign trade; Balance of Payment & International Trade; foreign direct investment; WTO & Globalisation.

Global Monetary system: The foreign exchange Market

The Strategy & Structure of International business

