

**THINK DIFFERENTLY  
TO MANAGE DIFFERENTLY**

**JAIN UNIVERSITY**

Declared as Deemed-to-be University u/s 3 of the UGC Act, 1956



## **Bachelor of International Business & Finance** (Specialization - International Business)

Knowledge Partner

**iNURTURE** Tomorrow's here  
Education Solutions

## Programme Overview

Globalization of business is a reality and it is going to remain that way - no matter which Government assumes office, whether you are a local or a multinational business, whether you belong to the public or private sector, or whether you are a corporate enterprises or a non-profit organization.

An international business education can be the backbone for economic, political and social systems at all levels. And most jobs in international business will be done in one's own community where the employee has to deal with a representative in another country who will liaise between the employee and the firm's ultimate consumers.

This course aims at preparing students to work in such an environment that requires people, who do not only have the basics of management, but also understand how to move in a diverse, multicultural world.

## Programme Name

Bachelor of International Business & Finance  
(Specialization – International Business)

## Programme Code

009

## Degree Awarded

Bachelor of International Business & Finance  
(Specialization – International Business)

## Duration of the Programme

3 years, 6 semesters

## Eligibility

The minimum qualification to apply is a PUC / ISC / CBSE or Equivalent stage.

## Medium of Instruction / Examination

English

## Study Campus

**School of Commerce & Management Studies**  
**Jain University**, Near Bangalore Central Mall,  
Jayanagar 9th Block, Bangalore, Karnataka 560 069

## Programme Timings

8:30 am - 4:30 pm (Mon to Sat)

## Course Advisor

Dr. Easwaran Iyer  
M: +91 98457 26725

## Examinations & Assessments

1. Internal tests
2. Assignments
3. Seminar presentation
4. Class tests
5. Preparatory theory and Practical examination

## 6. End term theory and Practical examination

### Curriculum

#### Semester 1

English 1

Accounting 1

Management Concept and Practice

Managerial Economics

International Business Environment

Human History and Creativity

**Value Enhancing Course (VEC): HUMAN VALUES & MIND MANAGEMENT**

#### Semester 2

English 2

Accounting 2

Organizational Behavior and HRM

Quantitative Methods for International Business

Introduction to Business and Brands

Ideation and Creative Expression

**Value Enhancing Course (VEC): Indian Constitution**

#### Semester 3

Fundamentals of Strategy

Marketing Management

Creative Communication 1

Ethics, Values and Etiquette

Mass Media

Fundamentals of Foreign Trade

**Value Enhancing Course (VEC): COMPUTER FUNDAMENTALS**

#### Semester 4

Psychology and Market Research

Persuasion and Salesmanship

Financial Management & Management Accounting

Creative Communication 2

Experiential Branding

EXIM Procedures and Documentation

**Value Enhancing Course (VEC): Environmental Science**

#### Semester 5

Taxation

Business Law

Teamwork and Cross-cultural Leadership

International Marketing

Project – I\*

## **Semester 6**

Business Negotiation

Project Management

Digital Branding

International Financial Management

Project – II\*

## **CAREER OPPORTUNITIES**

A career in international business is especially suitable for people with an entrepreneurial flair and those who have good communication skills. A career in international business usually starts with a job opportunity in a multinational company for most professionals where their job description may vary hugely according to their education and skills.

The BIBF - IB program aims at preparing students to succeed in the global business environment. The program focuses on providing students with business concepts of the international community. The coursework deals with management techniques that are applied to overseas firms and corporations. Students develop understanding of what factors affect a global firm. Topics studied include strategic planning, trade policies, culture diversification, public policy, and marketing. The degree program enables students to analyze the international market scenario, where they can skillfully recognize business opportunities and learn how to exploit them profitably.