

**THINK DIFFERENTLY
TO MANAGE DIFFERENTLY**

JAIN UNIVERSITY

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



Master of International Business (Specialization - Global Management or Creative Management)

Knowledge Partner

iNURTURE Tomorrow's here
Education Solutions

Programme Overview

To provide students with comprehensive knowledge and practical skill-sets related to Business Strategy; Business Operations; Innovation & Creativity----all in the overall context of International Business.

The course attempts to combine sound conceptual grounding with practical exposure & contemporary developments, thus helping the students gain in-depth & wide-spread knowledge.

Programme Name

Master of International Business
(Specialization – Global Management or Creative Management)

Programme Code

053

Degree Awarded

Master of International Business
(Specialization – Global Management or Creative Management)

Duration of the Programme

2 years, 4 semesters

Eligibility

The minimum qualification to apply is a Bachelor's degree.

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

Management Theory and Practice
Managerial Economics

Accounting for Management
International Business Environment
Quantitative Techniques
Taxation

Value Enhancing Course (VEC): Foreign language Level - I

Semester 2

International Trade
Project Management and Budgeting
Management Information System
International Marketing Management
International Human Resources Management
International Financial Management

Value Enhancing Course (VEC): Foreign language Level - II

Semester 3

New Media
Business Law & Ethics
Business Policy & Strategic Management
Retail & Supply Chain
Elective – I
Elective – II

Value Enhancing Course (VEC): Global Management – Global Innovations **OR**
Creative Management – Small Business in a Global Market

Semester 4

Leadership and Its Practice
Multi-cultural Negotiations
Elective – III
Elective – IV
Final Project*

Value Enhancing Course (VEC): Global Management---Innovations in Market Research **OR**
Creative Management – EXIM Management

Sl. No.	Elective: Global Management	Elective: Creative Management
I	Trends in Brands and Business	Ideation & Creative Expression
II	Entrepreneurship in a Global environment	The Experiential Economy
III	India in the Global Economy	Brand Content and Media
IV	Global e-Business	Creative Planning and Insights

CAREER OPPORTUNITIES

During the last two decades the world has witnessed a sea change in the international trade practices, processes and behaviour. Liberalization has opened new horizons of international trade for its huge potential market and has also opened vistas of foreign markets for its diversified product line.

India's foreign trade is significant in terms of volume and diversity. In 1991, India's export was \$18 billion which surged to about \$200 billion by the year 2009. According to an estimate, 45% of the GDP is due to export and import. India's total share in goods and services trade was 0.92% in 2003 which increased to 1.64% in 2008.

Studies have revealed that nearly 14 million jobs were created directly or indirectly as a result of augmented exports in the last five years. Also the EXIM (Export Import) policy provides for an export growth of 15% thereby increasing the share of world trade to 1.5% from the existing 1%. For achieving this objective, the Government has strengthened the foreign trade policy and set up Export Processing Zones (EPZ), Special Economic Zones (SEZ), exemptions of duty and other measures.

Thus, international trade and business have tremendous scope in terms of employment and entrepreneurial opportunities in India.