

KUMARAGURU COLLEGE OF LIBERAL ARTS AND SCIENCE

BBA (International Business)

Learning Zones / Pathway	Global Pathway	Pathway 1	Pathway 2
International Travel & Study	1 USA / Europe / Auz/ Sing	1 GCC / Southeast Asia	NA
National Travel & Study	NA	NA	1
Regional Travel & Study	NA	1	1
Industry Micro-Credential Course	4	3	2
Outbound Leadership training	1	1	1
International online courses (COURSERA)	10	8	7
Sponsorship for Registration in National Events	✓	✓	NA
Foreign Language	✓	✓	✓
Career Prep – CAT/ TOEFL/ IELTS	✓	✓	✓

* For immersion programs, only the course fee will be covered by the college through the Pathway. Students will be responsible for all other expenses, including travel, food, accommodation, and personal costs.

Choosing the Learning Cohort:

Choose the **International Trade** Learning Cohort if you have an interest in understanding the economic and regulatory aspects of global markets. This Learning Cohort is ideal for students who want to work in roles related to international commerce, trade agreements, and global supply chains.

Learning Cohort 1. International Trade

Focus:

The International Trade Learning Cohort is designed for students who are interested in the global flow of goods, services, and capital. It focuses on understanding the complexities of international trade laws, tariffs, trade agreements, economic development, and global supply chains. This Learning Cohort prepares students for careers in managing international trade operations, policy analysis, and business strategies in global markets.

Course Themes

- Understanding Global economies & Markets.
- Cultural Intelligence & Global Communication.
- International Business Essentials.
- Trends in Technology & Innovation.
- Sustainability.
- Global Trade and Supply Chain Management.
- Design Thinking
- International Financial Management.
- Global Political systems.
- R & Python
- Global Investment & Portfolio Management
- Relevant online course

* Selected courses from the above list will be offered based on industry trends, chosen pathway & requirements, as recommended by the committee

Career Opportunities:

1. International Trade Manager
2. Export Manager
3. Customs Compliance Officer
4. Supply Chain Manager
5. Trade Policy Analyst
6. Logistics Coordinator
7. Import/Export Consultant
8. International Market Analyst
9. Foreign Trade Advisor
10. Global Business Consultant

Learning Cohort 2. Global Marketing

Choosing the Learning Cohort:

Choose the **Global Marketing** Learning Cohort if you are interested in creating and managing marketing strategies for global audiences. This Learning Cohort is well-suited for those who want to pursue careers in international marketing, advertising, brand management, and digital marketing.

Focus:

The Global Marketing Learning Cohort emphasizes the development and execution of marketing strategies in international markets. Students will learn about cross-cultural marketing, global consumer behavior, digital marketing, brand management, and international market research.

Course Themes

- Design Thinking.
- Cross-Cultural Communication in Marketing.
- Digital Marketing and Social Media Analytics.
- Global Trade and Supply Chain Management.
- Sustainable Marketing and Corporate Social Responsibility (CSR)
- International Financial Management.
- Global Branding
- R & Python
- Global Investment & Portfolio Management

** Selected courses from the above list will be offered based on industry trends, chosen pathway & requirements, as recommended by the committee*

Career Opportunities:

1. Global Marketing Manager
2. Brand Manager
3. International Product Manager
4. Digital Marketing Specialist
5. Market Research Analyst
6. International Sales Manager
7. Global Media Planner
8. Advertising Executive
9. Business Development Manager
10. Multinational Business Consultant

Choosing Between the Learning Cohorts:

- **International Trade Learning Cohort:** Best for students who enjoy understanding global economic policies, trade regulations, and logistics. If you're interested in working in trade compliance, international markets, or supply chains, this Learning Cohort offers the foundational knowledge required for global business operations.
- **Global Marketing Learning Cohort:** Suitable for students passionate about marketing, advertising, and consumer behavior in different cultural contexts. If you're interested in building brands, executing global marketing campaigns, or working with multinational firms, this Learning Cohort will provide the necessary skills to succeed in the global marketplace.

Partners

Babson US | Taylors University | FORGE | TIE Global | IIM-Indore | IIM-Kozhikode | NSE | NISM | Logistics skill sector council | Coursera | IBM | KPMG | IMS | Coursera | IBM | IMS | Breakthrough | Keystone Foundation |