

BBA International Business
Global Trade, Marketing & Business Strategy
 EDGE+ Model (2026–27)

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	1	1	1
Industry Micro-Credential Course	3	2	2
Outbound Leadership training	1	1	1
International online courses (COURSERA)	Learn from 350+ world leading universities with access to 15000+ global courses through COURSERA		
Sponsorship for Registration in National Events	✓	✓	✓
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.*

Open options that students may choose based on their career aspirations & learning Goals

Program Overview

The **BBA International Business** program at KCLAS prepares students to become globally competent professionals capable of managing international operations, cross-border trade, global supply chains, and international marketing strategies.

Students develop strong foundations in:

- International Trade, Foreign Exchange & Export-Import Procedures
- Global Business Environment & International Economics
- Cross-Cultural Management & International HRM
- International Marketing & Brand Strategy
- Logistics, Supply Chain & Global Operations
- Trade Documentation, Market Entry Strategies
- International Business Strategy & Global Entrepreneurship

Through the **Edge+ model**, students gain:

- Global immersion experiences
- Industry micro-credentials in trade, marketing, logistics & analytics
- Real-time exposure to ports, EXIM offices, and multinational companies
- Online global certifications
- Career preparation for MBA/IB, global companies, and international internships

This **balanced pathway** ensures students are industry-ready across **Trade + Marketing + Operations + Strategy**.

Learning Themes

No.	Learning Theme	Focus / Industry Relevance
1	Global Business Environment	Understanding global markets, cultural dynamics, and geopolitical influences.
2	International Trade & Export-Import Management	Export documentation, INCOTERMS, trade policies, port procedures, DGFT systems.
3	Global Supply Chain & Logistics	International logistics, warehousing, SCM tools, freight forwarding.
4	International Marketing & Cross-Cultural Branding	Market entry strategies, brand localization, global consumer behavior.
5	International Finance & Foreign Exchange Management	Forex markets, hedging, global taxation, FDI, exchange risk management.
6	Digital Marketing & Global E-Commerce	Social media marketing, SEO, e-commerce cross-border business models.
7	International HRM & Cross-Cultural Leadership	Managing global teams, cultural intelligence, global negotiations.
8	Business Analytics for International Business	Market analytics, trade analytics, data-driven decision-making.
9	Entrepreneurship & Global Start-Up Models	International franchising, global MSMEs, borderless business ideas.
10	Ethics, Sustainability & Global Governance	CSR, environmental compliance, international labor standards.

Learning Experience under Edge+

Component	Description
Micro-Credential Courses	Export-Import Documentation, Digital Marketing, Supply Chain Tools, Trade Analytics, Cross-Cultural Communication, International Finance Tools.
Regional & National Immersions	Chennai Port, Tuticorin Port, DGFT, Customs Office, International Airports, MSME Export Units, Trade Associations, MNC visits.
Global Immersion	Study visits to Singapore, Malaysia, UAE, or Europe — focusing on ports, global companies, cultural immersion, and IB workshops.
Online Learning	Coursera certifications in Global Business, Digital Marketing, International Trade, Supply Chain Analytics, and International HR.
Outbound Learning	Leadership camps, negotiation skills, global teamwork simulations, IB case competitions.
Foreign Language	French / Mandarin / Japanese for global employability and business communication.
Career Prep	MBA-IB coaching, GD/PI prep, corporate readiness, internship support with export houses and MNCs.

Programme Specific Outcomes

PO / PSO	Description	Mapped Edge+ Component
PO1	Understanding business & IB concepts	Global Business Modules, Online Courses
PO2	Analytical & decision-making skills	Trade Analytics, Marketing Analytics
PO3	Application of IB principles in global settings	National & Global Immersion, EXIM Practicals
PO4	Communication & teamwork	Foreign Language, Cross-Cultural Labs
PO5	Ethics & global responsibility	Sustainability & Governance Themes
PSO1	Understanding of global business fundamentals	International Marketing, IB Strategy Labs
PSO2	Export-import & trade competency	Port Visit, DGFT Training, EXIM Micro-Credential
PSO3	Global marketing & sales skills	Digital Marketing, Global Consumer Behavior Workshops
PSO4	Supply chain & logistics knowledge	SCM Tools, Freight Forwarding Immersion

Career Opportunities

Category	Career Roles
1. International Trade & Export	Export Coordinator, EXIM Executive, Trade Compliance Officer
2. Global Marketing & Branding	International Marketing Executive, Brand Coordinator
3. Supply Chain & Logistics	Logistics Analyst, Freight Forwarding Assistant, SCM Executive
4. International Business Operations	Business Development Executive, International Sales Executive
5. Corporate & Higher Education Roles	Management Trainee, MBA-IB aspirant, Global Project Trainee

Semester Edge+ Flow Chart

Semester	Focus Areas	Edge+ Components
Sem 1	Principles of Management, Business Environment, Communication	Edge+ Orientation, Global Awareness Modules
Sem 2	International Business Environment, Accounting, Economics	Micro-Credential 1 + Regional Immersion
Sem 3	Export-Import Procedures, Logistics, Digital Tools	Micro-Credential 2 + National Immersion
Sem 4	Global Marketing, HRM, International Finance	Micro-Credential 3 + Global Immersion (Optional)
Sem 5	Foreign Exchange, Cross-Cultural Management, Analytics	Micro-Credential 4 + Industry Projects
Sem 6	Internship + Project + Career Prep	Corporate Internship, Capstone, MBA/Job Prep

Industry & Academic Partners

Babson College USA, EM Normandie France, Eötvös Loránd University Hungary, Taylors University Malaysia, NUS Singapore, Middlesex University Dubai, Coursera, IBM, IIMK, SPJIMR, Goa Institute of Management, Design Barn, NSE Academy, NISM Mumbai, ACCA, ANSA, Institute of Cost Accountants of India, Coimbatore Chapter, Veranda Learning Solutions Pvt Ltd, Leap Learning, Breakthrough Bangalore, Logistics & supply chain council, Shankar IAS Academy.