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## Bachelor of Business Administration - International Business

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Bachelor of Business Administration - International Business

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## Bachelor of Business Administration - International Business

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**Sharda School of Business Studies (SBS)** (<https://www.sharda.ac.in/schools/business-studies>)

Programme Code	Level	Duration
SBS0134	Graduate	3 Years

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**Overview** Course Fee Programme Structure Curricula Eligibility Criteria Career Path

### About the Programme

BBA International Business is a three-year graduate programme specially designed for students who want to become global business administrators and want to develop skills required to work in internationally operating companies and organisations.

It provides the students with opportunities both to apply the theoretical knowledge acquired in the classroom and to obtain a more in-depth understanding of problems emerging in an international business environment.

This programme aims at equipping 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. The coursework deals with management techniques that are applied to overseas firms and corporations. Students develop an understanding of what factors affect a global firm.

Topics introduced to students include strategic planning, trade policies, culture diversification, public policy, and marketing.

The Program Educational objective of the BBA of SBS is:

- **PEO1:** To provide students with basic theoretical knowledge and understanding of organizations, their management and the environment in which they operate.
- **PEO2:** To provide students with the first-hand experience of a managerial and/or management-related role and of how organizations operate in practice.
- **PEO3:** To provide students with an integrated understanding of the important functions within management and the way in which they interact and acquire new skills.
- **PEO4:** To develop students' critical analysis of and reflection upon management issues and their ability to undertake serious, deep and well-rounded research in selected areas.
- **PEO5:** To prepare students for a career in management or management-related fields and develop their capability to contribute to society at large.
- **PEO6:** To enhance students' lifelong learning skills, communication skills and personal development.

### Program Outcomes (PO's)

- **PO1:** Ability to apply the knowledge of business and management concepts to address the various managerial issues and complex problems by investigating and analyzing the problem's situation and context.
- **PO2:** Understand the impact of professional business decisions and solutions in the societal and environmental context and also demonstrate knowledge towards sustainability.
- **PO3:** Demonstrate thinking skills, creativity and innovation orientation in understanding and addressing the issues relating to the global business environment.
- **PO4:** Apply ethical policies and practices of the profession to be socially responsible and ethical management professional.
- **PO5:** Exhibit leadership behavior, interpersonal & cross-cultural skills, communication skills and a commitment towards lifelong learning.
- **PO6:** Apply and practice their entrepreneurial knowledge, skills, and traits to become self-employed and job creators.

## Program Specific Outcomes (PSO's)

- **PSO1:** To develop conceptual and analytical skills and learn to work

### This course is for individuals who...

want to gain knowledge of how firms become and remain international by applying related management theories and techniques. Apart from that, anyone with excellent communication skills along with an entrepreneurial flair is a natural fit for this programme. Strong memory and a pleasant personality are some other traits that enhance the chances of success in this field.

### Students who are looking for...

extraordinary career opportunities and want to understand different cultures and be able to perform business tasks in a different cultural and professional environment should opt for this programme.

## Course Fee

### For National Students

Yearly Fee      Semester Fee

● **1st Year**  
₹ 179770

● **2nd Year**  
₹ 185163

● **3rd Year**  
₹ 190718

### For International Students

Fee Per Semester

\$ 1650

Fee Per Year

\$ 3200

## Programme Structure

+ Term 1

+ Term 2

+ Term 3

+ Term 4

+ Term 5