

Global strategy, local impact. Elevate your international business acumen with BAOIAM'S Course

**International Business Course**



# ABOUT US

WE AT BAOIAM NURTURE YOUR COLORFUL CAREER DREAMS WITH A DEDICATED APPROACH TOWARDS PROVIDING YOU WITH THE BEST QUALITY COURSES AND OPPORTUNITIES IN THE FIELD OF EDUCATION.

- ✓ Expand your horizons
- ✓ Meet your aspirations
- ✓ Transform your future



BE ONE IN A MILLION

# “Explore Courses Now”

## Welcome to BAOIAM International Business Course! Unlock Your Potential with Our International Business Course

Globalization has made the world a global village, and companies are not limited to their nation's jurisdiction. Needless to say, it is essential to comprehend various aspects of international business in today's global economy. The objective of this course is to prepare students with adequate knowledge about international business management ventures and management to cope with the problems and prospects in conducting business internationally. Every aspect of international business will be introduced to and analysed through theory and real-life examples, such as trade theories, cross-cultural management, global marketing, and financial management.



# PROGRAM OVERVIEW

- Comprehensive Curriculum: The highlights of this course as it relates to I-O are a look at the role of global trade theories, market entry strategies, cross cultural management, international marketing and international financial management.
- Practical Application: Assignments and cases will be used for projects, which means that students will be exposed to real life practical applications of theory knowledge in international business.
- Global Perspective: There is a strong focus on the analysis of the foreign business environment, expanding to emerging markets and trends, which gives students a Systems level view of international business.

# PROGRAM OVERVIEW

- Ethical Considerations: Ethical concerns and international business laws are also covered in the course so that students will know the moral and legalities of doing business around the globe.
- Cross-Cultural Competency: Particularly, the focus is made on the management across cultures that is crucial in the contemporary global economy. Culture is another area in which familiarisation will occur; students will also learn how to cope with new cultures and be sensitive to culture shock.
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## Placement Assistance

We offer placement support by training you for **interviews** and guiding you to take up the **right career path**.



## Personalized Mentorship

This allows for **personal guide** to enhance your skills ensuring growth and development in all aspects.



## 1:1 Sessions

This allows for **personal attention** and **customized learning** experiences tailored to individual needs.



## Interview Training

Prepare, practice, and showcase your **unique strengths**. Baoiam is here to support you on your journey to a successful interview.



## 50+ Live Projects

This gives the students **real world experience** with practical approach and experiences.

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BENEFITS  
PROVIDED  
BY  
**BAOIAM**

# COURSE CURRICULUM

## Week 1: Introduction to International Business

- Definition and Scope of International Business
- Globalization and its Impact
- Key International Business Terms

## Week 2: Global Trade Theories

- Comparative Advantage Theory
- Absolute Advantage Theory
- Heckscher-Ohlin Theory

## Week 3: International Market Entry Strategies

- Exporting and Importing
- Licensing and Franchising
- Joint Ventures and Wholly Owned Subsidiaries

# COURSE CURRICULUM

## Week 4: Cross-Cultural Management

- Understanding Cultural Differences
- Managing Across Cultures
- Cultural Sensitivity and Adaptation

## Week 5: International Marketing

- Global Marketing Strategies
- Market Research and Consumer Behavior
- Branding and Promotion Across Borders

## Week 6: International Financial Management

- Foreign Exchange Markets
- International Financial Instruments
- Risk Management in International Finance

# COURSE CURRICULUM

## Week 7: Global Supply Chain Management

- Supply Chain Logistics and Operations
- Sourcing and Procurement
- Managing Global Supply Chains

## Week 8: International Business Law and Ethics

- International Trade Regulations and Agreements
- Ethical Issues in International Business
- Intellectual Property Rights

## Week 9: Emerging Markets and Trends

- Characteristics of Emerging Markets
- Opportunities and Challenges in Emerging Economies
- Future Trends in International Business

# COURSE CURRICULUM

## Week 10: Projects

- Minor Project
- Major Project

# OUR COURSES

1999/-INR  
FOR 10 WEEKS

# Pricing table

2999 INR

**Expert masterclasses**

**Live Classes**

**Doubt clearing sessions**

**Structured courses & PDFs**

**Interactive Assessment**

**Mentorship**

**Resume building**

**Real-World Projects**

**Resource Hub**



# Our College Reach



**GLA  
University**



**Delhi  
University**



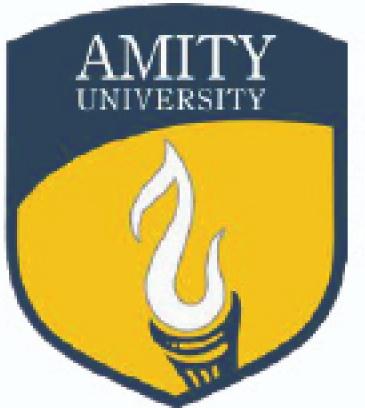
**Rajdhani  
College**



**Hansraj  
College**



**Alliance  
University**



**Amity  
University**



**RKDF**



**IILM**



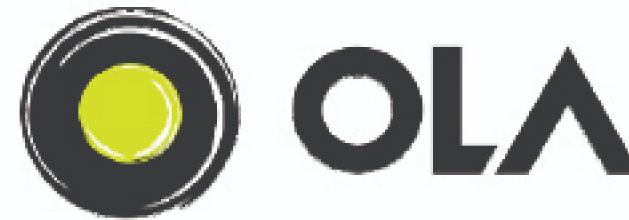
**Maitreyi  
College**



**Sharda  
University**

# Our Company Reach

**VOLTAS**  
A **TATA** Enterprise



**VISA**

**amazon**

**Dentorsity**

**Flipkart**



**accenture**

**paytm**

**INTERNSHALA**  
internships that matter

**lenskart**

**facebook**

**HELLO INTERN**  
THE GLOBAL INTERN EXPERT!

**HCLTech**

**Urban  
Company**

**Hirect**

**intel**

# SUCCESS STORIES



**Vivek Sharma**

I would like to thank BAOIAM and its mentors for the guidance which was given to me throughout my journey as a trainee. They helped me in learning with ease which eventually landed me a job for a package of **10 LPA**. I will always be grateful to BAOIAM for such an amazing opportunity.



**Sahiba Sinha**

I trained with BAOIAM and it was due to their immense support and guidance, that I subsequently landed a job with **10 LPA**. I extend my sincere gratitude to all my mentors and trainers for helping me out in shaping my life.



**Ruhaan Hawaldar**

I started my training at BAOIAM. With all the essential training and knowledge from my mentors, I landed a job for **12 LPA**. Cannot thank enough for all the time and energy that BAOIAM and its mentors has invested in me.



**Yash Bajaj**

Started training as an intern at BAOIAM and got place with a package of **10 LPA**. I would like to show my heartfelt gratitude to BAOIAM and its trainers for helping me out in building my career.



# CONTACT US



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