

MBA

INTERNATIONAL BUSINESS



MBA ESG

Leading French Business School MBA ESG is ranked among the top 20 in Europe and among the top 4 in Paris. Thanks to its incredible lineage, that spans over 30 years, MBA ESG has produced some of the most talented business professionals in the world.

The primary aim of MBA ESG is to transform students into job-ready professionals who are able to adapt to the ever-changing environment of the business world. Through its many professional contacts, projects, theses, and conferences, MBA ESG connects students to corporates during their time at the school.

Why MBA in International Business?

In global companies, International businesses differ considerably from domestic day-to-day operations. From limitation of movement of goods and services, various policies and law governing each country to difference in cultures and economic conditions to weather conditions – there is a lot to consider in international business deals and expansion to foreign lands. Each nation differs in their operations which brings on board various geographical and economic barriers for brands to go global.

In this scenario, professionals who are experts in the domain of conducting international business transactions are sought after to ease the operational hurdles. From finance, marketing or strategic issues, these experts aim to foster a healthy relationship between two countries, via direct interactions with their government executives or business owners. They help to find solutions so as the linguistic, religious, cultural, economic or political challenges are managed for the business to set up its processes and successfully run its operations.

Why MBA ESG for International Business?

- Our programme is designed, developed and organized in close collaboration with the industry.
- Multidisciplinary program covering a very broad spectrum of tools, techniques, knowledge and skills applied to International Businesses.
- Courseware vetted by the French industry experts and delivered by a mix of French and Indian industry professionals.
- Two-week study trip to Paris including classes with MBA ESG students and a packed itinerary to experience French International business tactics.
- Certificate from MBA ESG, Paris, and MBA degree from Ajeenkya DY Patil University.





What will you learn?

At the end of this MBA, you will have acquired the following skills necessary for the exercise of your function in international trade:

- Identify the international development opportunities of an organization by evaluating the economic potential of a market
- Develop an organization's international development strategy and deploy a marketing policy associated with the country of establishment
- Manage an international project in a multicultural context
- Design and deploy trade policy in a foreign market

LIFE SKILLS:

Learn to plan ahead and take action

- Self management or how to manage yourself
- Become a responsible manager and citizen
- Working with diverse peers and mentors learning behavioural soft skills
- Managing others, managing differences and working with small to big teams

Curriculum Overview

- International Marketing Communication
- Global Human Resources Practises
- Global Logistics and Supply Chain Management
- International Operations Management
- Business Research Methods International Banking and Foreign exchange management
- Management Information Systems
- Digital and Social Media marketing
- International Business Environment
- Global Portfolio Management and more

Job Prospects:

- International Marketing Executive
- International Brand Executive
- International Product Executive
- Business Development Executive
- Market Research Analyst
- Operations Executive
- Policy Adviser
- International Business Development Executive
- International Finance Executive and more.

Campus Location:
MBA ESG India

Ajeenkya DY Patil University
DY Patil Knowledge City Road Via Lohgaon,
Airport Rd, Charholi Budruk, Pune,
Maharashtra 412105

Degree powerd by

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Potential Recruiters:

