



JG UNIVERSITY

EXCELLENCE BY CHOICE

SCHOOL OF SCIENCE & TECHNOLOGY

success

iMBA

(BBA + MBA) Programme

GLOBAL BUSINESS MANAGEMENT

(5 YEAR INTEGRATED)

GLOBAL BUSINESS MANAGEMENT



The 5 year Integrated (BBA + MBA) programme with specialization in Global Business Management is for developing a competent cadre of business executives to meet the country's growing requirements for training personnel in the field of international business management. The programme aims at providing a comprehensive coverage incorporating all the important areas and disciplines relevant to international business activities like Core and Foundation skill of Finance

Operation - Marketing - Business, Specialization skill related to Global business management, Import - Export, Supply Chain Management, and Environmental Skill along with IT skill. 5 year Integrated (BBA + MBA) programme with specialization in Global Business Management programme provides the ability to navigate the global marketplace with an understanding of doing business in other countries. Businesses need professionals who can act on the increasing connectedness of global markets, business practices, resources, and information. Our programme is designed to provide skills to cultivate a successful career in international business in worldwide.



17+ Specialized Modules in Global Business Management

15+ Core and Fundamentals modules of Finance, Operation Marketing, Business and Human Resource

8+ Modules related to Environmental Skills-Communication Skill, Writing Skill, Proposal Writing and Presentation, Negotiation and

Persuading Skill, Design Thinking Innovation, Leadership Management and Conflict Management along with International Communication skill.

IT Skills: Business Management with MS Excel, ERP Digital Marketing, Business Intelligence Tools, Business Analytics Tools along with Cloud Data Centre Management.

ERP: Covers Sales & Distribution, Supply Chain Management & Financial Accounting Modules. Sales and Distribution (SD) is a module which covers all topics related to sales, order, and distribution processing. Some of its main components are: sales, sales support, shipping, billing, sales and logistics information system.



BECOME SKILLED IN GLOBAL / INTERNATIONAL/ EXPORT-IMPORT BUSINESS MANAGEMENT

- Sales & Distribution
- Supply Chain Management
- Financial Accounting
- Global Economics
- Global Trade management
- Global Export – Import Management
- Global Product Planning
- Brand Building & Product Promotion
- Financial Accounting Management
- Banking & Insurance
- Marketing Planning & Management

- International Accounting Standards
- Operations Management
- Project Management
- Enterprise Management
- Business Intelligence Tools & Techniques
- Global Supply Chain Management
- Global Business Communication
- Global Financing & Pricing
- Global Risk and Crisis Management
- Business Simulation & Reporting Tools

JOB PROFILE


- Export Executives | Managers
- Business Consultant
- Business Development Executive | Manager
- Marketing Executive | Manager
- Finance Executive | Manager
- Global Business Executive | Manager
- Accounts Manager
- Brand Manager
- Management Consultant

- Project Managers
- Digital Marketing Manager
- Sales Manager
- Supply Chain Manager
- Logistics Manager
- Operations Executive | Manager
- Inventory Control Manager
- Warehouse Operations Executive | Manager
- Export-Import Coordinators





MAIN CAMPUS

 **ASIA Campus,
Drive in Rd, Thaltej,
Ahmedabad-380054,
Gujarat, India**

CITY CAMPUS

**Vishwanath Northview,
University Road,
Navrangpura,
Ahmedabad-380009
Gujarat, India.**

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