



Chennai Business School  
Learning for the real world

## INTERNATIONAL BUSINESS MANAGEMENT

The course curriculum is broadly divided into two modules:

### **Module I**

The core courses cover different business functions like marketing, finance, accounts, operations, supply chain, decision-making and analysis, cost management, people management and strategy.

### **Module II**

The specialization courses covered include:

- International Business Environment
- Cross-cultural and Diversity Management
- Foreign Language (Spanish)
- International Marketing Management
- International Finance
- Strategic Procurement & Sourcing
- International Supply Chain Management
- Foreign Trade
- International Legal Aspects of Business
- e-Commerce
- B2B Marketing & Key Account Management
- Services Marketing
- IT Enabled Services Management
- Digital Marketing
- Project Management
- Business Planning