



Business in India

India

International Academic Program

Objective

Students will have knowledge of global markets, strategies, innovation and entrepreneurship.

- Students will understand business context in India at international level.
- They will have better understanding of changing global trends and their effect on people and markets.
- They will have clear understanding of global products and services and their entry strategies.

Academic Content

- Introduction to Globalization and International Business
- Theories of international trade
 - International Business Environment (PESTLE)
- Global E- Business introduction
 - Conceptual frame work of E- Business
- International economics integrations
 - Trade Agreements, Global Trade Institutions
- Global operation management
 - Global supply chain management
 - Maritime transportation in international trade
- Introduction to International marketing
 - Modes of Entry
- I Product strategy
 - PLC Management
- New Product Development
- International pricing
- Introduction to International promotion strategies
- International distribution
- International marketing research-process, sampling techniques
- Data collection tools
 - Analysis tools and techniques
- International HRM
 - Innovation and Entrepreneurship
- Ethics in International Business
- Case Studies

Details



TERM

4 Weeks



DATES

To be confirmed



DESTINATION:

India

Methodology

- 80 academic hours
- Company visit
- Cultural visits

Host University

SRM University Delhi-NCR Sonapat, India
<https://www.srmuniversity.ac.in/>



Certification

At the end of the course, students will receive a certificate of academic accreditation from the University.

Services Included



ACCOMODATION

Double occupancy



ACADEMIC COURSE

80 academic hours



COMPANY VISIT

and expert lectures



MEALS INCLUDED

3 meals every day



24/7 COORDINATION

By Open Metier



CULTURAL

Visits



INTERNATIONAL MEDICAL

Insurance



AIRPORT TRANSFER

Only in group



TRANSCRIPT

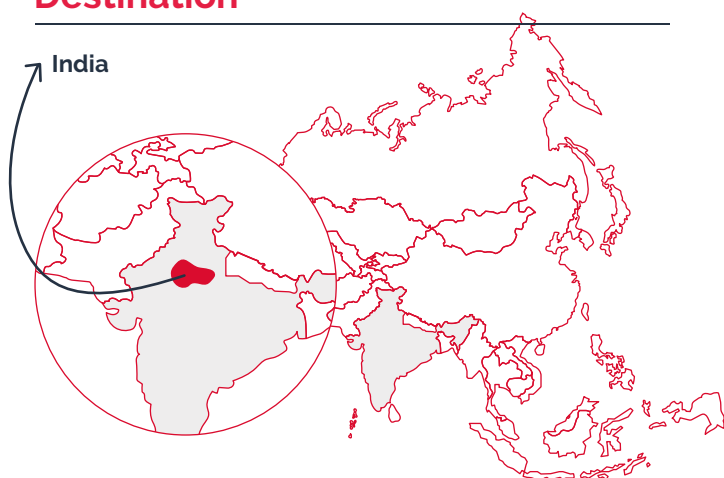
By the University



NOT INCLUDED

Air tickets and personal expenses

Destination



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HEADQUARTER ARGENTINA

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