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# BBA

## Global Business

4 Years | Full-Time | Industry-Integrated



Get *Life-Ready* with Inspiria

# Managing Businesses Beyond Borders

The Global Business course is a 4 year course that primarily prepares students to get ready for the world of tomorrow and develop a global mind-set in order to be successful in business. The department of BBA Global Business believes in teaching its students about the global dynamics and interplay between political, economical, social and human conditions and how one can use it to leverage one's own business venture. The opportunities that lead to an expansion of a business on a truly global scale can only be harnessed if the students understand the macroeconomic phenomenons like global trade, inflation, employment, but also with geo-political factors like trade wars, trade barriers, supply logistics, regime change, etc... In this regard, the students are taught in a multi disciplinary manner about the various interplay of these forces on the global market.

Recognized & Respected



# About the Department

- The BBA -Global Business (BBA-GB) which started in the year 2019 runs under the School of Management.
- The programs have been affiliated with MAKAUT (Maulana Abul Kalam Azad University of Technology), West Bengal, since inception.
- NAAC Accredited | AICTE Approval

Format

**FULL TIME**

The best experience of in-class ambience ever.

Eligibility

**CLASS XII**

Do what you love and study from the best college

Approval

**AICTE**

The only AICTE-approved digital marketing degree course in Siliguri.

Duration

**4 YEARS**

Including Industry Sessions, Excursions, Live Projects

Recognized & Respected





## Scope of Global Business

### **Academic & Learning Scope:**

- Comprehensive foundation in management, marketing, finance, HR, supply chain, and IT with a global orientation.
- Specializations in Marketing Analytics, HR Analytics, and Financial Analytics.
- Experiential learning: Projects, Internships, and International immersion tours (Dubai, Malaysia, Singapore, Thailand; Vietnam 2026).

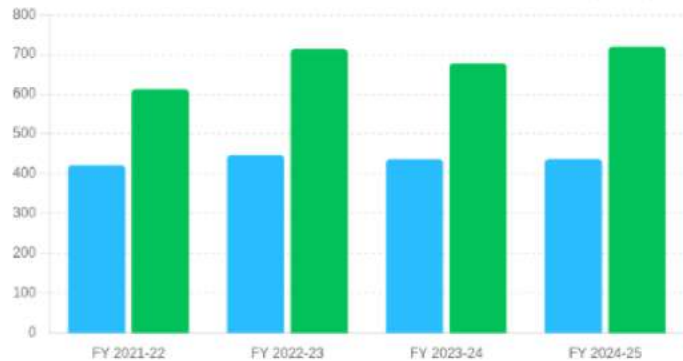
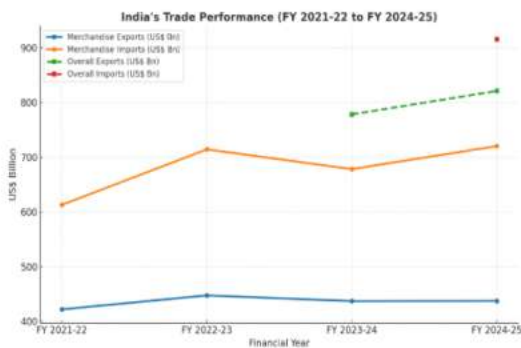
### **Career Scope:**

Roles in MNCs, Export–Import firms, consultancies, Logistics, Finance, and IT-enabled services.

**Career tracks:** International Marketing Manager; Global Supply Chain Analyst; Export–Import Manager; International HR Manager; Forex/Finance Analyst; Business Development (Global).

# Why Global Business ?

Global Business Professionals are in demand – Need for skilled managers in trade, supply chain, and international finance.



## Thriving Global Market:

\$32 trillion trade volume worldwide. In FY 2024-25, India's total exports and imports were \$820.93 billion and \$915.19 billion respectively, resulting in a trade deficit of US\$ 94.26 billion.



## Diverse Career Opportunities:

In marketing, finance, logistics, consulting The scope of international business is vast –so professionals who understand cross-cultural communication and global market dynamics are highly sought after



## Inspiria Edge:

Industry-integrated curriculum + Global Tours + strong placement record (100% internships; placements at companies like Flipkart, Infosys, Amazon, TCS, etc...)

## Year 1

# COURSE CURRICULUM: BBA (Global Business)

**Duration:** 4 Years | **Mode:** Full-Time | **Focus:** Industry-Integrated

### Foundational Knowledge

- Financial Accounting
- Fundamentals of Economics
- Fundamentals of Trade

## Year 1

# OUTCOME

In the first year of BBA Global Business, students develop communication, presentation & professional skills and understand essential trade terminology. The curriculum empowers them to master export & import processes, conduct market research & adapt products, and build international business foundations. Ultimately, students master trade fundamentals & recognise India's export landscape to achieve the primary first-year

### Objective:

**Master fundamentals of international trade.**

## Year 2

## COURSE CURRICULUM: BBA (Global Business)

**Duration:** 4 Years | **Mode:** Full-Time | **Focus:** Industry-Integrated

### Core Business Competencies

- Managerial Economics
- Business Regulatory Framework
- Marketing & Sales Management
- Human Resource Management

## Year 2

# OUTCOME

In the second year of BBA Global Business, students learn to create compliant business plan and leverage digital trade platforms. The curriculum ensures they can manage risks & compliance while continuing to apply cross-functional skills in real-world scenarios. By the end of the year, students execute first international trade, fulfilling the second year

### Objective:

**First international trade with compliance and regulatory knowledge.**

## Year 3

## COURSE CURRICULUM: BBA (Global Business)

**Duration:** 4 Years | **Mode:** Full-Time | **Focus:** Industry-Integrated

### Global Specialization And Experiential Learning

- Global Supply Chain Management
- International Financial
- International HRM
- Risk Management in Global Business

## Year 3

# OUTCOME

In the third year of BBA Global Business, students evaluate & select new markets and develop global supply chain & entry strategy. The curriculum enables them to manage international finance & HR while learning to mitigate advanced global risks. Ultimately, they execute expansion into new markets, fulfilling the third year

### Objective:

Execution of expansion plans through internships and projects.

## Year 4

## COURSE CURRICULUM: BBA (Global Business)

**Duration:** 4 Years | **Mode:** Full-Time | **Focus:** Industry-Integrated

### Global Specialization And Experiential Learning

- International Strategic Management
- Research Methodology
- Enterprise Resource Planning
- Specializations: Marketing Analysis, HR Analytics, Financial Analytics
- Capstone Research Project

## Year 4

# OUTCOME

In the fourth year of BBA Global Business, students undertake a Global Immersion Tour and a Capstone Research Project. They Master ERP and Enterprise Systems, Leverage Data Analytics for Decision-Making, and Develop International Strategy Skills. Ultimately, they Prepare for Global Careers or Postgraduate Study, fulfilling the fourth year

### Objective:

**Extensive global exposure & networking helping to scale the multinational business.**

## INDUSTRY-SPECIFIC COURSE

- **BEYOND BORDERS:** Course designed by industry for the industry of Global Business
- Project Management
- Internship(Sem 5 and Sem 7, 3-6 months)

## ALL SEMESTERS- VALUE, SKILLS & INTERDISCIPLINARY COURSE

- Minors in Cloud Computing, Web Dev, ERP, E-commerce
- Digital electives (AI, Cybersecurity, Data Science in Business)
- INSKILLS- Industry Designed Soft Skills Course
- Society, Culture, and Human Behavior
- English and Professional Communication

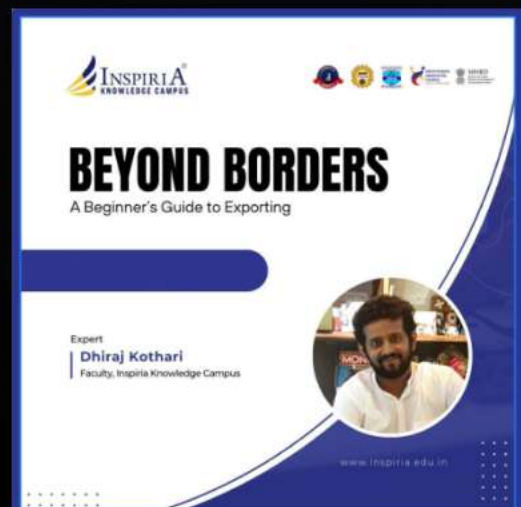


# Industrial Visits

Inspiria Knowledge Campus has always understood the importance of education excursion and experiential learning in preparing students to become effective global leaders. The international educational excursion organized by the campus for its flagship BBA Global program is a testament to this understanding.



## Industry Curated Course + Seminars & Workshops



# Global Journey



DUBAI

2022 →



MALAYSIA

2023 →



SINGAPORE

2024 →



THAILAND

2025 →



# Dubai

- A Week-long Dubai educational trip (March 2022).
- DUBAI Expo 2020.
- Part of Inspiria's practical learning focus.
- Explored Dubai's skyline.
- Learnings of global business & sustainability strategies.

**Dubai:** More Than a Destination,  
It was an Experience

# Malaysia

- 35 students visited Malaysia for a week-long program.
- Industry visits + cultural activities.
- Learnings about Malaysian business, culture, and economy.
- Visited Manufacturing & service firms.
- Interactions with entrepreneurs and industry experts.





# SINGAPORE

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**Feb 2024:**  
**Week-long Singapore**  
**educational tour.**

Attended **Geo-Connect Asia Summit** on geospatial & drone tech.

Two-day academic visit to James Cook University.

Live sessions on sustainability and business by Prof. Abhishek Singh Bhati.

Learned how businesses grow while reducing environmental impact.

# Thailand

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**Feb 2024:**  
**Week-long Thailand**  
**educational tour.**

Thailand Trade Fair – Food Packaging, Equipments and GlassMAN Asia

Student driven deals and transactions

Learnings about global business & sustainability.

Visited Stamford International University and interacted with MBA students.



# Beyond Borders



A Course designed for **Trade by Trade Experts**

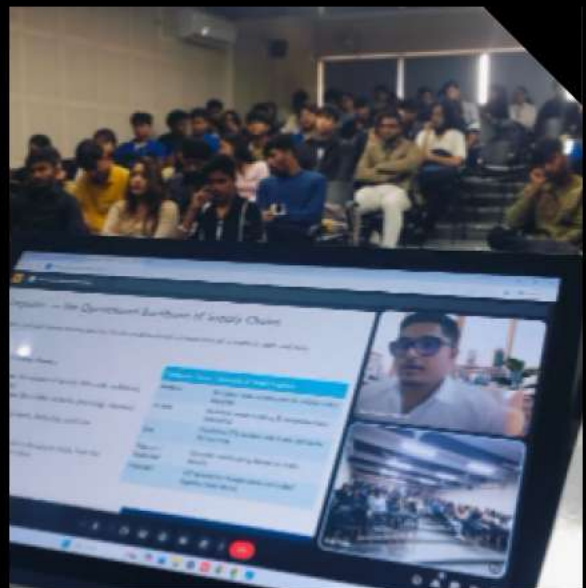
- Workshops
- Webinars
- Seminars
- Simulations
- Data analytics
- Supply-Chain & Business strategy
- Market Research
- Opportunity mapping
- Risk assessment
- Group discussions
- Round-table conferences
- Learn practical business skills



Our program emphasizes a learn by-doing approach to ensure students develop critical thinking and gain significant industry exposure. By engaging with real-world business scenarios, students cultivate an adaptive mindset that allows them to make smart decisions. This practical training sharpens their problem solving abilities, preparing them for the complexities of the global market.



**SIMULATIONS**



**WEBINARS**

# Industrial Visits

Students visited major ports such as **Kolkata Port, Visakhapatnam Port, Laem Chabang Port (Thailand), and Adani Dhamra Port, Bhadrak** as part of their industrial visits. These visits helped them understand port operations, logistics management, cargo handling, and international trade practices. By observing real working environments, students gained practical knowledge and industry exposure that enhanced their classroom learning and career readiness.



# Placements



# Success Stories



“

Every seminar, every industrial visit pushed me one step closer to my career goal.

**Anjali Chhetri**



“

My placement interview felt easy because I had real global experiences to talk about.

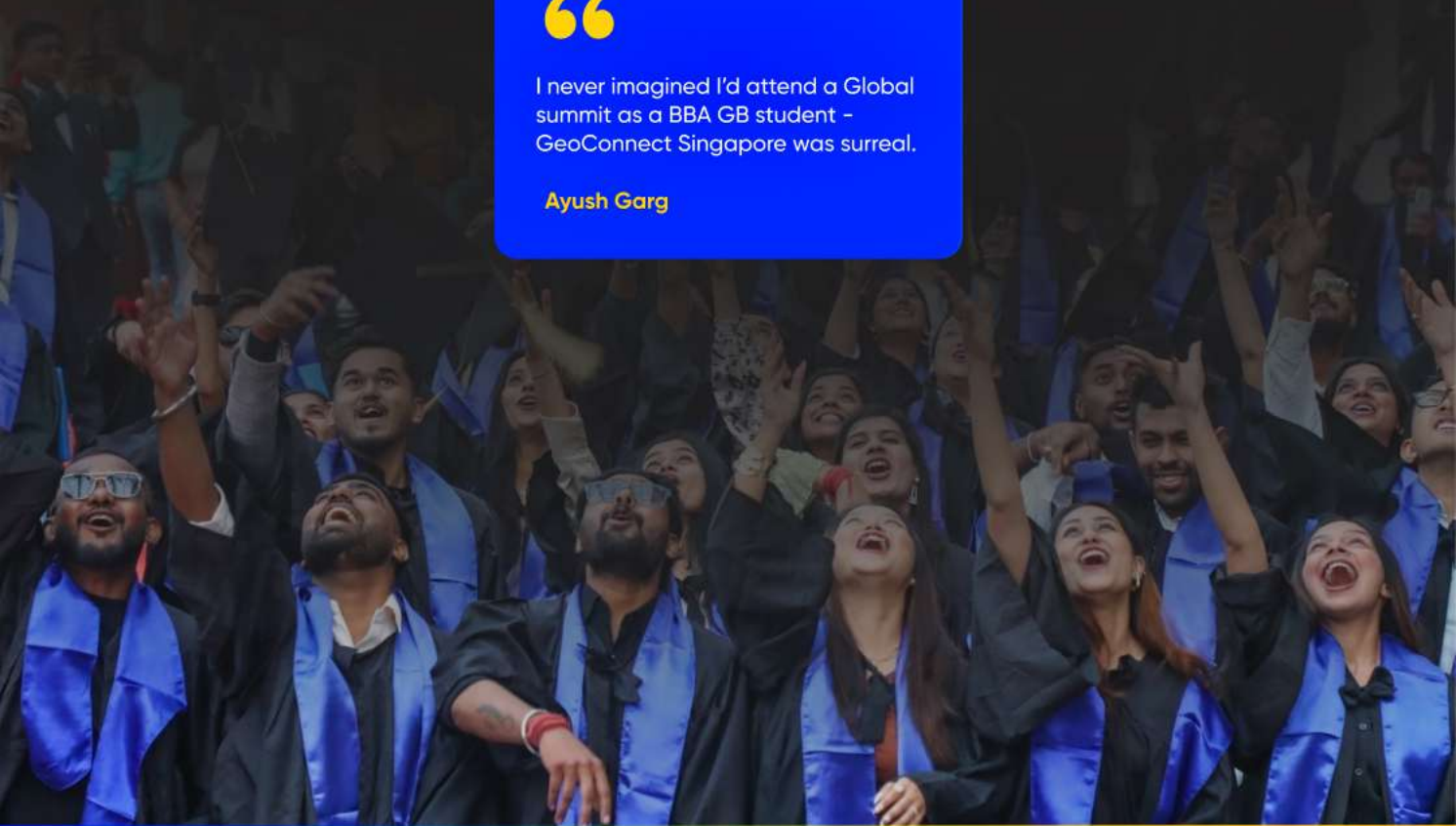
**Ashis Adhikari**



“

I never imagined I'd attend a Global summit as a BBA GB student - GeoConnect Singapore was surreal.

**Ayush Garg**



# Meet the **faculty**

Connecting classrooms with global markets.  
Preparing future leaders for the world of business.



**Mr. Anil Philip**  
Department Head  
BBA Global Business



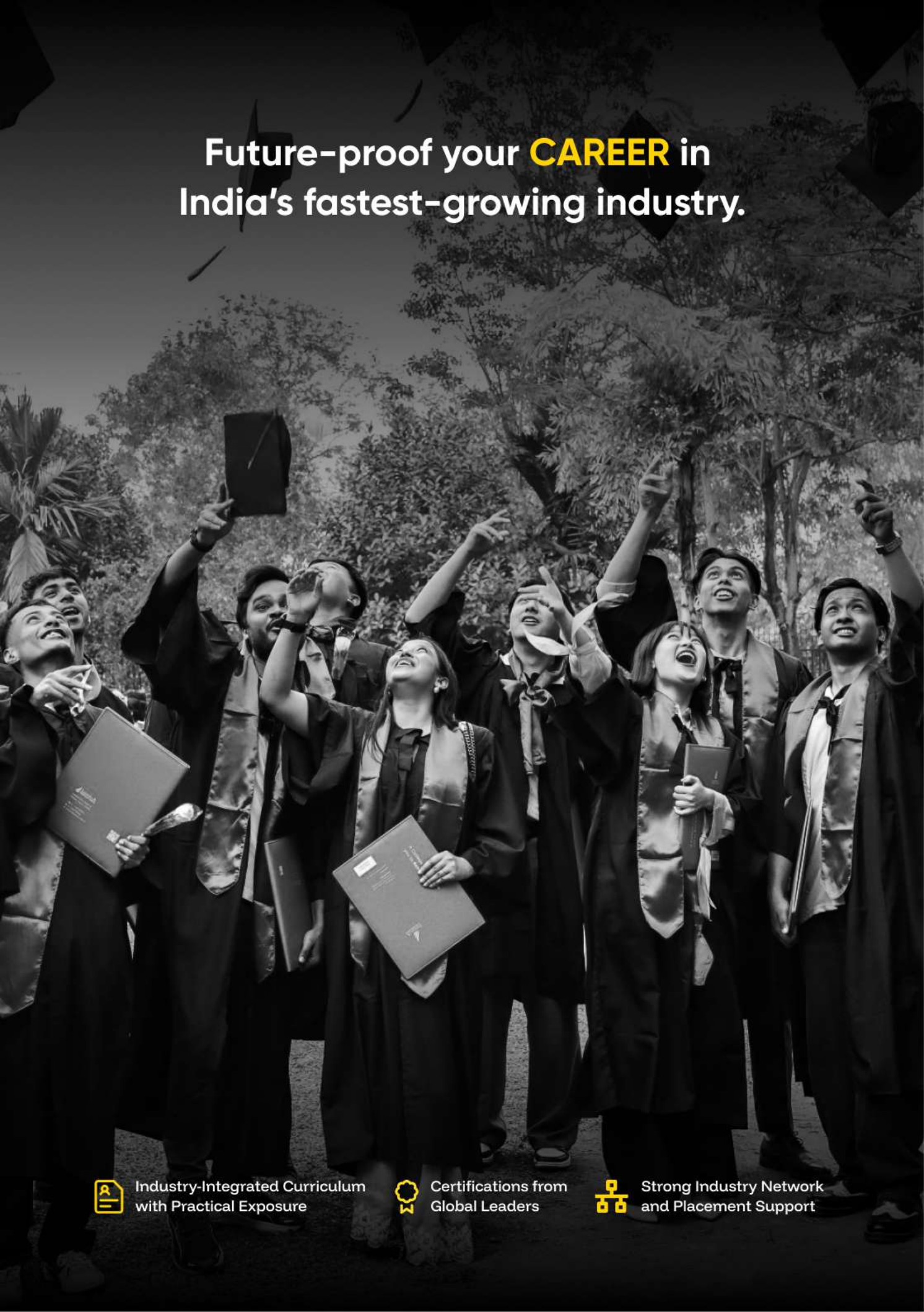
**Dr. Anirban Bhattacharya**  
Assistant Professor, Academic Head  
BBA Global Business



**Ms. Nidhi Mishra**  
Assistant Professor  
BBA Global Business



**Mr. Dhiraj Kothari**  
Visiting Faculty  
BBA Global Business



Future-proof your **CAREER** in  
India's fastest-growing industry.



Industry-Integrated Curriculum  
with Practical Exposure



Certifications from  
Global Leaders



Strong Industry Network  
and Placement Support



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