



Southern
New Hampshire
University



Lead with business management skills on a global stage.

Bachelor of Science in Business Administration - International Business

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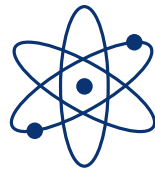
About SNHU

Founded in 1932, Southern New Hampshire University (SNHU) is a distinguished U.S. nonprofit institution with a 25+ year online legacy of redefining higher education. Chosen by 3,000 on-campus and 170,000 online students, with an alumni network exceeding 100,000 worldwide, SNHU is one of the largest universities in the U.S.

SNHU is decorated with accolades, including the 2020 Most Innovative University in the North (U.S.) and Best Regional Universities by U.S. News & World Report and is accredited by NECHE, overseen by the U.S. Department of Education and Council for Higher Education Accreditation. SNHU strives to transform lives through quality education and our globally recognized accreditations are a testimony to the highest academic standards.



Awarded the 21st Century Distance Learning Award For Excellence in Online Technology
By the United States Distance Learning Association (USDLA)



Named 2024's Most Innovative University in the North
By the U.S. News & World Report



Accredited by the New England Commission for Higher Education (NECHE)
Overseen by the U.S. Department of Education (USDOE)



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Program Overview

Southern New Hampshire University's **Bachelor of Science in Business Administration with a specialization in International Business** focuses on building a solid foundation for a successful career in business. This degree opens a variety of doors by providing you with practical, experiential learning opportunities to immediately apply to the workplace. You'll prepare to be an adaptable, efficient team leader, while also earning a coveted SNHU alumni status and gaining access to SNHU's vast global network.

With a specialization in international business you will be equipped with skills to create innovative solutions to business challenges in a global context. The subjects in this specialization will build off of the business core to explore global financial markets, multinational marketing and international strategic management. In addition, you'll gain a strong background in understanding how political, cultural financial and diverse management systems influence international business activities.



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Why International Business?

As technology advances and the world becomes increasingly interconnected, the nature of business will continue to change. Corporations of all sizes need professionals with solid business skills and the global awareness to help them succeed in the international marketplace. Graduates of this program will have a wide range of soft and hard skills to apply to many business functions and be able to take roles in an international context. Possible careers for those specializing in international business include:

- Coordinate operations across countries as an operations manager, with an average salary in India of ₹777,948.*
- Build a company's brand around the world as a marketing manager, with an average salary in India of ₹697,474.**
- Develop long-term plans for a company's financial goals and direct investment activities, taking into consideration tax laws and industry regulations, as a financial manager with an average salary in India of ₹1,014,466.^

*Payscale. [Viewed online here.](#)

**Payscale. [Viewed online here.](#)

^Payscale. [Viewed online here.](#)



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Career Potential

Become a global business expert with in-depth knowledge in finance, leadership, international marketing strategies, critical thinking and entrepreneurial skills. An online BBA in International Business enables you to thrive in today's evolving global business landscape with exciting job roles like:

- Operations manager
- Marketing manager
- Financial manager
- Management analyst
- Logistician



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What Will You Learn?

As a student in SNHU's business administration program, you will master vital business competencies such as critical and analytical thinking, economics, finance, organizational leadership, business communications and managerial skills with hands-on practice and scenario-based learning. With the specialization subjects you will further develop your business skills to build collaborative relationships across diverse teams and analyze data to make sound international business decisions. You will be well-prepared to explain how global and societal contexts impact business decisions as well as address political, economic and social challenges to global organizations. Subjects for the specialization include:

- **Global Financial System:** Learn about the global financial architecture, with a focus on policy in international banking and international capital markets.
- **International Management:** With a holistic approach to international management, this subject explores the influence of culture, politics, society and economics on global business activities and how to navigate ethics and corporate responsibility in an international context.
- **International Business Project:** In this hands-on subject, students work in teams to explore contemporary business challenges faced by multinational corporations in an international business setting.
- **International Strategic Management:** Relying on case studies of international corporations, this subject focuses on the internal strategic environment of an organization and the external factors within an international environment, and how a strategic thrust and strategic fit are created between these two environments.
- **Multinational Marketing:** Examine differences within a global business environment that influence marketing and sales functions and learn to develop market entry and integrated marketing strategies in global markets, including media, communication, distribution and pricing strategies.



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Why Choose SNHU Online?



Embrace a rich academic legacy

Established in 1932, SNHU brings a rich legacy of educational excellence and leadership. As a pioneer in online education, SNHU has been offering industry-relevant top-tier online degrees since 1995.



Global employability & opportunities

With a 160,000+ strong global community of learners and a vast network of 232,000+ alumni across 46+ countries, our global footprint showcases our international recognition and employability. SNHU propels you to global success, preparing you for evolving workplaces.



Opportunity to attend graduation ceremony on-campus

Online students at SNHU have the unique opportunity to take part in the full graduation experience. You are welcome to join the celebration on campus and build lifelong memories in person, because your success deserves the spotlight.



Robust suite of online learning tools

Online learners at SNHU gain exclusive access to specialized online toolkits, depending on the area of study. These include Microsoft Suite and a LinkedIn Learning subscription. Elevate your education.



Career Catalyst Advantage

In partnership with Hiration, SNHU offers a whole suite of AI-powered career-enabling tools that help you sharpen skills through mock interviews, receive real-time feedback, create a compelling LinkedIn profile, master the art of cover letters and tailor resumes with Job Matcher for each opportunity – all with AI-powered excellence.



Affordable pricing & merit scholarships

SNHU is committed to making learning economical and accessible. Our pricing, flexible payments, 0% financing and merit scholarships ensure a U.S.-accredited degree is financially reachable for everyone.



Campus Immersion Program

Embark on SNHU's Campus Immersion program, a dynamic 2-week Experience English Summer Camp, where you'll delve into New England's rich culture, engage with local entrepreneurs, attend campus event with SNHU students, and enhance your English skills through hands-on educational excursions and career workshops, creating lasting memories beyond the classroom.

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Alumni Benefits

Upon completing their studies, all SNHU graduates, whether from online programs or on-campus courses, gain access to a diverse array of exclusive alumni benefits. By joining our online alumni community, you unlock:

Global Alumni Network and Social Platform

Stay connected with former SNHU classmates across the globe through our comprehensive alumni directory and social media platform, fostering valuable connections and opportunities for collaboration.

SNHU LinkedIn Community Group Handshake

Join our exclusive LinkedIn community group designed for SNHU alumni, where you can explore job postings, advertise vacancies within your company, and tap into the diverse talent pool of SNHU graduates.

Career Development Resources

Engage in a range of career development resources, including webinars, internship fairs, and personalized counseling sessions, tailored to support your professional growth and advancement.

Professional Support Services

Benefit from tailored professional support services such as mock interviews and resume reviews, providing invaluable feedback and guidance to help you succeed in your career endeavors.

Events Calendar: Networking and Engagement

Stay informed about upcoming events such as Homecoming celebrations, Global Days of Service initiatives, and virtual career events, offering opportunities for networking, learning, and community engagement.

Access to SNHU Library Resources

Gain unrestricted access to a wealth of academic and research resources offered by SNHU's library, empowering you with the knowledge and information needed to excel in your personal and professional pursuits.



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Career Catalyst AI Tools: Empowering Your Career Ascent

We have partnered with Hiration, a pioneer in AI-driven innovation, to offer you a whole suite of AI-powered tools that enable you to showcase your best self and take your career to unprecedented heights.

Get a competitive edge with Career Catalyst:

- **Excel in mock interviews:** Refine your interview skills with real-time feedback.
- **Tailor your resume:** Customize your resume to each job listing with the Job Matcher feature.
- **Optimize LinkedIn:** Craft an alluring profile showcasing skills and experience that recruiters can't resist.
- **Perfect your cover letter:** Receive precise, actionable feedback to create a lasting impression.

Transform your growth trajectory with AI-powered tools. We're here to guide you every step of the way.



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Format

Online Degree Program

Our online undergraduate programs have **six convenient start dates** throughout the year and are divided into eight-week sessions - October, January, February, May, June and August.

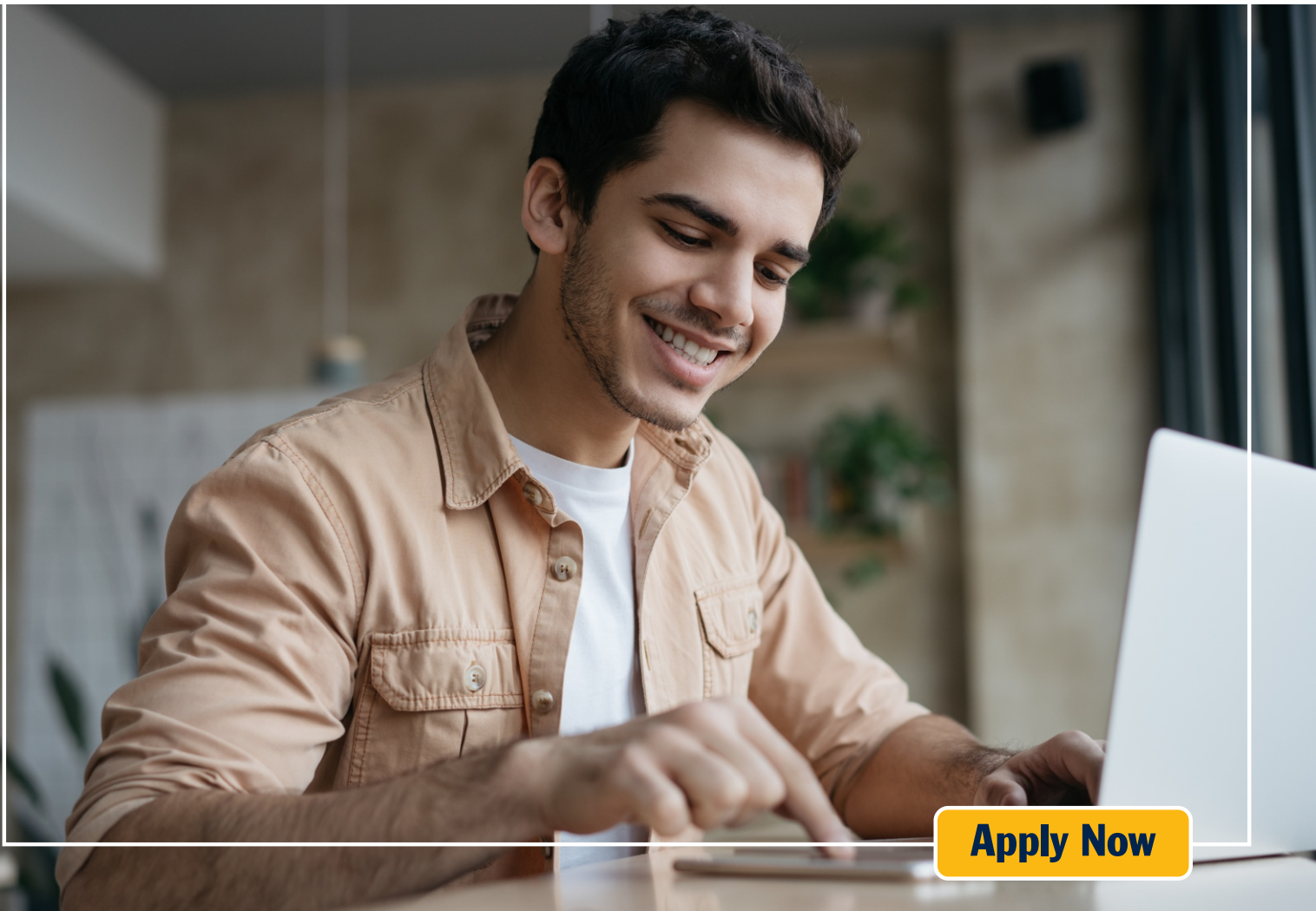
Eligibility

Online Degree Program

To be eligible for admission in one of SNHU's online undergraduate programs, you must meet the following criteria:

- Must not be a resident of the U.S.
- Must be proficient in English
- Must be a Higher Secondary School graduate (12th grade) with U.S. equivalent GPA of 2.0 (C) or higher (passing or above on your 12th grade final HSC, ICSE, CBSE, AISSC or other standardized exams)

Note: If final 12th-grade exam scores are not available students may submit their mid-term or prelims 12th-grade scores and/or their 11th-grade final scores.



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Curriculum

Our General Education program provides students with a learning framework that addresses core competencies (such as information literacy, critical thinking, global knowledge and awareness, etc.) which are identified as critical factors toward a student's ability to succeed in their academic and professional goals. The ultimate purpose of the General Education program is to provide students with an intentional undergraduate experience that contributes to the development of higher-order skills that employers find necessary for students to succeed, regardless of their chosen career field. Students who do not possess an undergraduate degree focused on business may be required to take a Business Foundations course.

If you would like more information about any of the subjects, please click on the subject code to bring you to the academic catalog.

General Education Subjects (42 Total Credits)

- ENG122** - English Composition I
- ENG123** - English Composition II
- SNHU107** - Success Strategies for Online Learning
- IDS100** - Perspectives in Liberal Arts
- HUM100** - Perspectives in Humanities
- HUM200** - Applied Humanities
- SCI100** - Perspectives in the Natural Sciences
- SCI200** - Applied Natural Sciences
- HIS100** - Perspectives in History
- HIS200** - Applied History
- ISD400** - Diversity
- MAT240** - Applied Statistics
- EC0201** - Microeconomics
- EC0202** - Macroeconomics

Business Core Subjects (30 Total Credits)

- ACC201** - Principles of Financial Accounting
- ACC202** - Principles of Managerial Accounting
- BUS206** - Business Law I
- BUS210** - Managing and Leading in Business
- BUS225** - Critical Business Skills for Success
- FIN320** - Principles of Finance
- INT220** - Global Dimensions in Business
- MKT205** - Applied Marketing Strategies
- QS0321** - People, Planet and Profit
- BUS400** - Driving Business Opportunities

Specialization Subjects (15 Total Credits)

INT221 - Global Financial System: This course is designed to familiarize students with global financial architecture and the modus operandi of global financial markets and multinational financial institutions, with the focus on policy- and concept-oriented issues in international banking and international capital markets. It aims to provide a comprehensive background to understand the international financial environment and to expose students to a wide range of international financial functions, operations and products.

INT315 - International Management: Gain a holistic perspective of international management across the major functional areas of business as they are practiced in a multinational organization. Explore the influence of culture, politics, society, and economics on conducting business globally and navigate the balance of ethics and corporate social responsibility in international operations.

INT400 - International Business Project: This course will introduce students to the contemporary issues and challenges faced by managers of Multinational Corporations in the International Business setting. The course will give students the opportunity to work in teams by focusing on a practical approach to learning. It will provide students with skills that can facilitate their entry into a job market in International Business or related field at various levels of expertise.

INT422 - International Strategic Management: The course introduces students to strategic management in the global arena. It focuses on the internal strategic environment of an organization, the external strategic factors present in the international environment, and the manner in which a strategic thrust and a strategic fit are created between these two environments. The course relies on the use of case studies of U.S. and foreign international corporations. Writing intensive course.

INT433 - Multinational Marketing: Examine international similarities and differences in the cultural, economic, political, social and physical dimensions of the environment in relation to marketing and sales functions. Learn about the changes in marketing systems and the adoption of marketing philosophies and practices across national boundaries through the study of the foundations, scope, and challenges of global marketing. Develop market entry and integrated marketing strategies for new products in global markets including media, communication, distribution and pricing strategies.

Total Credits - 120 credits (or 40 Subjects)

Disclaimer: Subject availability is not guaranteed. Not all subjects are available for all terms and in the event there is an error, the university reserves the right to remediate. Subjects are not necessarily able to be taken in the order listed.

Meet Our Faculty Members

SNHU is dedicated to student success, and that starts with bringing expert faculty to teach our specialized subjects for students studying online from India. In addition to real-world experience in their field and a passion for education, each faculty member undergoes training for online instruction from SNHU.

Our faculty members for online degrees in India are Indian, meaning they can help bridge the cultural gap and give you the unique perspective of an Indian professional working domestically and globally. SNHU hires our Indian faculty members at the same standard as our on campus faculty, so you'll get the unique opportunity to learn from local experts hired at U.S. university standards.

Faculty Highlight



Dr. Meera Iyer, PhD

12+ years of experience

Teaches Physiological Psychology

Dr. Iyer is a child and adolescent psychologist with a PhD in psychology, specializing in cyberpsychology.

She is a member of prominent international and national psychological associations (APA, INSPA, NAOP and BCPA) and has made contributions to government-based initiatives (NCPCR, Mission Shakti-Gov. of India) for counseling trauma and domestic abuse victims.



Dr. Nilakantan Narasinganallur, PhD

32+ years of experience in finance, 15+ years of teaching MBA programs

Teaches Applied Business Statistics

Dr. Narasinganallur has earned his Ph.D. in Management from Mumbai University, where his research focused on financial derivatives and the comparison of option valuation for indexes and equities in the Indian stock market to valuations in the US stock market.

He is a published author of a book on modern risk analysis and various peer-reviewed research papers in international journals.

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Dr. Sivaraman Eswaran, PhD

**Completed his PhD at Bharathiar University, Coimbatore in 2019
Teaches Security Risk Analysis and Planning**

Dr. Sivaraman is a CompTIA Security+ certified professional and EC-Council Certified Computer Hacking Forensic Investigator in addition to a Microsoft Certified Professional and EMC Academic Associate.

He received an internal research grant funded by PES University for a research project, in addition to several research projects funded by Curtin University Malaysia in collaboration with the University of Nottingham Malaysia and the Swinburne University of Technology Malaysia.



Dr. Veena Tripathi, PhD

Dr. Tripathi's experience spans various industries (automobile, banking, entertainment, NGOs and educational institutions) and regions including Europe, North America, India and Central Asia. Professor Veena is a certified coach from HarvardX and University of Michigan and her major focus is to bring purpose, positive energy and creative confidence to every teaching experience. Currently, she is the Director of Global Strategic Partnership of an NGO, a marketing professor at Jaipuria Institute of Management, Delhi in addition to being faculty member at SNHU. She brings to the table a varied set of skills and experience ranging from mental health to personal branding to marketing communications. She is also a columnist for the Indian Sleep Product Federation magazines, Loud Applause, Data quest and more.

Accreditations



Degree Certificate

Southern New Hampshire University

Be it known that the Board of Trustees, by the authority vested in it under the laws of the State of New Hampshire and upon recommendation of the faculty does hereby confer upon

Your Name Here

the degree of

Master of Business Administration

in recognition of fulfillment of the requirements for that degree with all the Rights, Honors and Privileges pertaining thereto.

Given at Manchester, New Hampshire this sample day of May, for reference purposes only.

Actual diploma will have the official SNHU seal and signatures from the president and chairman of the board of trustees

* SNHU degree programs are validated by the U.S. Regional Accrediting body (NECHE) and recognized in the U.S. by the U.S. Department of Education. These degree programs do not have official recognition by Ministries of Education outside the United States.

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Email : students@in.snhu.edu | Contact : **+91 89297 00399**

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