UPES ONLINE
UNIVERSITY OF TOMORROW

upesonline.ac.in



BBA (General) with Specialisation in International Business

ADMISSIONS OPEN



ABOUT UPES ONLINE

UPES Online, the digital learning vertical of UPES, is aimed at empowering professionals looking to advance in their careers, students aspiring to upskill, and individuals striving to achieve personal goals. It offers a range of flexible, industry-relevant programs designed to equip learners with the skills needed to thrive in today's dynamic job market. UPES Online offers MBA, MCA, BBA, and BCA degrees, all enhanced with industry masterclasses and immersive experiences, maintaining the same level of academic rigour as traditional in-person programs. Additionally, the platform provides intensive 10-month Postgraduate Certification Programs (PGCP) in fields such as Oil and Gas, Renewable Energy, and Industrial Safety, with the integration of advanced technologies like AI, Data Science, and Cloud Computing into the curriculum.

UPES is a UGC-entitled, multidisciplinary, not-for-profit, and research-driven university committed to academic excellence, exemplary student outcomes, and social impact. As the 'University of Tomorrow', it pioneers transformative education, shaping learners into changemakers. With seven schools, including Computer Science, Engineering, Health Sciences and Technology, Design, Business, Law, Liberal Studies and Media, UPES provides industry-ready education to over 16,000+ students at its campuses in Dehradun.

As per the National Institutional Ranking Framework (NIRF) 2024, UPES has been ranked 46, with a rank of 42 in engineering and a rank of 41 in management. In addition to this, the university has been ranked the No.1 private university in academic reputation in India by the QS World University Rankings 2025 and is among the top 2% of universities in the world. UPES has also been accredited by NAAC with a grade 'A' and has received 5 stars on Employability (placements), by globally acclaimed QS Rating. The university has had 100% placements over the last five years. Forty-Six (46) faculty members of UPES are among the world's top 2% researchers as per Stanford University.



WHY UPES ONLINE?

RANKED 45* IN INDIA
nirf

NO.1* PRIVATE UNIVERSITY IN ACADEMIC REPUTATION
QS WORLD UNIVERSITY RANKINGS

NAAC A ACCREDITED
A NAAC

UGC Entitled

45% Average Salary Hike*
(As per Alumni survey)

800+
Recruiters

Esteemed Faculty from **IITs, IIMs and Ivy League**

Exclusive Leadership Courses

runway **250+ start-ups** Incubated

ABOUT THE PROGRAM

The BBA in International Business at UPES Online introduces students to the fundamentals of global trade, international markets, and cross-cultural business practices. This specialisation builds a strong foundation in core business subjects while offering focused insights into international finance, trade regulations, and global strategy.

The program helps students understand how businesses operate across borders, how global events impact markets, and how to navigate diverse cultural and economic environments. With industry-aligned curriculum and exposure to global perspectives, learners are prepared for careers in multinational companies, export-import businesses, and global start-ups.

A SECTOR ON THE RISE

India ranked 20th among top business service exporters in 2022, holding 2.1% share of global exports.

Foreign trade policy between 2021-26 will prioritize MSMEs and new export potential.

India's digital asset opportunity is expected to reach US$ 1 trillion by 2032, embracing Industry 4.0.

PROGRAM HIGHLIGHTS

Interactive Live Sessions
Learn directly from industry experts and global faculty through engaging live sessions.

Dedicated Academic Advisor
Receive personalised guidance and support for your academic and career journey.

Facilitated Group Interactions
Participate in supervised discussion forums to collaborate and interact with peers.

Robust Learning Management System
Learn from updated study materials, online library, and a user-friendly learning platform.

Real-World Application
Acquire practical skills through engaging projects and case studies for real-life impact.

WHO IS THIS PROGRAM FOR?

Students who have completed high school and are keen to explore global business careers in trade, marketing, or cross-border operations.

Aspiring professionals aiming to build a strong foundation in international business strategy, global markets, and multicultural management.

Future entrepreneurs planning to launch or scale ventures with a global outlook and need expertise in export-import, international finance, and trade laws.

ELIGIBILITY

- Minimum 45 percent marks or equivalent in XII from a recognized board.
- Minimum 45 percent marks or equivalent in 3 years diploma recognized by AICTE after SSC (class X).



LEARNING OUTCOMES

- Use diagnostic and analytical skills in the management process to arrive at appropriate business solutions
- Source data independently and synthesize information, apply research skills and exercise judgment in complex planning
- Apply advance digital and technical skills to realize and translate product and business concepts
- Study and learn independently in all situations, including planning and managing activities; and reflecting on and evaluating the outcomes
- Communicate complex or contentious information clearly and effectively to specialists and non-specialists
- Work cooperatively and collaboratively in a team and practice work ethics and values associated with a business professional in the industry
- Achieve proficiency in professional presentations and demonstrate ability to work with creative skills & presentation technology

PROGRAM FEES

Indian Students

₹1,50,000 (Per Semester ₹25,000)

International Students

$1,786 (Per Semester $298)

For FAQs - Visit upesonline.ac.in



CAREER PROSPECTS

- International Sales Executive
- Trade Compliance Assistant
- Assistant Global Procurement Analyst
- Global Account Manager
- Foreign Trade Analyst
- International Strategy Lead

CURRICULUM

Semester 1

- Management & Leadership
- Organizational Behaviour
- Business Economics
- Business Communication
- Business Accounting

Semester 2

- Financial Management
- Human Resource Management
- Operations Management
- Essentials of Marketing Management
- Quantitative Techniques

Semester 3

- Research Methods
- Business Computing & IT Applications
- Business Analytics for Managers
- International Business
- Essentials of Entrepreneurship

Semester 4

- Data Visualization
- Merger Acquisition & Corporate Restructuring
- Investment Banking
- Behavioural Finance
- Foreign Trade Policy, Procedure and Documentation

Semester 5

- Strategic Management
- Basics of Artificial Inteligence
- Foreign Exchange management and Trade Finance
- Managing Brands
- Capital Markets & Derivatives
- Synopsis

Semester 6

- Essentials of Logistics & Supply Chain Management
- Legal Environment of Business
- Cross Cultural and Global HRM
- Dissertation



CAREER SERVICES

Our comprehensive career services guarantee your career preparedness and employability for the professional world.

- Career Orientation
- LinkedIn/Resume building guidance
- Mock Interviews
- Mentorship by industry experts
- Interview preparation

RECRUITERS

adani | KPMG | ONGC | Coca-Cola

LARSEN & TOUBRO | FedEx | Adecco | EY Shape the future with confidence

TATA / TATA POWER | amazon | Amul | monolith

IndianOil | kinnect | mahindra







SCAN TO FOLLOW US ON in

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