



**PRESTIGE INSTITUTE OF
MANAGEMENT & RESEARCH, INDORE**
DEEMED TO BE UNIVERSITY
An institution established in 1994, Thrice Accredited by NAAC with highest Grade, now A++
PG CAMPUS



MBA

(INTERNATIONAL BUSINESS)

AICTE Approved **Industry-Focused** **Career-Driven**

Admission Open for Academic Year: 2026-27

Duration: Full Time 2 Years (4 Semesters)

Intake: 60 Students

PROGRAM OVERVIEW

The **MBA (International Business)** at PIMR is a future-ready postgraduate programme designed to match the rapid growth of globalization, cross-border trade, logistics expansion, fintech evolution, and digital international marketing, there is a strong demand for specialized professionals in:

- International Marketing
- International Finance
- Supply Chain Management (SCM) & Logistics

To meet industry demand and improve academic viability, the curriculum is aligned with **Outcomes-Based Education (OBE)** frameworks and emphasizes hands-on learning, industry integration, and employability.

WHY MBA (INTERNATIONAL BUSINESS) AT PIMR? – USP_s

Only Institute in Central India providing three specialization: International Marketing, International Finance and Supply Chain Management & Logistics in MBA (International business)

Growing Industry Demand

India's integration into global markets has significantly increased demand in the following sectors:

- Export-Import Businesses
- Logistics & Port Operations
- E-commerce & Global Digital Trade
- Multinational Corporations (MNCs)
- International Banking & Finance
- Supply Chain & Warehousing

Government initiatives such as:

- Make in India
- Expansion of EXIM trade
- Production Linked Incentive (PLI) schemes
- Development of logistics corridors and ports have further strengthened the demand for IB professionals.

Employability Trends

Industry recruiters increasingly seek specialization rather than general management knowledge. Dedicated specialization batches of students each will:

- Improve domain expertise
- Attract sector-specific recruiters
- Enhance placement quality
- Strengthen alumni network in focused industries



Experiential Learning

- Live Industry Projects
- Real-world datasets, case studies, and analytics labs
- Summer Internship & Capstone Project with analytics exposure

Career-Oriented Design

- Placement-focused skill development
- EXIM roles across Finance, Marketing, Logistics, supply chain domains
- Career and Placement Support

Strong Institutional Legacy

- PIMR—First and only private institute in Madhya Pradesh to receive Deemed to be University status
- 30+ years of excellence in education.
- Experienced faculty with doctorate degrees, MoUs with industry

PROGRAM STRUCTURE & SPECIALIZATION

Specialization	Focus Areas
International Marketing	Global Branding, Digital Marketing, Export Marketing, International Consumer Behavior
International Finance	Forex Management, International Banking, Risk Management, Global Investment, Financial Derivatives
SCM & Logistics	Global Supply Chain, Port Operations, EXIM Documentation, Warehousing

OUR RECRUITERS & INDUSTRY EXPOSURE

Logistics & Supply Chain Mgmt.

- DHL Logistics
- All Cargo
- FedEx
- Bluedart
- Seashell
- Adani
- Shakti Pumps
- BalajiExp.

International Marketing

- ITC
- Café Coffee Day
- Britannia
- Accenture
- Zomato
- Godrej and Boyce
- MRF
- Aditya Birla

International Finance

- Deloitte
- Arcesium
- Federal Bank
- S&P Global
- Grand Thornton
- Integrity
- Knowcraft
- Acuity

ELIGIBILITY

Kindly refer PIMR Indore Deemed to be University's Admission Policy.

CAREER OPPORTUNITIES

Benefits to Students and Industry

I. Students

- Better industry exposure
- Higher placement opportunities

II. Industry

- Availability of skilled IB professionals
- Industry-ready workforce
- Reduced training costs

III. Alignment with Industry Trends

- Growth in global trade and digital commerce
- Rising demand for logistics professionals due to e-commerce expansion
- Increased forex volatility demanding financial risk experts
- Expansion of international marketing via digital platforms



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ADMISSIONS OPEN APPLY NOW

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