



Southern  
New Hampshire  
University



Conquer global business  
frontiers with leadership skills.

# MBA in International Business

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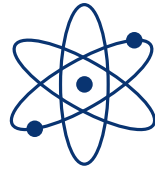
# About SNHU

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

SNHU's online **MBA with a concentration in international business** prepares you to be a key player in global companies. Learn to develop the strategies that can bring global success to your organization when you earn your MBA in international business. You'll gain an understanding of business in cultural, economic, political and legal environments, allowing you to seamlessly shift between opportunities. This flexible, 100% online program allows you to learn at your own pace from your home country. The MBA in international business focuses on the future, preparing you to be a business leader with the most modern and relevant skills.



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# Why International Business?

An internationally recognized degree in international business showcases your ability to work across cultures and understand global economic impacts of business, positioning you for multiple career paths.

- The average salary for an International Business Manager in India is ₹15 Lakhs per year\*.
- According to the QS Jobs & Salary Report, the average salary of MBA graduates in the U.S. is \$102,100/year.\*\*
- Hiring trends are rebounding for MBA graduates. According to the Graduate Management Admission Council (GMAC) research team, 89% of recruiters plan to hire MBA-holders in 2021, close to pre-pandemic levels of 92%.^

\*Glassdoor [Viewed online here.](#)

\*\*Top MBA [Viewed online here.](#)

^GMAC [Viewed online here.](#)



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# Career Potential

An online MBA in International Business empowers you to master global strategies and thrive in the dynamic domain of cross-border commerce. Gain international market insights, hone your skills with real-world applications, and position yourself as an in-demand professional across diverse industries in roles like:

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



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# What Will You Learn?

With an MBA in international business, you'll gain an in-depth understanding of the business practices and career skills needed in an era of increasing globalization and automation. In addition to foundational business knowledge from MBA subjects, in this specialization you'll explore global financial systems, multinational marketing and international strategic management. Your subjects will help you develop a deep understanding of the political, cultural, financial and management systems in order to:

- Analyze data to make ethical international business decisions.
- Address political, economic and social challenges in global organizations and build collaborative relationships across diverse teams.
- Recommend strategic and creative international business solutions based on global and societal circumstances.



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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 postgraduate programs have five convenient start dates throughout the year and are divided into ten-week sessions - October, January, March, June and November. Applications are reviewed on a rolling basis.

# Eligibility

## Online Degree Program

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

- Must not be a resident of the U.S.
- Must be proficient in English
- Must hold an undergraduate degree:

4-year undergraduate degree holders must have their degree issued from an accredited university (NAAC, UGC or AICTE) and earned a designation of second division or higher (45% or above).

3-year undergraduate degree holders must have their degree issued from a NAAC accredited university with a letter grade of B+ or higher and earned a designation of first division (60% or above).



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# Curriculum

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

## Foundation Subjects\*

**MBA500** - Building Business Leaders

**MBA504** - Applied Business Statistics

\*To best prepare you for academic success at the graduate level, an undergraduate background is required in certain subjects. Upon submitting all of your admission documents, they are reviewed to determine if this requirement is met. If this requirement is not met, students are required to take up to 2 additional Foundational Courses to meet this requirement. Students pursuing a concentration are awarded university credit hours for these foundational courses but those awarded credit hours do not go towards the 30 credit hours required by the program curriculum.

## Major Subjects (21 Total Credits)

**MBA530** - Leading People and Organizations: Impactful leaders have the ability to define direction, understand their uniqueness, communicate effectively and use emotional intelligence to lead people, teams, and organizations. Students will explore leadership theories, issues, and trends, while also applying evidence-based methodologies and tools to assess and elevate their personal leadership plan. By connecting leadership theories and methodologies to trends, challenges, and opportunities facing leadership, this course will help students to effectively lead and empower others.

**MBA540** - Organizational Strategy in a Global Environment: Impactful leaders leverage business intelligence to make ethical decisions, solve complex problems, and craft strategic direction to improve organizational performance and agility in a dynamic global business environment. Students develop context and understanding of how organizations formulate a strategic direction and organize all business functions to complement each other to achieve organizational objectives. Students develop the strategy know-how to assess, inform and form interconnected functional and organizational strategic direction.

**MBA580** - Innovation and Strategy for High-Performance Organizations: High performance organizational leaders cultivate innovative thinking and processes and their application to developing successful business strategies. Students will analyze the attributes of innovative thinkers and cultures and how organizational structure and policy can promote or inhibit innovation. The course will explore the market and technology forces that drive the adoption of innovation and the tools and methods--such as risk analysis, economic analysis, statistics, and forecasting--to drive the analysis, selection and implementation of innovative products and processes.

**MBA620** - Measuring Success in an Organization: Effective leaders need a comprehensive understanding of financial and management accounting principles, analytical techniques and computer-based tools. Students will prepare, monitor, and evaluate financial and accounting reports and metrics and present their findings and recommendations. From reporting to planning, students will develop an acute awareness of a perpetually changing business environment and how entities measure its success, challenges and resources.

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**MBA645** - Optimizing Brands: Organizational leaders balance brand management and its relationship with impactful marketing strategies. Students will study the key brand elements of identity, trust, and building habit-forming brand experiences. By applying market research, target market identification, customer trends in the marketplace, and ethical considerations, students will develop a marketing strategy for an organization.

**MBA687** - Leading Organizational Change: Leadership requires the understanding of human intelligence and how individuals function within an organization to achieve winning results. In this course, students will explore how to develop a workforce to actualize business goals and objectives and study how to manage organizational change through communication strategies that reduce risk, address employee dissatisfaction and apprehension, and increase strategic alignment among leaders, managers and employees. This course will emphasize the blending of financial and human capital resources to effectively complete organizational change and proffer solutions that are strategic and balanced.

**MBA699** - Strategic Opportunity Management: Impactful leaders move strategic initiatives forward with innovation, collaboration and informed, data-driven decisionmaking. In this course, students will assess conditions, processes, and resources that impact how leaders design adaptive strategies, using emotional and business intelligence to manage strategic objectives. Student learners will solve complex problems, manage opportunities and build sustainable stakeholder relationships.



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## Major Electives (9 Total Credits)

**INT610 - Multinational Corporate Environment:** Apply effective cross-border research and analysis tools and techniques for addressing today's dynamic international commerce environments. Analyze the impacts of foreign economic, political, cultural, and commerce environments on the international dimensions of management, marketing, operations, and finance. Develop a global managerial mindset to effectively leverage international business concepts when recommending management solutions to achieve organizational objectives.

**INT640 - International Market Strategy:** Develop practical managerial skills in multinational market research, branding, consumer behavior, sales, and product development in a global market. Study topics including budgeting, market entry, local market development, and global market integration. Assess foreign market conditions in mature, new growth, and emerging market environments for developing effective international marketing strategies.

**INT650 - Managing International Trade and Finance:** Explore the complexities of international trade policy and foreign direct investment decisions. Analyze how the global monetary system, economics and trade factors influence currency exchange rates and impact profitability. Research international trade regulation and the impact of such policies on industry and firm competitiveness. Evaluate the informal and formal rules that define foreign markets for goods, services, and capital to successfully navigate key factors of foreign direct investment.

## Total Credit Hours: 30 credits (or 10 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.



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# 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 Name of Program Here*

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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University**

Email : [students@in.snhu.edu](mailto:students@in.snhu.edu) | Contact : **+91 89297 00399**

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