



**QUILLANCE
INFOTECH PVT LTD.**

International Business Management Program

The Quillance International Business Management Program is a complete beginner-to-advanced training program designed to help learners master global business operations, international trade, business strategy, cross-cultural communication, global marketing, and corporate management practices used by multinational companies and international organizations.



Program Overview

What You Will Learn

- Understand international business environments and operations
- Learn global trade, import-export, and market expansion strategies
- Develop leadership and organizational management skills
- Understand international marketing and business communication
- Analyze global business risks and opportunities
- Work with real-world international business case studies

Career Opportunities

After completing this program, learners can apply for roles such as:

- International Business Executive
- Business Development Associate
- Global Operations Associate
- Import-Export Coordinator
- International Marketing Associate
- Corporate Management Trainee

Live Projects You'll Build

- **Project 1 – Global Market Research Analysis**

Analyze international markets, industries, and customer trends.

- **Project 2 – Import-Export Business Workflow**

Create a business process for international trade and logistics operations.

- **Project 3 – International Marketing Strategy**

Develop branding and marketing strategies for global markets.

- **Project 4 – Cross-Cultural Business Communication Plan**

Design communication strategies for multinational business environments.

- **Project 5 – International Business Expansion Strategy**

Build a business expansion and market entry strategy for global operations.

MODULE 1

International Business Fundamentals

TOPICS COVERED:

- Introduction to International Business
- Global Business Environment & Economy
- International Trade Fundamentals
- Business Communication Skills
- Organizational Structure & Management Basics
- Corporate Ethics & Professionalism

SKILLS GAINED:

- Global Business Understanding
- Communication Skills
- Trade Fundamentals
- Corporate Knowledge

PRACTICAL LEARNING:

- Understand international business operations
- Analyze global business trends
- Learn business communication fundamentals
- Explore corporate organizational structures

MODULE 2

International Trade & Global Marketing

TOPICS COVERED:

- Import & Export Fundamentals
- International Supply Chain & Logistics
- Global Marketing Strategies
- Consumer Behavior in International Markets
- Branding & International Advertising
- Market Research & Competitive Analysis

PRACTICAL LEARNING:

- Analyze international markets
- Understand logistics and trade workflows
- Create global marketing strategies
- Study consumer trends and branding techniques

SKILLS GAINED:

- International Trade Knowledge
- Global Marketing Skills
- Market Research Understanding
- Branding & Strategy Development

MODULE 3

Business Operations & Corporate Management

TOPICS COVERED:

- Business Operations Fundamentals
- Leadership & Team Management
- Strategic Business Planning
- Financial Management Basics
- Corporate Communication & Negotiation Skills
- Business Decision-Making Processes

SKILLS GAINED:

- Leadership Skills
- Corporate Management Understanding
- Business Planning Knowledge
- Decision-Making Abilities

PRACTICAL LEARNING:

- Work on business operation simulations
- Analyze management workflows
- Practice negotiation and communication
- Understand strategic planning concepts

Module 4

International Finance & Business Analytics

TOPICS COVERED:

- International Finance Fundamentals
- Currency Exchange & Global Transactions
- Business Analytics & Reporting Basics
- Financial Risk Management
- Data-Driven Business Decisions
- Business Performance Evaluation

SKILLS GAINED

- Financial Analysis Understanding
- Business Analytics Skills
- International Finance Knowledge
- Risk Management Concepts

PRACTICAL LEARNING:

- Analyze international financial systems
- Understand global transaction workflows
- Work with business reports and analytics
- Evaluate financial and business performance

Module 4

Advanced International Business Strategy & Leadership

TOPICS COVERED:

- International Business Expansion Strategies
- Cross-Cultural Management
- Global Business Risk Management
- Corporate Leadership & Organizational Growth
- International Business Law Basics
- Innovation & Business Transformation

SKILLS GAINED

- Strategic Business Thinking
- Leadership & Management Skills
- Global Market Understanding
- International Business Strategy Knowledge

ADVANCED CONCEPTS INCLUDED

- Global Expansion Planning
- International Negotiation Strategies
- Business Growth & Scaling Concepts
- Corporate Leadership Development
- Global Risk Assessment
- Strategic Decision-Making Frameworks

PRACTICAL LEARNING:

- Build international business strategies
- Analyze global market opportunities
- Work with multinational business scenarios
- Develop leadership and management skills

Module 6

Live International Business Project & Team Collaboration

TOPICS COVERED:

- International Business Planning
- Team Collaboration & Communication
- Business Case Study Analysis
- Market Entry & Expansion Strategy
- Corporate Reporting & Presentation
- Final Business Project Presentation

SKILLS GAINED:

- Real-World Business Experience
- Team Collaboration Skills
- Corporate Presentation Skills
- Strategic Planning Understanding

PRACTICAL LEARNING:

- Work on international business case studies
- Collaborate in business management teams
- Present business strategies professionally
- Analyze global market and operational challenges

Module 7

Placement & Career Preparation

TOPICS COVERED:

- Resume Building & ATS Optimization
- LinkedIn & Professional Branding
- International Business Interview Preparation
- Communication & Corporate Etiquette
- Mock Interviews & HR Preparation
- Career Guidance & Leadership Development

OUTCOMES

Students will be prepared for internships, international business roles, corporate operations positions, and multinational company opportunities.

CAREER SUPPORT INCLUDES:

- Resume & LinkedIn Reviews
- Mock Corporate Interviews
- Internship & Placement Assistance
- Career Mentorship Sessions
- Professional Communication Training
- Leadership Development Support



**QUILLANCE
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Thank You!!



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