

**Master in Professional Studies (MPS)**

**18 Years of Education**

# **International Business and Export Marketing (IBEM)**



**Build Your Career  
Internationally**



**SCHOOL OF PROFESSIONAL ADVANCEMENT**

**University of Management *and* Technology**

## Rationale

Master in International Business and Export Marketing is an excellent program for students having interests in the international business career. The program will be presented through the center for International Trade and Marketing Simulation (CITMaS). The increased globalization and dominance of MNCs have created a huge demand for employees who have multicultural experience and exposures. The increased pressure on local business units to look for foreign markets has also contributed to that escalating demand for individuals who can take international challenge. The program will develop participants with advanced academic and practical knowledge in management for an international career. The program hence can become a natural choice for students who have intentions to work in globalized work and who have excellent track records and the potential to take on international management responsibilities.

The program is highly analytical and aims at enhancing students' international business acumen. The program contains the courses which have been designed by using the ICT. The program benefits from in-depth courses taught by our most research oriented faculty and also from very close ties with the business community who take part in courses, skills seminars, consultancy projects and conferences organized on and out of the campus.

## Simulation Courses

This master program will offer straight of the art simulation courses for international marketing strategies and international trade. StratX-Simulations will provide simulations for real time virtual marketing business environment where different business firms with their all sorts of marketing mix play around and the participants of these simulation will be able to act as CEOs/CMOs executing various marketing strategies to have needed results viewable on computer screen like a marketing dashboard. The master program will offer following two simulation courses in collaboration with international organization:

- Markstrat by StratX Paris France
- ICT Switzerland

## Objectives

- Producing graduates with best online and offline international business and marketing knowledge
- Producing graduates with better analytical skills for export marketing.
- The program intends to produce graduates who can better develop strategies best fit for international environment.
- The program is aimed at producing executives with international business orientation and knowledge of various cultures and markets.
- The graduates of the program will be equipped with the knowledge of multi-cultural business environments and markets.

## Eligibility Criteria

Students with 16 Years education in the field of business, finance, computer science and economics with at least three years professional experience will be eligible for admissions in MPS International Business and Export Marketing.

## Employment Opportunities

The graduates of the programs will be placed in MNCs and in the organizations engaged in international businesses. The graduates of the program can be best fit for the positions like country manager, trade analyst, export manager, export marketing manager, business analyst, and export officer. The other organizations in Pakistan who can hire our graduates include, export houses related to any sector, Chambers of Commerce, trade associations, and in MNCs like Unilever, Nestle, 3M, Honda, Toyota, Engro Food, Pepsi Cola, Alfalah Bank etc.



## Courses list

### Core Courses

1. WTO and the Trade Agreements
2. Action Research
3. International Financial Systems
4. International Marketing Strategies Simulations
5. Competitiveness and Macro Business Environment
6. International Trade Modelling
7. Project- (6 credit hours)

### Elective Courses

1. Global Strategic Management
2. Pakistan and South Asian Trade Dynamics
3. Cooperation and Conflict in World Trade
4. Global Corporate Governance
5. International Business Negotiations
6. Global Corporate Strategy
7. Culture and Business Ethics
8. International Commercial Arbitration



## Other MPS Programs

**MPS Advertising and Marketing Communication**  
**MPS Organizational Development and Consultancy**  
**MPS Agri-Business**  
**MPS Information and Communication Technology**

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