**MINI PROJECT**

**UM22BB145B-INTERNATIONAL BUSINESS**

**Preparation**

**The management of operations in an organisation that serves different markets and operates in more than one country is a challenging affair for managers today**. International business requires knowledge that goes beyond regular business expectations.

Understanding the global aspects of a business -- strategic leadership, logistics, TMQ, and supply chain management. It involves looking at and understanding international trade, global economics, and, most importantly, how to navigate different cultures. This is a great place to start honing your problem-solving skills as the this project will broaden your scope and equip you with different perspectives on conducting business.

## Your Task

1. Review the Common Frameworks for Evaluating the Business Environment for an international business firm of your choice.
2. Briefly (in one paragraph) summarize what the PESTEL framework is and why it matters when doing international business

This **Mini Project** highlights key business topics in an international context such as the foundations of HR, operations, finance, marketing, and other business functions Carefully consider the activities and functions of firms in the context of an international business and research on the following points to make an elaborate report. Market entry strategies and programs for the chosen sector/ Company/ Product

1. Cross cultural issues
2. Managing cross border teams
3. Global Marketing Strategies
4. International strategies for Brand Development
5. Study of Import Export Procedure

Conduct additional research as needed and include links to support your points

**Mandatory E-Poster to be submitted with the report.**