

Certificate Programme in Export Management

April - July 2014

PROSPECTUS



SCHOOL OF INTERNATIONAL BUSINESS
INDIAN INSTITUTE OF FOREIGN TRADE
(DEEMED UNIVERSITY)

CERTIFICATE PROGRAMME IN EXPORT MANAGEMENT (April - July 2014)

In order to upgrade the knowledge of working executives of export enterprises, service agencies and institutions like banks, insurance, chambers of commerce and enhance their operational competence, the Indian Institute of Foreign Trade (IIFT), New Delhi, has been offering a 4-month Certificate Programme in Export Management since 1977-78. A thorough knowledge of the various facets of international business is important in the present global economic and trading environment. Intense competition in world markets, in particular, poses a challenge to executives engaged in export marketing pursuits. Unless they keep themselves abreast with the new developments, rapid changes in international business practices and innovative marketing strategies pursued by the competitors, export executives cannot effectively capitalize on the available or emerging market opportunities.

OBJECTIVES

The objectives of the Programme are:

- Provide an overall perspective on the international business environment and economic relations.
- Imparting systematic knowledge in the modern techniques of export marketing;
- Developing analytical skills for identifying export opportunities and undertaking export marketing in countries offering export potential for wide ranging products of Indian origin; and
- Enhancing the managerial competence and operational efficiency in the field of international marketing.
- Provide an overall perspective on the international business environment and economic relations.

COURSE STRUCTURE

The Programme covers six courses as per details given below.

S. No.	Courses	Description
1.	International Marketing Management	Marketing of industrial and consumer products, identification of export markets, product development and adaptation, export pricing, selection of agents and other distribution channels, procurement for exports, settlement of trade disputes, marketing information system and international tendering and sub-contracting.
2.	India's Foreign Trade and Policy	India's foreign trade policy and its evolution, trends in India's foreign trade, institutional framework for export promotion, export incentives and facilities, concept of EPZ/FTZ and 100% EOUs, quality control for exports, export prospects for select products and market characteristics of select markets.

3.	International Trade Logistics	Micro-economic aspects of physical distribution with emphasis on international transport systems including legal aspects of transportation by sea, air and multi-modal transport and various other aspects of infrastructure for transport and physical movement of primary commodities and manufactures.
4.	International Trade Operations	Regulatory Framework of Export Import, Export Sales Contract, Methods of Payment, Export-Import Documents, Export Credit Insurance, Shipment of Export Cargo and Custom Clearance of import Cargo.
5.	Global Business Environment	Forces of Globalization & Patterns of Global Political Economy, Multilateral Framework of international Trade & it's Evolution, Contemporary Issues at the World Trade Organization, Political Economy of Trade blocs and Regional Economic Integration, Politics & Economics of the European Union, Macroeconomics Scenario of a Economy, Export-Import related Infrastructure and Energy Security and the Environmental issues.
6.	International Trade Finance & Forex Risk Management	Export Finance Schemes – Short & Long Terms, Structured Export Finance Schemes & Payment Risk, Import Finance Schemes and Currency Risk Management.

METHODS OF INSTRUCTION

The training methodology utilized in this Course includes, *inter alia*, formal class-room lectures, group discussions and case studies relevant to Indian business marketing situations. Audio-visual aids are also extensively used for simulating live marketing situations in the class-room.

FACULTY

The Institute has a well-qualified and experienced Faculty with specialization in various areas of international marketing, commerce, marketing research, trade procedures and documentation, international trade logistics, export finance and costing & pricing. In addition, specialist guest faculty is also invited to cover a few operational areas in this Course.

ADMISSION PROCEDURE

Eligibility

Possess minimum Bachelor's Degree or equivalent from a recognized Indian or a foreign university.

OR

Diploma holders with two years full time work experience at executive/supervisory level as on 31st March 2014.

Organizational sponsorship is preferred. Non-sponsored employed candidates may also be considered provided their applications are accompanied by a **“No Objection Certificate”** from their employers.

Mode of Admission

Selection will be on the basis of personal interviews.

HOW TO APPLY

Prospectus and Application Form can be obtained by making cash payment of ₹250/- (₹125/- for SC/ST/PH candidates) in person or by sending a Demand Draft/Pay Order of ₹250/- (₹125/- for SC/ST/PH candidates) drawn in favour of Indian Institute of Foreign Trade payable at New Delhi. Application form can also be downloaded from our website: www.iift.edu and sent to IIFT along with demand draft of ₹250/- (₹125/- for SC/ST/PH candidates).

Last Date for sale & receipt of filled-in application form: 17th February 2014.

GENERAL INFORMATION

- Complete Application should reach at Indian Institute of Foreign Trade, B-21 Qutab Institutional Area, New Delhi-110016, before the last date.
- Application fee will not be refunded.
- **MOST OF THE COMMUNICATIONS TO THE APPLICANTS WILL BE SENT THROUGH E-MAIL; THEREFORE APPLICANTS MUST MENTION THE E-MAIL ID CLEARLY IN THE APPLICATION FORM.**
- **Complete details of the programme are also available at our website: www.iift.edu**
- All disputes would be subject to the jurisdiction of Delhi Courts only.

Incomplete applications in any manner and those received after the prescribed last date will be rejected.

FEE STRUCTURE

₹75,000 per participant payable at the time of admission.

SC/ST/PH Candidates: 50% fee concession.

EXAMINATION AND AWARD OF CERTIFICATE

Details of the system of evaluation and grading will be given to the students at the time of Registration. The examination will be held at the end of the Course.

Participants are required to attend at least 70 per cent of the total number of sessions in the Course to make them eligible to appear in the examination.

DURATION/VENUE/TIMINGS OF THE PROGRAMME

Classes will be conducted at IIFT Delhi Campus on weekends (Saturday: 2.00-6.00 pm and Sunday: 9.00 am-6.00 pm)

LIBRARY FACILITY

The Institute's has a well-equipped Library with updated knowledge. It has a collection of latest books by eminent authors on Trade, Economy, Management and WTO related issues. It has also a collection of journals, research reports, company reports, CD-ROMs, videocassettes, international trade statistics and databases. Apart from books on traditional management and economics related areas, the Library has huge collection of books on up-coming areas like WTO, Intellectual Property Rights, Services Management, Mergers & Acquisitions, Trade Finance, e-Business, Global Business Strategies, International Business Law, and Information Technology, etc. In order to facilitate online access to information, Library has also subscribed to trade related online and offline databases like ACE Equity, Blackwell Synergy (27 e-Journals), Balance of Payment, Capitaline Plus, CMIE databases (India Harvest, Prowess, India Trade and industry Analysis Service), Commodity Price Bulletin, DGCIS Statistics, Direction of Trade Statistics, EBSCO, Emerald Management Extra, e-pharma, IFS, Indiatat.com, Inside Trade.com, ISI Emerging Market (World Services), JSTOR, NextLinx, Proquest, Suns Magazine, Trade Map, World Bank Online Databases, World Trade Atlas and WITS, etc.

Library facilities are open to participants. The Participants are required to deposit of ₹5,000/- for Library membership which is refundable at the end of the Programme.

Library Hours

Monday to Friday	Gazetted Holidays (Except N.H)	Saturday	Sunday
9.00 a.m. to 8.00 p.m	9.00 a.m. to 5.00 p.m.	9.00 a.m. to 7.30 p.m	11.00 a.m. to 7.30 p.m

For any query, contact:

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