

Certificate Programme in Export Management

November 2010-February 2011

PROSPECTUS



SCHOOL OF INTERNATIONAL BUSINESS
INDIAN INSTITUTE OF FOREIGN TRADE
(DEEMED UNIVERSITY)
(Set up by Department of Commerce, Government of India)

Certificate Programme in Export Management (November 2010 – February 2011)

CLASS TIMINGS

Saturday & Sunday: 2:00 PM – 7:00 PM

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 Marketing (Evening) 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 Course covers International Marketing Management, India's Foreign Trade & Policy, International Trade Logistics, Trade Procedures and Documentation and Sectoral Strategies for Exports. A brief outline of each area is given below.

S. No.	SUBJECT	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.	Trade Procedures and Documentation	Export Documentation Framework, Export Sales Contract, INCO TERMS, Foreign Exchange Regulation and Facilities, Exim Policy Framework, EPCG Scheme & DEPB Scheme, Export Houses Scheme, Terms of Payment, Central Excise Clearance, Customs Regulations & Clearance of Cargo, Duty Drawback Scheme, Freight Forwarding, Export Finance, Risk Management, Processing and Execution of Export Order and EDI Related to Customs Clearance
5.	Sectoral Strategies for Exports	Sectoral Strategies for Exports will deal with macro and micro issues related to exports and it will cover sector/market specific opportunities and its strategies focused at enhancing exports.

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 October 2010.

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 Rs. 250/- (Rs. 125/- for SC/ST/PH candidates) in person or by sending a Demand Draft/Pay Order of Rs. 250/- (Rs. 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 Rs. 250/- (Rs. 125/- for SC/ST/PH candidates).

Last Date for sale & receipt of filled-in application form: 17th September 2010.

General Information

- Complete Application should reach at Indian Institute of Foreign Trade, B-21 Qutab Institutional Area, New Delhi-110016, before the **last date: 17th September 2010.**

- 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

Rs. 50,000 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.

SCHEDULE OF SESSIONS

The classes will be held during November 2010- February 2011 from 2.00 p.m. to 7.00 p.m. (Saturday & Sunday) in the Institute's campus at B-21, Qutab Institutional Area, New Delhi-110016.

LIBRARY FACILITY

The Institute has a well-equipped Library. It has a wide collection of books, journals and newspapers relating to Foreign Trade and Export Marketing. Library timings are 9.00 a.m. to 5.30 p.m. on working days. However, the Library is kept open up to 8.30 p.m. for a period of one month before the commencement of the examination. Students are welcome to use the Library. They are permitted to borrow books against a security deposit of Rs. 5,000/- refundable after the completion of the Course. Rules governing utilization of library facilities, etc. can be had from the Librarian.



INDIAN INSTITUTE OF FOREIGN TRADE
(DEEMED UNIVERSITY)

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