

# **EXECUTIVE POST GRADUATE DIPLOMA IN INDUSTRIAL MARKETING**

**(AUGUST 2012-JANUARY 2014)**

## **PROSPECTUS**



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

## ABOUT THE INSTITUTE

The Indian Institute of Foreign Trade (IIFT), Deemed University, is the national Institute in International Business Education and Research. Established in 1963, as an autonomous body under the Ministry of Commerce & Industry, Government of India, it has contributed in the skill building for the external trade sector of India. The contributions of the Institute have earned it the status of “Deemed University” in the year 2002. Over the years, IIFT has emerged as the national university with focus on International Business Management and Strategy, and such focus is reflected in all three major activities of the Institute: Research, Training and Education.

## EXECUTIVE POST GRADUATE DIPLOMA IN INDUSTRIAL MARKETING (2012- 2014)

Executive Post Graduate Diploma in Industrial Marketing aims at enhancing the managerial competence and prepares the participants for Industrial Marketing or marketing of goods and services from one business to another. With an increasingly challenging business environment, organizations are under pressure to perform. The sales and marketing function is probably the most affected under the current economic scenario.

The Programme on Industrial Marketing provides in-depth case studies geared to the needs of marketing managers and other executives. Typically, companies generate higher sales volume from industrial sales than from consumer sales. Therefore, it is imperative for them to develop and follow effective marketing strategies to serve their industrial customers effectively.

### METHODS OF INSTRUCTION

The methods of instruction include formal lectures, case studies, group discussions, simulation exercises and group/individual presentations. In addition to classroom activities, seminars and workshops, involving industry experts, are an integral part of the learning process. Experts in the field are invited for special sessions in order to enrich the curriculum.

### COURSE STRUCTURE

The Programme is divided into 3 semesters, each of 6 months duration.

#### Semester I (August 2012 – January 2013)

Course Title
Management Accounting
Business Economics + Maths
B2B Marketing
Human Resource Management & Organizational Behaviour
Marketing Research
Business Law
Management Information System

### Semester II (February 2013 – July 2013)

Course Title
Financial Management
International Trade Operations
International Marketing
Supply Chain Management
Global Business Environment
Customer Relationship Management
Sales & Distribution Management

### Semester III (August 2013 – January 2014)

Course Title
Cross Cultural Communications & Business Negotiation
B2B Pricing Management
Contract Negotiation & Public Buying
E-Marketing
B2B Brand Management
Business Strategy
Business Ethics
Research Project

**Note: Course Structure subject to revision by the institute's academic council from time to time**

## EXAMINATION AND AWARD OF POST GRADUATE DIPLOMA

Details of system of evaluation and grading will be given to the students in the "Handbook of Information" to be provided to the students at the time of Registration. Participants successfully completing the Programme will be awarded the **Executive Post Graduate Diploma in Industrial Marketing**. The students, who successfully complete first two semesters of EPGDIM, and are unable to continue in the third semester, can be awarded **Executive Post Graduate Certificate in Industrial Marketing (EPGCIM)**. Such students would be allowed to join in the third semester with their juniors on payment of registration fee and fees as prescribed for the third semester in the year in which they rejoin. However, the students will be expected to complete EPGDIM in four year's period from the date of initial registration.

Criteria of evaluation will be indicated in detail in the Course Outlines for all the courses to be provided to the participants at the beginning of each semester.

## CLASS TIMINGS

Saturdays: 0900-1830 hrs (Alternate weekends)

Sundays: 0900-1830 hrs

## SCHEDULE OF SESSIONS

For the first week at the beginning of each Semester regular classes from 9.00 am to 6.30 pm will be held at IIFT campus in New Delhi and after that classes will be held on alternate Saturdays and Sundays.

**First Semester:** August 2012 – January 2013

**Second Semester:** February 2013 – July 2013

**Third Semester:** August 2013 – January 2014

## ELIGIBILITY

- Graduation or equivalent degree from any recognized university or institution.
- A minimum work experience (including self employed) after graduation of not less than 3 years as on 31<sup>st</sup> July 2012.
- “No Objection Certificate” from the employer is required.
- No Age limit

## MODE OF ADMISSION

- Selection will be on the basis of interviews
- Seats are reserved for SC/ST/PH/OBC (non-creamy layer) candidates as per Government of India rules.

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

## IMPORTANT DATES

The detailed schedule is as follows:

- Last date for submission of application forms : 11<sup>th</sup> July 2012
- Date of Interviews : First week of August 2012
- Course commencement : Last week of August 2012

## PROGRAMME FEE

The fee for the Programme is ₹ 2,55,000/- which is subject to periodic revisions. The participant is responsible for the payment of the Programme fee whether it is paid by the individual or by the employing organisation. Fee is to be paid in three installments as indicated below:

First installment at the time of admission : ₹ 1,05,000/-

Second installment at the start of Second Semester : ₹ 75,000/-

Third installment at the start of Third Semester : ₹ 75,000/-

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

**Fee, once paid, will not be refunded.**

## HOW TO APPLY

- Application form can be obtained from the Institute on all working days (Monday – Friday) between 10:00 am - 5:00 pm on payment of ₹ 1,200/- (₹ 600/- for SC/ST/PH candidates) or may be downloaded from [www.iift.edu](http://www.iift.edu). The downloaded application form should be accompanied by a Demand Draft of ₹ 1,200/- (₹ 600/- for SC/ST/PH candidates) in favour of Indian Institute of Foreign Trade payable at New Delhi at the time of submission.
- 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.
- All disputes would be subject to the jurisdiction of Delhi Courts ONLY.

**Demand Draft and filled-in Application Form need to be sent to:**

Mr. Gaurav Gulati  
Sr. Administrative Officer (Academics)  
**INDIAN INSTITUTE OF FOREIGN TRADE**  
B-21, Qutub Institutional Area, New Delhi-110016  
Ph.: 011-26857908 (Direct), 26965124, 26965051 Fax : 011-26856956  
Email: [admissions@iift.ac.in](mailto:admissions@iift.ac.in), Website : [www.iift.edu](http://www.iift.edu)