



**भारतीय विदेश व्यापार संस्थान**  
**Indian Institute of Foreign Trade**  
**Kakinada Campus**  
(Deemed to be university)



## **4 Months Certificate Program on Export and Import Management (Hybrid)**



**May 2025 – August 2025**

- **Weekend Programme in hybrid mode**
- **In-campus / live interactive sessions**
- **Programme duration: 150 hours**
- **Commencement: May 2025**
- **Extended Last date of application: 24<sup>th</sup> May 2025**

**INDIAN INSTITUTE OF FOREIGN TRADE**

**(DEEMED TO BE UNIVERSITY)**

**Under Department of Commerce, Ministry of Commerce and Industry, Government of India**



## INTRODUCTION

The global economy has evolved very rapidly in the recent past due to enhanced trade between countries, more liberal policies from governments, changing geo-political scenarios, technological advancements and a better ecosystem of international trade. The opportunities and challenges presented by the increasing internationalization of business are growing and to manage them successfully the need for knowledgeable and skilled professionals/managers is assiduously growing.

This programme is designed to equip the participants with a comprehensive knowledge and skills on various aspects of international business such as the structure of international trade operations, international marketing, regulatory guidelines, documentary formalities, shipping documents, packaging, security in international trade, transaction cost, freight forwarding, logistics, role of the other intermediaries, and international finance. As the markets have saturated in EU and US and global south has inevitably emerged as new trade hub, it has become more pertinent to diversify the export market and oversee the trade challenges in emerging markets of Africa, Latin America, Oceania and CIS countries such as credit risks and higher trade costs.

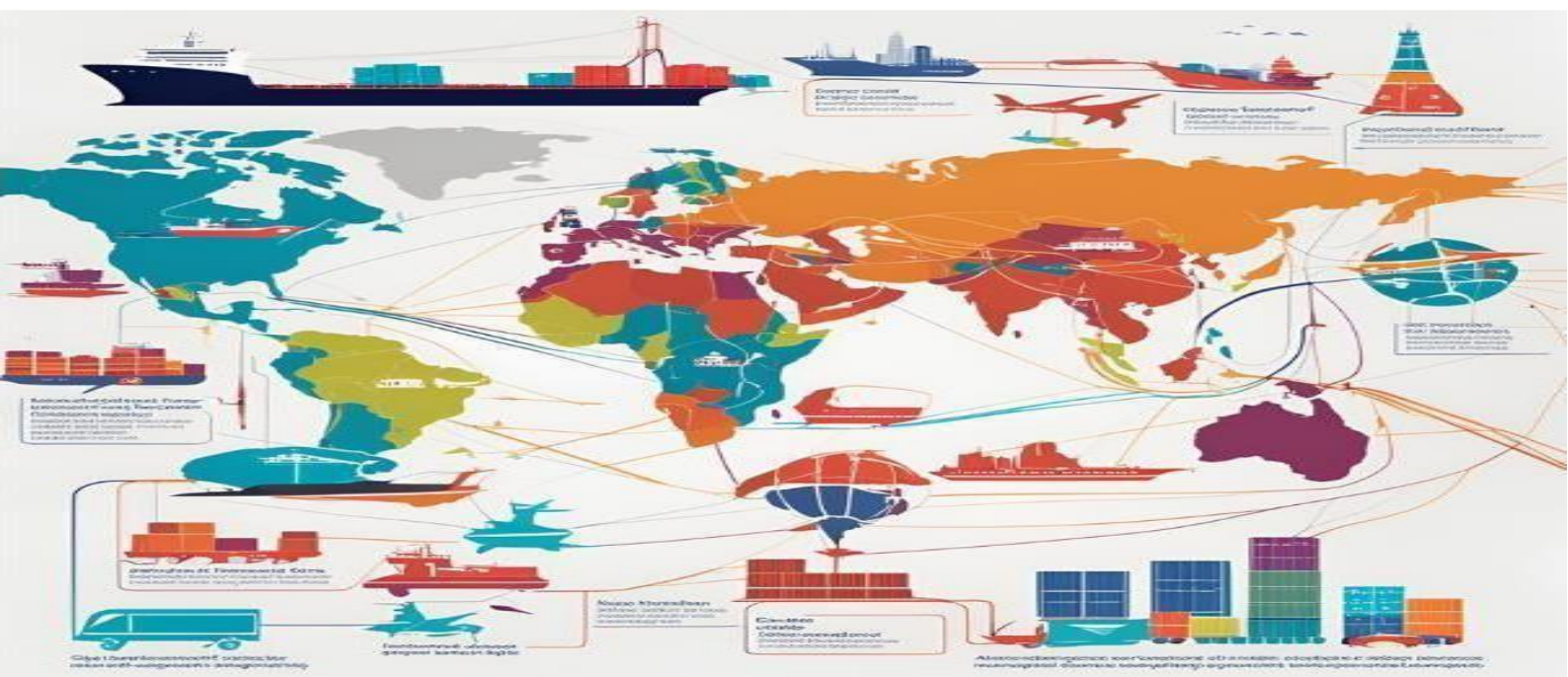
India has participated in plenty of WTO agreements, and regional and bilateral trading agreements which present an opportunity for Indian exporters to diversifying from the traditional markets of USA, EU and Japan to new emerging economies in Latin America, Caribbean, Africa, ASEAN, and other Asian markets. However, the awareness of these initiatives and international business ecosystem is still limited among the business community and only a handful are reaping the benefits from information awareness. Organizations, whether start-up companies or established firms are looking forward to the managers having an in-depth understanding of doing business across various global markets who can approach new markets, establish new business plans and develop market entry strategies as an asset for firm's expansion plans.

The programme objectives coincide with government's vision of nation building with exports surpassing USD 2 trillion by the year 2030 by equipping the participants about knowledge of enhanced market access, tapping into improved logistical infrastructures, policy-based

opportunities and complexities in international business fundamentals. This programme is designed to equip participants with the essential knowledge and skills needed to thrive in the ever-evolving landscape of international business. Led by Industry experts, our comprehensive curriculum covers a wide range of topics including export-import documentation, logistics, finance, international marketing, and legal aspects of trade. Through practical case studies and interactive learning modules, participants will gain practical insights and hands-on experience in navigating the complexities of international trade.

## COURSE OBJECTIVE

- Understand the dynamics of the global business environment and its impact on international trade.
- Analyze global economic trends.
- Identify opportunities and challenges presented by globalization and emerging markets.
- Develop an understanding of international marketing concepts and strategies.
- Understand India's foreign trade policy and its implications.
- Understand the financial instruments used in export-import transactions, such as letters of credit and trade finance facilities.
- Acquire practical knowledge of import-export operations and documentation procedures.
- Gain an understanding of international trade logistics and supply chain management.





## PEDAGOGY

The methodology adopted will be easy to understand with far-reaching impacts. Lecture presentations, Group Work as well as the reality-based Case Studies with global perspectives would be the key, essentials and deliverables of the program. Sessions are designed to be interactive and participative. It will leverage the use of technology. It will consist of a judicious blend of lectures, real life case studies, quizzes and assignments.

## COURSE STRUCTURE

### MODULE 1: INTERNATIONAL MARKETING MANAGEMENT- 30 Hours

- International Marketing Management
- International Product Decision and Product Adaptation
- Entry Mode in Foreign Markets
- Choosing Appropriate Marketing Channels
- Export Pricing Methods
- Promotion for Global Reach
- Social Media/Digital Marketing
- Establishing your own brand

### MODULE 2: WORLD TRADE AND INDIA'S FOREIGN TRADE POLICY - 30 Hours

- World Trade Organization
- Regional Trade Blocks and Agreement
- Understanding trends in India's Foreign Trade: sector/product/market analysis through trade flows
- Identifying best product for exports
- Choosing best export market for your product
- Understanding benefits under Foreign Trade Policy
- Institutional framework for export promotion
- Availing most relevant Export subsidies and incentives for your business: concept of EPZ/FTZ/100% EOU/Duty Remission Schemes/Duty Exemption Schemes
- Business decision based on WTO/Trade agreement parameters



## MODULE 3: INTERNATIONAL TRADE OPERATIONS & EXPORT IMPORT

### DOCUMENTATION- 30 Hours

- Getting Started in Export-Import
- Export Documentation Framework
- Export Sales Contract
- INCOTEMS
- MEIS Schemes and their relevance with trade documentation: duty drawback, export house schemes, advance authorization
- Understanding Procedure for clearance of Export Import Cargo
- Duty Assessment and payment of Import Cargo
- Export clearance and incentive assessment
- EDI framework and mechanism
- Neutralization of GST for Export-Import



## MODULE 4: INTERNATIONAL FINANCIAL MANAGEMENT & TRADE FINANCE - 30 Hours

- Fundamental principles of financial management
- Fundamentals of international financial management
- Foreign Exchange Management
- Organizing Finance for starting export business
- Pre-Shipment and Post Shipment Finance
- Methods of Payments (L/C, UCP)
- Instruments of Trade Finance
- Currency Risk Management
- FEMA Guidelines



## MODULE 5: INTERNATIONAL TRADE LOGISTICS- 30 Hours

- Understanding Trade logistics in Indian Context
- Choice of Mode of Transport
- Packaging, labelling and marking
- Dry Ports and containerization
- Port Operations and infrastructure in India
- Liner and Tramp shipping
- Air/Road/Rail transport/Multimodal transport
- Documentation for Trade Logistics



## SCHEDULE OF CLASSES

**Hybrid mode:** Participants are required to attend the programme in hybrid mode. For offline sessions the participants have to visit the campus. Online classes may be attended on the participants' own convenience.

### **Class Timings:**

Saturdays: 09:30 AM-5:00 PM

Sundays: 09:30 AM-5:00 PM

## **ASSESSMENT**

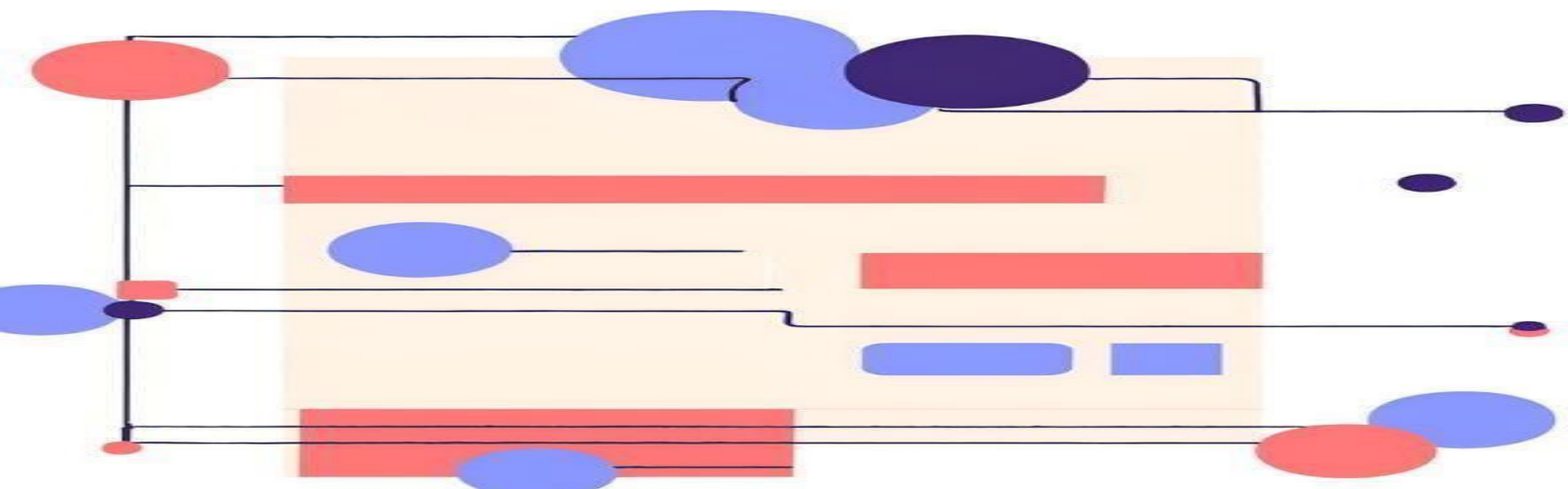
- A minimum of 75% attendance to the classroom lectures is prerequisite to make them eligible to appear in the examination
- The course may require participants to work on Individual/group assignments and/or assessments. The main objective of such assignments/ assessments will be to help the participants apply their conceptual learning in the course to actual organization decision scenario.
- The participants will have to secure a minimum of 50% marks in each subject will be awarded the Certificate.
- Evaluation methodology is the discretion of the faculty. The methodology may include online assessment, assignment, presentation, projects or any other component as decided by the faculty. All internal and final examination will be conducted online.

## **WHO SHOULD ATTEND?**

Industry Leaders, Middle Level Executive, Entrepreneurs Fresher's

## **RELEVANT INDUSTRY**

Export-Import, International Business, Manufacturing, Retail and Startups. International Trade Consulting, Logistics and Transportation, Financial Services, Supply Chain Management, Marketing Agencies, Government Agencies, E-commerce and Online Marketplaces, Trade Associations.



SC/ST/PH. Candidates: 50% fee concession  
(as per Govt.guidelines and subject to document verification)

Instalment	Fee Amount (INR 45,000/- + 18% GST)		Submission Date
	Category		
	General/OBC	SC/ST/PH.	
Ist Instalment	26,550 (incl. 18% gst)	13,275 (incl. 18% gst)	24 <sup>th</sup> May, 2025
IInd Instalment	26,550 (incl. 18% gst)	13,275 (incl. 18% gst)	11 <sup>th</sup> June, 2025
Total	INR 53,100 (incl. 18% gst)	INR 26,550 (incl. 18% gst)	

## ELIGIBILITY

Graduation degree from recognized university or equivalent.

## CANDIDATE SHORTLISTING

Candidates will be shortlisted based on their profile, qualification, experience etc. If required online interview will be conducted.

## HOW TO APPLY:

- Participants are requested to fill the online form through the mentioned link i.e. <https://docs.iift.ac.in/pilotweb/CPEMKKD/>
- Last date to apply & pay 1st Instalment of the programme fee: 24<sup>th</sup> May, 2025.
- Please ensure that all details are filled including the E-mail address.
- The programme fee needs to be submitted through the fee payment link mentioned along with the registration link. You may submit form no. in the field of IIFT application number in the fee payment link. Following is the fee link:  
<https://octopod.co.in/payment/collection/84b86d65c11e5e1804a2426af058f797/99ad9bd19803c062be3e32986cf530ba>
- Alternatively, the fee payment can be done in the following bank account, and the fee payment / fee deposit proof can be e-mailed to [mdp\\_kkd@iift.edu](mailto:mdp_kkd@iift.edu) / [kakinada@iift.edu](mailto:kakinada@iift.edu)



Bank account details:

Account Number: 50200105488773

Beneficiary Name: Indian Institute of Foreign Trade KKD

Bank Name: HDFC Bank

IFSC Code: HDFC0000426

Bank Address : Prakasam Street Kakinada, Andhra Pradesh 533004

6. Incomplete applications will not be accepted.

### **For any query please contact:**

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