

Indian Institute of Foreign Trade

(Deemed to be University)

CERTIFICATE PROGRAMME IN INTERNATIONAL BUSINESS CONSULTANCY

**BROCHURE
2024-25**

Kolkata Campus



CENTRE HEAD'S MESSAGE



Today's business environment is characterized by intricacies and dynamism. Technology and consumer preferences are rapidly changing which is constantly challenging the business organizations to respond to these changes in the best possible and timely manner. Understanding and responding to dynamic and quickly changing business environment is a must for organizations to stay ahead of the curve. In present scenario, organizations are constantly looking for able consultants who can help them must remain on their feet to transform the challenge of change into new strategies for doing business. Agility and ability to learn to navigate through turbulent business environment have become an imperative. Organizations need consultants to guide them through the ever-emerging challenges linked to people, processes, and businesses. The Certificate Programme in International Business Consultancy (CPIBC) carefully curated by IIFT aims to deliver the learning essentials for participants to prepare themselves to become efficient consultants in international business domain, ready to take on new and challenging roles in the business world. The participants are educated and oriented through CPIBC to understand and analyze organizational challenges and provide consultancy to them.

CPIBC offers an intensive curriculum built around contemporary courses and consultancy knowledge. Therefore, participating executives are exposed to a learning environment that is demanding and fulfilling at the same time. The courses and curriculum are carefully designed updated to integrate current business developments and practices. The Certificate Programme in International Business Consultancy of IIFT commands high academic rigor and offers a splendid opportunity for personal as well as professional growth.

Celebrating its diamond jubilee, IIFT has made its place as an Academic Centre of Excellence in International Business, and as a well-networked institution committed towards delivering globally competitive business education, training and research. IIFT is proud of its alumni who hold key positions in the arena of International Business. I extend an invitation to all corporate learners to join IIFT's CPIBC program for realizing their professional aspirations.

Prof. K. Rangarajan
Centre Head, IIFT Kolkata

VISION

To be an academic Centre of Excellence in the area of international business and a well-Networked institution committed towards delivering globally competitive business education, training and research to individuals, corporate bodies, government organizations and the society



IIFT at a Glance (Rankings) 2022-23

4th Rank in Times B-School Survey 2023

IIFT has been ranked 4th under the Top 100 Management Institutes (Overall Ranking) in Times B-School Survey 2023..

9th Best B-School in India by Business Today – MDRA 2023

IIFT has been ranked 9th Best B-School in India by Business Today–MDRA B-School category rankingsurvey 2023.

“Rank 1st” Unstop Most Competitive B-Schools in India 2023

IIFT is awarded the number 1 rank in Unstop most competitive B-School of 2023 in the country.

9th position in Fortune India's Best B-School Survey 2022

IIFT is ranked 9th in Fortune India's Best B-Schools Survey-2022.

27th Rank NIRF Rankings 2023

IIFT has been ranked 27th under Management Category in NIRF rankings 2023.

MISSION

To strengthen, sustain and professionalize business knowledge through creative research and teaching, highlighting the significance of learning and by collaborating with organizations, institutions and universities both within and well beyond the national boundaries.



ABOUT THE INSTITUTE

The Indian Institute of Foreign Trade (IIFT), Deemed to be University, is a 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 to be University" in the year 2002. The National Assessment and Accreditation Council (NAAC) has recognized IIFT as Grade "A" institution in 2005 as well as in 2015. 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.

IIFT has MOUs with the following institutions



INTERNATIONAL COLLABORATIONS

In order to retain its position as a top B-School and a highly rated research organization, IIFT has been successfully strengthening its relationship with regional as well as international institutes.

MEMBERSHIP

IIFT is a Member of the following:

- Academy of International Business (AIB).
- International Association of Trade Training Organizations (IATTO).
- The European Foundation for Management Development (EFMD).
- The Association of Advance Collegiate School of Business (AACSB International).
- Global Compact Network of India.

ABOUT THE PROGRAMME

Today's global organizations are highly competitive, and to maintain this competitiveness, they undergo a tremendous amount of internal and external change quickly. These changes may be associated with the markets they are operating in, the people they are working with, the evolving product line, the utilization and raising of funds required, understanding the complex dynamics of international trade, etc.

Undoubtedly, any organization may never have all the resources and understanding to deal with these continuous changes in the global business environment. Thus, the role of management consultants has become vital in the past few decades. Management consultants with an understanding of International Business help organizations solve issues, create value, maximize growth and improve business performance. They use their business skills to provide objective advice and expertise and help an organization develop skills that it may be lacking.

Against this backdrop, it becomes imperative to impart necessary skills encompassing the contemporary issues involved in international business to the budding management professionals and would-be consultants in the international business domain. The IIFT, with this aim to help professionals understand International Business and Trade, has evolved the certificate programme in International Business Consultancy Management. This programme aims to prepare a cadre of capable management consultants with appropriate values, perspectives, and competencies to become truly valued assets in the global business consultancy industry.

IIFT's 12 months Certificate Programme in International Business Consultancy (CPIBC)

OBJECTIVES OF THE PROGRAMME

- To enable understanding of management consultancy practice and allied areas.
- To provide a global perspective of management consultancy to the participants.
- To enable participants to apply theoretical knowledge to contemporary management and extend the consultancy services in those areas.
- To help participants analyze the real-world management consultancy situations through the use of case studies and simulations.
- To help participants understand the aspirations and the expectations of the changing nature of the global organizations.
- To help participants acquire the necessary skills and techniques to achieve operational efficiency. To help participants learn the current trends in management consultancy across the globe.

TARGET GROUP

- Those who wish to work in consulting firms
- Those who want to start their consulting firms dealing with clients operating in global markets.

On successful completion of the programme, participants will be qualified for positions in both multinational corporations and domestic firms, assisting global giants operating in Indian as well as international markets with their consulting needs.

Number of Student Intake: **50** numbers

Minimum eligibility Criteria

- An undergraduate degree in any discipline from a recognized Indian or Foreign University with 50% marks and a minimum of three years of work experience in the relevant field at managerial level.

OR

- A Post-graduation degree and any professional degree such as engineering, architecture, medicine, pharmaceutical, agriculture, horticulture, etc. with two years of work experience in the relevant field at managerial level.

Admission Process

The Admission process would be through Interview. All applicants meeting the eligibility criteria will be called for interview. The final selection will be based on the candidate's performance in interview, past academic records, work experience, etc.

Fee Structure

- Total cumulative fee for the programme is INR **1, 75, 000/-** + GST (which includes one-time alumni fee & library charges, INR 10,000/- and INR 5,000/- respectively.)
- Programme registration and first installment of fees would be **INR 75,000/- + GST** which will be paid on or before 15th December 2023 i.e. prior to the commencement of the programme. The remaining fee will be paid in 2 semi-installments of INR 50,000/- + GST in each case.

Note:

The Library charges are refundable after the completion of course.

- The participants are solely responsible for payment of the programme fee whether it is paid by the individual or by the sponsoring organization.

- SC/ST/PWD Candidates: 50% fee concession on the tuition fee component.

- Late Fee Fine for all students is INR 2,500/- per week beyond the stated deadline.

- In case the fee remains unpaid for Three Weeks, from the last payable date, the student will be de-registered from the programme.

- Re-registration charges are INR 5,000/-.

- Re-registration will have to be done within one week of de-registration.



COURSE TIMELINES (Tentative)

Total Duration (Hybrid Programme): **12 months** (approx.):

Trimester-I (January 2024 to April 2024 tentatively) with total credits of 10.

Trimester -II (May 2024 to August 2024 tentatively) with total credits of 12.

Trimester -III (Sept 2024 to Dec 2024/Jan 2025 tentatively) with total credits of 12.

DURATION & CLASS TIMINGS

The regular online classes would be held on all weekends from 09.30 AM to 06.30 PM and One Interaction week shall be held at IIFT, Kolkata tentatively during the start of programme in 2024.

How to apply

Apply through through prescribed on-line Application Form available at IIFT website.

- Application Fee is INR 2,000/- for GEN/OBC candidates and INR 1,000/- for SC/ST/PWD category candidates. Applicants will have to register themselves at IIFT website: www.iift.edu under 'New Admissions' and pay registration fees using the link that would appear after registration.

- Scanned copy of the relevant certificates needs to be uploaded while submitting online application.

Note:

- Filled-in applications with enclosures and evidence of payment of Application Fee should be uploaded latest by 15th November 2023.

- Applicants must mention their permanent e-mail id clearly in the application form.

- Application fee will not be refunded.

- All disputes will be subject to the jurisdiction of Kolkata Court only.

- Incomplete applications in any manner will be rejected.

COURSE STRUCTURE

CPIBC is an advanced certification that signals the exemplary consultancy skills possessed by professionals in International Business. The program will consist of 16 courses (12 core courses + 4 Electives) across three trimesters apart from a consultancy plan and associated Viva-Voce. Participants will be free to choose any 4 elective courses of their choice (2 each from any two elective verticals) to mature in their specialization field and a consultancy plan report based on the application of their learning during the certificate course. Each trimester will be run for tentatively 12-13 weeks and 2 examination weeks. Besides classes emphasizing theoretical and practical knowledge, interaction with consultants will also be an essential part of this certification. Course delivery will be done online through the experts using the appropriate medium to enable participants pursue this certification from anywhere without taking a break from their current employment. After completing each phase, there will be an examination to measure the learnings of the participation, and the final certification will be based on the performance of participants in these examinations. After the successful passing of the course, the participants would be getting a certificate in International Business Consultancy from IIFT.

Classes will be conducted by IIFT faculty, visiting professors from top institutions, and consulting professionals from industry. Most of the permanent faculty are engaged in applied research. Their teaching links theory to practice through authentic business cases. Their diverse cultural and international exposure gives a strong international dimension to the program. The pedagogy for the programme will be a mix of classroom lectures, case studies, simulations and invited lectures by practicing consultants.

Trimester-I

Sl. No.	Core Course Title	Credit
1.	Accounting for Managers	02
2.	Global Business Environment & International Management	02
3.	Management Consulting Process	02
4.	Business Statistics for Consultants	02
5.	Foreign Language	02
	Total	10

Credit = 10 hours of study.

Trimester -II

Sl. No.	Core Course Title	Credit
1.	Global Strategic Management	02
2.	International Financial Management	02
3.	Business Research Methods	02
4.	Fundamentals of International Trade	02
5.	Ethical practices in Business and Consulting	02
6.	International Human Resource Management	02
	Total	12

Trimester -III

Sl. No.	Core Course Title	Credit
1.	International Management Consultancy	02
2.	Consultancy plan & Viva Voce	02
3.	Electives (4 courses *2 credit)	08
	Total	12

International Business Consultancy Elective verticals*

Marketing Consulting	HR Consulting	Strategy Consulting	Finance Consulting	IT/Operations Consulting	International Trade Consulting
Global Channel and Distribution Management	Strategic Change Management	Strategic Execution and Tools (Simulation)	Project appraisal and Financing	Online Business and E- Commerce	International Trade Logistics
International Brand Management	Employee Coaching & Mentoring	Management of Strategic Alliance(Workshop)	Financial Derivatives & Risk Management	Advanced Forecasting Techniques for Business Applications	Trade analytics
Digital marketing	International Negotiation Strategies	International Business Strategy	Security analysis & Portfolio Management	Advanced Supply Chain Management	Managing global compliance for exports
B2B marketing	HR Analytics	Competitive Strategy	Financial Modelling	Data Analytics for Consultants	Agri Commodity trading

*Electives could be revised in consultation with industry experts.

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TESTIMONIALS

Since last few decades, management consulting has been an integral part of business that helps organizations to improve business performance and maximize growth by solving critical problems and adopting to rapid changes. The CPIBC, IIFT programme looks precisely curated for the development of high level management consulting skills, preparing the participants to face the business challenges in the global market.

Ranajoy Saha, Senior Consultant, PwC

After reviewing the programme structure, I am sure with the new Certificate Programme in International Business Consultancy (CPIBC), IIFT will fulfill its objective of preparing a cadre of capable management consultants for our country as well as the global community.

Sarbjee Jena, Business Consultant, EY

I have carefully reviewed the CPIBC programme structure, I am impressed with its well-curated and thoughtfully planned design, which aptly caters to the needs of the contemporary global market. It is evident that the successful completion of this course will position the participants for excellence in the management consulting industry.

Shaurya Gotewal, Acre, UK

Glimpses of IIFT Programmes



Important Dates:

Registration starts: August, 2023

Last date to register: 31st December 2023

Commencement of CPIBC - Kolkata
10th January 2024 (Tentative)

For more information, please contact:

Shri Niloy Mukherjee

In-charge, Academic Administration,
IIFT Kolkata

Tel No. 033- 35014500/4600 [Extn: 1061]

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**INDIAN INSTITUTE OF FOREIGN TRADE,
KOLKATA**

**INDIAN INSTITUTE OF FOREIGN TRADE
DEEMED TO BE UNIVERSITY
(Set up by Ministry of Commerce &
Industry, Govt. of India)**

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