



भारतीय विदेश व्यापार संस्थान  
Indian Institute of Foreign Trade  
(Deemed to be University)



# ONLINE CERTIFICATE PROGRAMME ON EXPORT IMPORT MANAGEMENT



- **Online Weekend Programme**
- **Live Interactive Sessions**
- **Duration : 150 hours**
- **Commencement : August 2024**
- **Last Date of Application: 10th August 2024**

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



## INTRODUCTION

Embark on a journey into the world of global trade with our Online Certificate Programme on Export-Import Management. 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. Our online Programme offers the flexibility to learn, allowing you to access course materials from the place of your convenience. Whether you're a professional in the export-import industry, an aspiring entrepreneur seeking to expand globally, a student aiming to pursue a career in international trade, or a government official involved in trade policy and regulation, this programme caters to all.

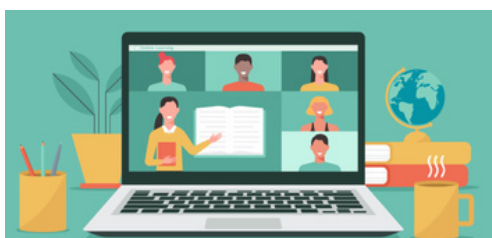
The primary objective of the programme, is to build knowledge on the key aspects of export/import management, for participants in different cities across India and in the neighboring countries. Online Interactive session and assessments ensures that the participant has, indeed, imbibed both the knowledge and its applications thus enabling them to become the world class professionals and entrepreneurs in the fast-changing global environment.

## **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 for online lectures is designed to be both interactive and impactful, ensuring a comprehensive learning experience. The Online sessions will feature engaging lecture presentations that are easy to understand, combined with reality-based case studies incorporating global perspectives.



The programme leverages modern technology for seamless delivery, offering a blended approach that includes lectures, real-life case studies, quizzes, and assignments.

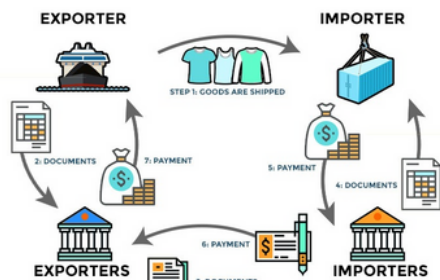
Live online-interactive sessions will foster real-time engagement with instructors and peers. Regular quizzes and assessments, along with practical assignments, will reinforce learning and ensure the practical application of concepts.

## **TARGET AUDIENCE**

Entry level, Middle Level and Senior Level Management, Working Professionals, Entrepreneurs.

## COURSE MODULES:

### MODULE I : GLOBAL BUSINESS ENVIRONMENT (30 HOURS)



### MODULE II : INTERNATIONAL TRADE OPERATIONS & DOCUMENTATION (30 HOURS)

### MODULE III : INTERNATIONAL MARKETING MANAGEMENT (20 HOURS)



### MODULE IV : INDIA'S FOREIGN TRADE POLICY (20 HOURS)

### MODULE V: INTERNATIONAL TRADE LOGISTICS (30 HOURS)



### MODULE VI: EXIM FINANCE (20 HOURS)



## ASSESSMENT

- A minimum of 75% attendance in the online 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.
- Students do not have to come on campus for the examinations.

## COURSE HIGHLIGHTS

- An online weekend programme designed to deliver education to the learners attending the session from anywhere using desktop/laptop/tablet/mobile.
- 150 contact hours to provide an enriching learning experience to the participants.
- Certificate from a premier AACSB and NAAC A+ accredited b-school having an alumni presence in more than 30 countries across the globe.
- Access to the IIFT learning web portal for a lifetime, with course materials and useful documents.



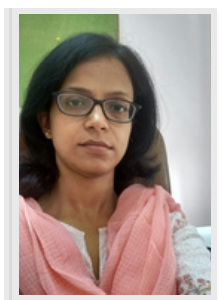
## FOR ACADEMIC QUERIES CONTACT :



**Dr. Ram Singh**

**Professor & Head (CDOE), IIFT**

Dr. Ram Singh is a highly accomplished academician and an expert in the field of Trade. With extensive experience and a diverse educational background, Dr. Singh brings a wealth of knowledge and expertise to the classroom. Dr. Singh has contributed significantly to the field of international trade through his research and publications. He has authored numerous articles in reputed journals and has presented papers at national and international conferences.



**Dr. Papiya Ghosh**

**Programme Director**

Dr. Papiya Ghosh holds a Ph.D. in Economics from Jawaharlal Nehru University. With her extensive academic expertise and practical experience, Dr. Ghosh enriches her teaching and research. She has worked on various projects by the Ministry of Commerce and Industry, DPIIT, Ministry of Agriculture and Farmers Welfare.



[papiya@iift.edu](mailto:papiya@iift.edu)

## PROGRAMME DETAILS

**PROGRAMME COMMENCEMENT**  
**August 2024**

**SESSION SCHEDULE**  
**Saturdays & Sundays**

**SESSION TIMINGS**  
**10 AM TO 1 :15 PM**  
(two sessions of 1.5 duration each)

**MODE OF DELIVERY**  
**Online Sessions through MS Teams Platform**

## 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.

## PROGRAMME FEE: INR 75,000/- + (18% GST)

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

Instalment	Fee Amount ( INR 75,000/- + 18% GST)		Submission Date
	Category		
	General/OBC	SC/ST/PH.	
First Instalment	44,250	22,125	10th August 2024
Second Instalment	44,250	22,125	10th October 2024
Total	INR 88,500 (incl. 18% gst)	INR 44,250 (incl. 18% gst)	

## ELIGIBILITY CRITERIA

Graduation degree from recognized university or equivalent.

## HOW TO APPLY:

- 1.Participants are requested to fill the online form through the mentioned link i.e. <https://docs.iift.ac.in/pilotweb/cdoe/>.
- 2.Last date to apply & pay 1st Instalment of the programme fee : **10th August 2024**
- 3.Please ensure that all details are filled including the E-mail address.
- 4.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://forms.eduqfix.com/iiftolform/add>
- 5.Incomplete applications will not be accepted.

FOR ANY QUERY CONTACT :

**CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)**



**cdoe@iift.edu**



**011-39147200 – 128 (PBX)**

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(Set up by Ministry of Commerce & Industry, Govt. of India)  
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