



**FEDERATION OF INDIAN  
EXPORT ORGANISATIONS**

Set up by Ministry of Commerce, Government of India  
ISO 9001:2008 Certified



Excellence with Values

**BIMTECH**  
**BIRLA INSTITUTE**  
OF MANAGEMENT TECHNOLOGY



Bridging Business and Society

# Diploma in Foreign Trade Management



# About the program

Joint diploma in Foreign Trade Management  
by Federation of Indian Export Organisations and Birla Institute of Management Technology



## Background

The growing complexities of export-import business, the process of globalization of the markets and the consequent competitiveness require every player to have a thorough knowledge of the theory and practice of foreign trade. Keeping in view the major difficulties one faces either as a manager or an entrepreneur with respect to identifying foreign market, product development, payment and financing procedures and documentation, the program has been designed to encompass all components that are required to understand foreign trade in totality.

## Objectives

The course has following objectives

- To help the beginner to enter foreign trade
- To make the current practitioner adept in handling various facets of foreign trade.

The program combines theory with practice in simple and systematic modules making the overall subject easy to comprehend and relate to practical situations.

## Course

Duration	Classes	Fees
6 Months	Classes will be held on Saturdays as follows : Timings : 10.00 AM – 1.00 PM 2.00 PM – 5.00 PM	Rs. 55,000/- plus service tax as applicable
Eligibility : 10+ 2 in any discipline		Venue: Niryat Bhawan, New Delhi.

## Important Dates

Last date of submission of Application Form - September 10, 2013

Course Commencement date - September 14, 2013

**Industry Project :** Participant will be required to undergo industry project under the supervision of BIMTECH faculty for which viva voce will be held on completion of the project.

**Selection Criteria :** On basis of candidates profile and Personal Interview.

**Application Form :** Download application form from website of FIEO or BIMTECH and send filled form along with a demand draft for Rs. 500 (Rupees Five Hundred Only) in favour of "**Federation of Indian Export Organisations**" payable at New Delhi.



Escorts Industry Visit



Orientation Programme-DFT



Convocation

For?  
Whom?

The course is specially designed for students, working executives, exporters/importers and those planning to start their own export-import business.

# Program Curriculum

- 1. India's Foreign Trade:** Composition and Direction of India's Foreign Trade, India and the World Trade, Regulatory and Institutional Framework for Export Trade Promotion, Framework of Foreign Trade Policy, Understanding New Foreign Trade Policy (2009-14), Organizing an Export-Import Firm.
- 2. Export Marketing:** Understanding International Marketing Environment, Marketing Cycle, Domestic and Export Marketing, Export Marketing Plan, Product Identification - Sourcing of Thrust Export Products, Export Pricing: Computing Cost, Price Quotations and INCOTERMS, Market Identification: Major Export Markets, Structure, Business Practices, Market Penetration Strategy.
- 3. Marketing Through Internet:** Internet Basics: Potential in International Trade, Introduction to the use of Internet Search Tools, Market Research, Characteristics and Foreign Trade Statistics on the Internet, Product Identification through the Web, Trade Contacts/Locating Buyers, Commercial Databases.
- 4. Export Import Documentation and Procedures:** International Contract: Processing of an Export Order, Export Financing: Assessment of Credit, Pre-Shipment and Post-Shipment Finance, Factoring and Forfeiting, Labelling, Packaging, Packing and Marking Requirements: Environmental Regulations, Export Documentation: Pre-Shipment Export Documentation for Excise/Customs Clearance, Post Shipment Documentation for Negotiation with bank, EDI System for Customs Clearance of Export Shipments, Imports Procedure and Documentation, Arbitration, Methods of Payment in Export Trade.
- 5. International Shipping and Logistics:** Logistics of Transportation, Shipment of Goods: By Sea/Air/Road/Post, Procedures, Clearing and Forwarding Agents International Logistics - Concept, Objectives & Scope, System Elements and its Importance and Relevance to International Marketing, Liner and Tramp Operations, Charter Party : Exercise on Calculation of Laytime, Statement of Facts and Time Sheets; Calculation of Demurrage/Dispatch, Multimodal Transport - Advantages and Challenges of Container Technology/MMT, Calculation of Rates in MM, Role of ICDs/CFs as Dry Ports, Freight Corridors, Legal Aspects, Maritime and Commercial Frauds, Maritime Arbitration.
- 6. Export Financing and Managing Foreign Exchange Risk:** Pre-Shipment and Post -Shipment Finance, Export Credit Risk Management, Factoring, FEMA Rules and Regulations governing Export and Import Trade, Forex Basics, Exchange Risk Management: Forward Contracts, Future Contracts, Currency Options, Currency Swaps, Hedging, ECGC.

## Comments



The faculties of BIMTEC are outstanding, their rich experience are always benefited us. In a month the topics they covered and concise with examples are also excellent. Now I understand the topics discussed in class much better than earlier.

I think Dr. Anuj Sharma, Program director-DFT has given full space to each participant to come forward with their views/problems and try to cope up as per their requirements. I personally believe that great events are driven by great coordinators.

**Sanjay Madaan**  
Sr. Manager (M&R)  
The Gem & Jewellery Export Promotion Council



"So far in school, college, post graduation, other courses..... we were TAUGHT, but here we DISCUSS, UNDERSTAND AND ABSORB."

**Tina Malhotra**  
Entrepreneur



Thank you sir for coordinating this great course curriculum and handling it so beautifully, it had copped very nicely to the varied requirement of our versatile DFT group members. I am also thankful to you and Bimtech faculty members for treating us so well even if we are not top executives. Bimtech has showed the goodness of true professionalism.

**Noorani Biswas**  
Entrepreneur



Thinking of spending weekends on studies might intimidate someone but skills that are being imparted in this program will open up a new avenue to understand International Trade. It is nice to be a participant in the "Diploma in Foreign Trade" Beyond academics there are a host of other activities which sharpen the niches of each individual. Some of the USPs of the program are:

Heterogeneous group of participants from various industries dealing in Import & Export, bringing in their real life experiences/issues and sharing the same with the entire class. Experienced faculty sharing their knowledge with in-depth Course Materials, Real life Case Studies and Articles from researches done in various International Universities. Each Class proceeds with study material letting participants to have an insight of the issue that is to be discussed. The best part of the Diploma program is that the flow of communication is not from one to all but it from all to all, thus making learning fun and also helping in adding value to International Trade.

**Pinaki Prasad Nanda**  
Deputy Manager Finance  
PEC Limited



Thank you so much sir, it's true that these past 6 months passed away as a flash n will be thoroughly remembered n cherished. I have learned a lot n have developed profound interest in international business.

Hope that you are able to keep the alumni meet each year, an event, m sure everyone will look forward to!

**Ishita Jain**  
Student

For details please contact:



**FEDERATION OF INDIAN  
EXPORT ORGANISATIONS**

Set up by Ministry of Commerce, Government of India  
ISO 9001:2008 Certified

**Ms. Rupali Singh**  
Manager, DFT  
M: 91-9716201832  
E-mail: rupali.singh@bimtech.ac.in  
Website: www.bimtech.ac.in

**Mr. Ashish Jain**  
Director, FIEO  
Ph: 011-46042172/26  
M: 91-9911148486  
E-mail: ashishjain@fieo.org; mohithans@fieo.org  
Website: www.fieo.org



**BIMTECH**  
BIRLA INSTITUTE  
OF MANAGEMENT TECHNOLOGY



**Dr. Anuj Sharma**  
Program Director, DFT  
M: 91-9899974577  
E-mail: anuj.sharma@bimtech.ac.in  
Website: www.bimtech.ac.in



# About FIEO

(FIEO-India's Premier Institution for International Trade)



The Federation of Indian Export Organisations, popularly known as FIEO is the apex body of all export promotion organizations in India. Ever since set up by the Ministry of Commerce, Government of India, in 1965, FIEO has been serving as a platform for promoting India's trade with the World and also has been serving as a platform of interaction between exporters and policy makers. Thus, FIEO represents the Indian export promotion effort in its entirety.

FIEO has offices located at various places all over India - Head Office at New Delhi, Regional Office at New Delhi, Kolkata, Mumbai, Chennai and Chapters at Bhubaneswar, Bangalore, Hyderabad, Kanpur, Ahmedabad, Jaipur, Indore, Coimbatore, Ranchi and Guwahati. FIEO today has a membership base of nearly 17,000 members including professional exporting firms having recognition by the Directorate General of Foreign Trade, Ministry of Commerce & Industry, Government of India, from all over the country, representing a wide cross section of products and services. FIEO has also achieved the status ISO 9001:2008 certified organization which speaks of its objective to provide quality service to all its associates.

To offer tangible benefits to its members, FIEO organises various seminars, open houses in India to understand the issues and place them before the decision makers for their consideration so as to create a trade friendly environment at domestic level and participates in various international trade fairs and exhibitions to give thrust to exports and provide international exposure to Indian companies. Such international events are organized in line with various Focus programmes of the Department of Commerce, Government of India to provide Indian exporters an opportunity to explore business linkages with their counterparts abroad.

Through its infrastructure support programme, FIEO has set up India Trade Centre in Romania for permanent display of Indian products where more than 40 Indian companies are using the facility and a warehouse and logistic hub in Sharjah.

FIEO through its website [www.fieo.org](http://www.fieo.org) provides 24x7 exposures to its members. Besides, providing business matchmaking facility, the portal gives access to various other topics of commercial aspects. FIEO offers online chat facility to clarify doubts of members with regard to policy /other matters pertaining to trade.

FIEO gives away annual export awards 'Niryat Shree' and Niryat Bandhu. Instituted in 1995, these awards are presented to recognize and encourage the exporters and supporting institutions for their excellent contribution to the Indian export industry.

To establish global linkages, FIEO signs Memorandum of Understanding (MOU) with various global trade promotion organizations to boost bilateral trade by way of organizing events jointly.

# About BIMTECH

(Birla Institute of Management Technology)



Birla Institute of Management Technology was established in 1988 under the aegis of the Birla Academy of Art and Culture, and supported by Birla group of companies. Dr. (Smt.) Sarala Birla, chairperson of Birla Academy and Syt. B K Birla, chairperson of B K Birla Group of companies are the founders of the business school. The Board of Governors is comprised of eminent people from industry and headed by Smt Jayashree Mohta, Vice Chairperson, Birla Academy of Art & Culture, Kolkata.

The fully residential campus of Birla Institute of Management Technology (BIMTECH) located in National Capital Region, provides a highly conducive academic environment, interaction with hard working and industry-academia mix professors, proximity to the strategy makers of the industry and practitioners of the service and manufacturing companies, exposure to the international universities and companies, and a ready profile of strong alumni base spread through out the world.

BIMTECH offers two year AICTE approved post-graduate courses in general management (PGDM), International Business (PGDM-International Business), Insurance Business Management (PGDM- Insurance Business) and retail Management (PGDM-Retail). For PGDM- Sustainable Development Practices, AICTE approval is under progress. The Centre for Research Studies conducts doctoral and post-doctoral programmes and academic and industry focused research. The 12th BT-Nielsen Best Business Schools Survey-2011 has ranked BIMTECH 10th among the top 32 private B-Schools of the country and 1st among the private B-schools of North India. BIMTECH has several strategic alliances and international partners such as Asian Institute of Technology, University of Nebraska, Columbia University, George Mason University, Philadelphia University, Rouen Business School and many more around the world.



## Federation of Indian Export Organisations

Set up by Ministry of Commerce, Government of India  
ISO 9001: 2008 Certified

Niryat Bhawan, Rao Tula Ram Marg  
Opp. Army Hospital Research & Referral,  
New Delhi-110 057  
Ph : +91-11-46042222, 26150101-04  
Fax: +91-11-26148194, 26150077  
Website: [www.fieo.org](http://www.fieo.org)



**BIMTECH**  
BIRLA INSTITUTE  
OF MANAGEMENT TECHNOLOGY



Plot No. 5, Knowledge Park II, Greater Noida (NCR) U.P.  
Tel: +91-120-2323001-10  
Fax: +91-120-2323001\22\25  
Website: [www.bimtech.ac.in](http://www.bimtech.ac.in)