

# Certificate Programme in Export Management

(November 2014 - February 2015)

## PROSPECTUS



**INDIAN INSTITUTE OF FOREIGN TRADE**  
(DEEMED UNIVERSITY)  
(Department of Commerce, Government of India)  
**NEW DELHI**

## **CERTIFICATE PROGRAMME IN EXPORT MANAGEMENT** **(November 2014 - February 2015)**

In order to upgrade the knowledge of working executives of export enterprises, service agencies and institutions like banks, insurance, chambers of commerce and enhance their operational competence, the Indian Institute of Foreign Trade (IIFT), New Delhi, has been offering a 4-month Certificate Programme in Export Management since 1977-78. A thorough knowledge of the various facets of international business is important in the present global economic and trading environment. Intense competition in world markets, in particular, poses a challenge to executives engaged in export marketing pursuits. Unless they keep themselves abreast with the new developments, rapid changes in international business practices and innovative marketing strategies pursued by the competitors, export executives cannot effectively capitalize on the available or emerging market opportunities.

### **OBJECTIVES**

The objectives of the Programme are:

- Providing an overall perspective on the international business environment and economic relations.
- Developing analytical skills for identifying export opportunities and undertaking export marketing in countries offering export potential for wide ranging products of Indian origin.
- Developing an understating towards export procedures & documentation.
- Imparting knowledge in the area of logistics.
- Enhancing benefits from exports by understanding foreign trade policy.

### **COURSE STRUCTURE**

The Course covers International Marketing Management, India's Foreign Trade & Policy, International Trade Logistics, International Trade Operations & Documentation, Global Business Environment and International Trade Finance & Foreign Exchange Management. A brief outline of each area is given below.

<b>S. No.</b>	<b>Subject</b>	<b>Description</b>
1.	International Marketing Management	Marketing of industrial and consumer products, identification of export markets, product development and adaptation, export pricing, selection of agents and other distribution channels, procurement for exports, settlement of trade disputes, marketing information system and international tendering and sub-contracting.

2.	India's Foreign Trade and Policy	India's foreign trade policy and its evolution, trends in India's foreign trade, institutional framework for export promotion, export incentives and facilities, concept of EPZ/FTZ and 100% EOUs, quality control for exports, export prospects for select products and market characteristics of select markets.
3.	International Trade Logistics	Micro-economic aspects of physical distribution with emphasis on international transport systems including legal aspects of transportation by sea, air and multi-modal transport and various other aspects of infrastructure for transport and physical movement of primary commodities and manufactures.
4.	International Trade Operations & Documentation	Regulatory Framework of Export Import, Export Sales Contract, Methods of Payment, Export-Import Documents, Export Credit Insurance, Shipment of Export Cargo and Custom Clearance of import Cargo.
5.	Global Business Environment	Forces of Globalization & Patterns of Global Political Economy, Multilateral Framework of international Trade & it's Evolution, Contemporary Issues at the World Trade Organization, Political Economy of Trade blocs and Regional Economic Integration, Politics & Economics of the European Union, Macroeconomics Scenario of a Economy, Export-Import related Infrastructure and Energy Security and the Environmental issues.
6.	ITF&FEM	Assessing Foreign Exchange Risk, Understanding Methods of Payment, URC-522, UCP-600, FEMA & FEDAI Guidelines, Financing Options, Export & Import Finance at Pre-Shipment Post-Shipment Stage, Factoring & Forfeiting.

## METHODS OF INSTRUCTION

The training methodology utilized in this Course includes, *inter alia*, formal class-room lectures, group discussions and case studies relevant to Indian business marketing situations. Audio-visual aids are also extensively used for simulating live marketing situations in the class-room.

## **FACULTY**

The Institute has a well-qualified and experienced Faculty with specialization in various areas of international marketing, commerce, marketing research, trade procedures and documentation, international trade logistics, export finance and costing & pricing. In addition, specialist guest faculty is also invited to cover a few operational areas in this Course.

## **ADMISSION PROCEDURE**

### **Eligibility**

Minimum Bachelor's Degree or equivalent from a recognized Indian or a foreign university.

**OR**

Diploma holders with two years full time work experience at executive/supervisory level as on 30<sup>th</sup> September 2014.

Organizational sponsorship is preferred. Non-sponsored employed candidates may also be considered provided their applications are accompanied by a **“No Objection Certificate”** from their employers.

### **Mode of Admission**

Selection will be on the basis of personal interviews.

## **FEE STRUCTURE**

₹75,000 per participant payable at the time of admission.

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

## **EXAMINATION AND AWARD OF CERTIFICATE**

Details of the system of evaluation and grading will be given to the students at the time of Registration. The examination will be held at the end of the Course.

Participants are required to attend at least 70 per cent of the total number of sessions in the Course to make them eligible to appear in the examination.

## **DURATION/VENUE/TIMINGS OF THE PROGRAMME**

Classes will be conducted at IIFT Delhi Campus on weekends (Saturday: 2.00-6.00 pm and Sunday: 9.00 am-6.00 pm)

## **LIBRARY FACILITY**

The Institute has a well-equipped Library. It has a wide collection of books, journals and newspapers relating to Foreign Trade and Export Marketing. Library timings are 9.00 am to 5.30 pm on working days. However, the Library is kept open up to 8.30 pm for a period of one month before the commencement of the examination. Students are welcome to use the Library. They are permitted to borrow books against a security

deposit of ₹5,000/- refundable after the completion of the Course. Rules governing utilization of library facilities, etc. can be had from the Librarian.

## HOW TO APPLY

Prospectus and Application Form can be obtained by making cash payment of ₹250/- (₹125/- for SC/ST/PH candidates) in person or by sending a Demand Draft/Pay Order of ₹250/- (₹125/- for SC/ST/PH candidates) drawn in favour of Indian Institute of Foreign Trade payable at New Delhi. Application form can also be downloaded from our website: [www.iift.edu](http://www.iift.edu) and sent to IIFT along with demand draft of ₹250/- (₹125/- for SC/ST/PH candidates).

**Last Date for sale & receipt of filled-in application form: 30<sup>th</sup> September 2014.**

## GENERAL INFORMATION

- Complete Application should reach at Indian Institute of Foreign Trade, B-21 Qutab Institutional Area, New Delhi-110016, before the last date.
- Application fee will not be refunded.
- 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.
- **Complete details of the programme are also available at our website: [www.iift.edu](http://www.iift.edu)**
- All disputes would be subject to the jurisdiction of Delhi Courts only.

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

*For any query, contact:*

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