

**CERTIFICATE PROGRAM IN
EXPORT IMPORT MANAGEMENT
(HYBRID)
OCTOBER 2019 -JANUARY 2020**



INDIANINSTITUTEOFFOREIGNTRADE
DEEMED UNIVERSITY UNDER
DEPARTMENTOFCOMMERCEGOVERNMENTOFINDIA



Why should you attend this program?

Increasing globalization and liberalization of the world economy has seen a rapid increase not only in the growth of the international trade but also in the complex nature of problems posed by sweeping changes in the systems of international business. The opportunities and challenges presented by the increasing internationalization of business are growing and to manage them successfully the need for the knowledgeable and skilled professionals/managers is assiduously growing. This program therefore equip the students with a comprehensive knowledge and skills on various aspects of International business including the structure of International trade operations, regulatory guidelines, documentary formalities, shipping documents, packaging, security in international trade , transaction cost , freight forwarding , logistics and role of the other intermediariesetc.

In light of recession in the traditional markets of EU and USA, it becomes important to take an initiative to diversify our export markets and offset the inherent disadvantage for the exporters in emerging markets of Africa, Latin America, Oceania and CIS countries such as credit risks, higher trade costs etc., through appropriate policy instruments. New emerging markets have been given a special focus to enable competitive exports by deputing additional resources under the Market Development Assistance Scheme and Market Access Initiative Scheme. Further in light of various WTO agreements and initiatives taken by India towards signing of various regional and bilateral trading agreements, it does make sense for Indian exporters to consider diversifying from the traditional markets of USA, EU and Japan etc to new emerging economies including LAC, Africa, ASEAN, Korea and other Asian marketsetc.

Understanding that the export diversification is the need of hour, both start- up companies as well as established firms are looking forward to the managers having an in- depth understanding of doing business across various global markets and thus enabling companies to develop customized business plan and market entry strategies and thus prove to be an asset for firm's expansion plans. The program thus coincides with the FTP declaration of doubling India's exports of goods and services by 2020 through enhanced market access across the world and diversification of export markets be developing this requisite capability of understanding newer markets amongst our managers.

The primary objective of the program therefore is to build knowledge on the key aspects of export/import management, for participants in different cities across India and in the neighboring countries. Regular evaluation 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 Structure

INTERNATIONAL MARKETING MANAGEMENT



- International Marketing Management : conceptual understanding
- 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

INDIA'S FOREIGN TRADE & POLICY



- 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

INTERNATIONAL TRADE LOGISTICS & OPERATIONS



- Understanding Trade logistics in Indian Context
- Choice of Mode of Transport
- Packaging, labeling 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
- Legal Framework and emerging scenario of transport corridors

INTERNATIONAL TRADE FINANCE



- 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

INTERNATIONAL TRADE DOCUMENTATION



- Getting started in Export-Import
- Export Documentation Framework
- Export Sales Contract
- INCO Terms
- MEIS Schemes and their relevance with trade documentation: duty drawback, export house schemes, advance authorization...

CUSTOM REGULATIONS & EXIM PROCEDURES OF INDIA



- 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



Program highlights

**DURATION: 4 MONTHS FROM
OCTOBER 2019–JANUARY 2020**



CAMPUS CLASSES SCHEDULE

CAMPUS
CLASSES
AT IIFT

10TH OCTOBER TO 13TH
OCTOBER, 2019

AFTER
THAT
ONLINE

SATURDAY (2 TO 6 PM)
SUNDAY (9 AM TO 6 PM)

LOCATION

Any location i.e home, office, during travel etc. as long as there is access to a good wired Internet connection.



PROGRAM USP

- All class sessions are live and facilitate two-way interaction between participants and Faculty.
- Participants can see the faculty and the slides and also raise and answer questions
- Lectures are thoroughly backed by research which the Institute regularly conducts for both trade & industry and the government.
- Comprehensive case studies on each aspect characterize class-room sessions.
- Regular evaluation ensures that the participant has, indeed, imbibed both the knowledge and its applications.

EXAMINATION & ATTENDANCE

- 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.
- Students have to come on campus ONLY during first four days of the program.
- All internal and final examination will be conducted online. Students do not have to come on campus for the examinations.
- Participants who score a minimum of 50% marks in each subject will be awarded the Certificate.



Admission Procedure

HOW TO APPLY

ELIGIBILITY

Graduation degree from recognized University OR Diploma holders with two years of post-diploma work experience.

MODE OF ADMISSION

Candidates will be short-listed on the basis of their profile- qualifications, experience etc. If required on-line interview will be conducted.

- Application form can be downloaded from www.iift.edu and filled in form can be sent to the following address.

Mr. Rakesh Kumar Ojha, Section Officer (MDP)
IIFT Bhawan, Room No. 422-E
Indian Institute of Foreign Trade
B-21, Qutab Institutional Area
New Delhi- 110016
PH. 011-39147200-05 (Extn-408/422), 011-39147315 (D)
Email: mdp@iift.edu

- Through Online mode : click on the following link to apply online : <http://docs.iift.ac.in/pilotweb/ocpem/>
- Through E mail: Please attach filled in form and send to: mdp@iift.edu or ocpeim@iift.edu
- Last date of applications: **23th September, 2019.**
Note. Please ensure all details are filled including the E mail address. Incomplete applications will not be accepted
- List of short listed applicants will be placed on IIFT website latest by **26th September 2019**
- Short listed applicants will submit the course fee to IIFT latest by **4th October 2019**
- COURSE FEE: Rs.75,000/- (non-refundable, after admission) payable by 4th October 2019. SC/ST/PH Candidates: 50% fee concession (subject to document verification)



QUERIES PLEASE

Content Related

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Query related to
application status, fee
payment, receipt etc.

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