

# Certificate Program in Export-Import Management (Online)

*October, 2017 to January 2018*

**PROSPECTUS**



**INDIAN INSTITUTE OF FOREIGN TRADE  
(DEEMED UNIVERSITY)  
DEPARTMENT OF COMMERCE,  
GOVERNMENT OF INDIA  
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(GOVT. OF KARNATAKA ORGANISATION)  
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# CERTIFICATE PROGRAMME IN EXPORT-IMPORT MANAGEMENT (Online)



## Why should you attend this program?

**I**ncreasing 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 intermediaries etc.

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 markets etc.

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

S.NO.	SUBJECT	DESCRIPTION
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	Trends in 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 & operations	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	Trade Finance	Terms of Payment, Duty Drawback Scheme, Freight Forwarding, Export Finance, Risk Management, Processing and Execution of Export Order.
5	Trade Documentation	Export Documentation Framework, Export Sales Contract, INCO TERMS, Foreign Exchange Regulation and Facilities, EXIM Policy Framework, EPCG Scheme & DEPB Scheme, Export Houses Scheme
6	Customs regulations and EXIM procedures of India	Understanding of sector-wise import regulations and custom clearance Procedure, Central Excise Clearance, Customs Regulations & Clearance of Cargo and EDI Related to Customs Clearance.



## Program highlights

<b>Duration</b>	<b>4 months [September to December 2017]</b>
<b>Class schedule</b>	<ul style="list-style-type: none"><li>• Program commencement on <b>26<sup>th</sup> October, 2017</b></li><li>• Contact classes at IIFT for 4 days from <b>26<sup>th</sup> to 29<sup>th</sup> October , 2017</b></li><li>• Thereafter Online sessions from <b>4<sup>th</sup> November</b> onwards every Saturday (<b>2-6pm</b>) and Sunday (<b>9 am to 6 pm</b>)</li><li>• Candidates will NOT have to travel to Delhi again.</li><li>• <b>Exams will also be handled online.</b></li></ul>
<p><b>Attendance at New Delhi during first four days of the program is NOT mandatory.</b> For candidates who are not able to make to New Delhi for contact classes; online code as well as the books will be couriered at the preferred address. However, 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.</p>	
<b>Location</b>	Any location i.e home, office, during travel etc as long as there is access to a good wired internet connection.
<b>Program USP</b>	<p>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</p> <p>Lectures are thoroughly backed by research which the Institute regularly conducts for both trade &amp; industry and the government.</p> <p>Comprehensive case studies on each aspect characterize class-room sessions.</p> <p>Regular evaluation ensures that the participant has, indeed, imbibed both the knowledge and its applications.</p>
<b>Examination &amp; award of certificate</b>	Participants who score a minimum of 50% marks in each subject will be awarded the Certificate.



## Admission Procedure

**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.

**Course Fee:** Rs.75,000/- payable along with application form  
SC/ST/PH Candidates: 50% fee concession

### HOW TO APPLY?

Application Form can be downloaded from [www.vtpckarnataka.gov.in](http://www.vtpckarnataka.gov.in) or [www.iift.edu](http://www.iift.edu) . Please ensure all details are filled including the E mail address. Incomplete applications may not be accepted. Filled in applications should reach IIFT or VTPC latest by **30th September 2017**.

List of short listed applicants will be placed on IIFT website latest by **10th October 2017**. Short listed applicants will submit the course fee (DD) of Rs 75000/- in favor of IIFT, New Delhi should reach VTPC, Bengaluru; latest by to IIFT as mentioned above latest by **by 15th October, 2017**.

**Financial Assistance:** Candidates from Karnataka and those who are selected through VTPC application for the course are eligible for reimbursement of 50% course fee subject to a maximum of Rs. 25,000/-



***For any query, contact:***

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