

CERTIFICATE PROGRAMME
In
EXPORT-IMPORT MANAGEMENT
(June – September 2019)



PROSPECTUS



INDIAN INSTITUTE OF FOREIGN TRADE
KOLKATA CAMPUS

CERTIFICATE PROGRAMME in
EXPORT-IMPORT MANAGEMENT
(June – September 2019)

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), Kolkata Campus offers a 4-month Certificate Programme in Export Management (Weekend).

The Programme is designed to impart a basic understanding of the dynamics of international trade. 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 - import opportunities and undertaking export marketing in countries offering export - import potential for wide ranging products of Indian origin.
- Developing an understating towards export - import procedures &
- Documentation. Imparting knowledge in the area of logistics.
- Enhancing benefits from exports - imports by understanding foreign trade policy.
- Enabling participants to export import by leveraging the available options of trade finance.

Course Structure

The Course covers International Marketing Management, Foreign Trade Policy and Custom Procedures, International Trade Logistics, International Trade Operations & Export Import Documentation, Global Business Environment and International Trade Finance & Foreign Exchange Management. A brief outline of each area is given below:

1. Global Business Environment

- Forces of Globalization & Patterns of Global
- Political Economy
- Multilateral Framework of International Trade & its 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 an Economy, Export-Import related Infrastructure and Energy
- Security and the Environmental issues.

2. International Trade Logistics & Port Visit

- Understanding Trade logistics in Indian Context
- Choice of Mode of Transport
- Dry Ports and containerization
- Port Operations and infrastructure in India
- Air/Road/Rail transport/Multimodal transport
- Documentation for Trade Logistics
- Legal Framework and emerging scenario of transport corridors

3. International Trade Operations & Export Import Documentation

- Regulatory Framework of Export Import
- Sales Contract
- Incoterms 2010
- Methods of Payment
- Commercial Documents for Export and Import
- Regulatory Documents for Export and Import
- Export customs clearance for shipment
- Import clearance formalities.

4. International Trade Finance and Foreign Exchange Management

- 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.

5. International Marketing Management

- International Marketing Management : conceptual understanding
- International Product Decision and Product Adaptation
- Entry Mode in Foreign Markets
- Choosing appropriate Marketing Channels

- Settlement of trade disputes
- Marketing information system and international tendering and sub-contracting
- Export Pricing
- Promotion for Global reach
- Establishing your own brand

6. 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

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, some external experts are also invited to cover a few operational areas in this Course.

Admission Procedure

Minimum Bachelor's Degree or equivalent from a recognized Indian or Foreign University. OR Diploma holders with two years full time work experience at executive/supervisory level.

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 group discussion and personal interviews.

Fee Structure

₹50,000/- (plus 18% GST) per participant payable at the time of admission.

SC/ST/PH Candidates: 50% fee concession (subject to document verification)

Examination and Award of Certificate

Details of the system of evaluation and grading will be given to the students at the time of Registration. There will both internal and end term examination. The end-term 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.

Participants who score a minimum of 40% marks in each subject will be awarded the Certificate.

Duration/Venue/Timings of the Programme

Classes will be conducted at IIFT Kolkata Campus on weekends (Saturday: 3.00- 7.00 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. The students are required to deposit an amount of ₹5000/- as security deposit which is refundable after completion of the course. Rules governing utilization of library facilities, etc. can be taken from the Assistant Librarian

LIBRARY HOURS

Monday to Friday	Gazetted Holidays (Except N.H)	Saturday	Sunday
9.00 a.m. to 8.00 p.m	9.00 a.m. to 5.00 p.m.	9.00 a.m. to 7.30 p.m	11.00 a.m. to 7.30 p.m

How to Apply

1. Application to CPEIM 2019 is through prescribed online Application Form.
2. Application fee is ₹250.00 (₹125/- for SC/ST/PWD candidates).
3. Applicants will have to register themselves on IIFT website: www.iift.edu under 'New Admissions' and pay the fee using the link that would appear after registration.
4. SC/ST/OBC (non-creamy layer)/PWD category candidates are required to produce photocopy of the certificate for purchasing the application form.
5. Filled-in applications with enclosures and evidence of payment of Application Fee should be uploaded latest by **29th May, 2019**.
6. Application fee will not be refunded.

- List of short listed applicants will be placed on IIFT website latest by **7th June, 2019.**
- Short listed applicants will submit the course fee to IIFT latest by **14th June 2019.**

Complete details of the programme are available at our website: www.iift.edu

All disputes would be subject to the jurisdiction of Kolkata Courts only.

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