PROFESSIONAL COURSE IN
INTERNATIONAL BUSINESS ANALYTICS & INTELLIGENCE

INDIAN INSTITUTE OF FOREIGN TRADE

(DEEMED TO BE UNIVERSITY)

UNDER THE DEPARTMENT OFCOMMERCE

GOVT OF INDIA

NEW DELHI-110016

About IIFT

The Indian Institute of Foreign Trade (IIFT) was set up in 1963 by the Government of India as an autonomous organization to help professionalize the country's foreign trade management and increase exports by developing human resources, analyzing, and disseminating data and conducting research. The Institute visualizes its future role as:

- A catalyst for new ideas, concepts, and skills for the internationalization of the Indian economy.
- The primary provider of training and research-based consultancy in the areas of international business, both for the corporate sector, Government sector.
- An institution with proven capability to continuously upgrade its knowledge base with a view to servicing the requirements of the Government, trade and industry through both sponsored and non-sponsored research and consultancy assignments.

About MDP

The objective of our MDPs is to provide the participants an excellent opportunity to interact and exchange ideas with the experienced faculty and fellow participants and help crystallize the concepts for better decision making. It facilitates business executives to explore new frontiers of knowledge, sharpen their skills and help their organizations to achieve newer heights.

Objective of the Course

The course is designed for the executives to understand the concept of Foreign Trade along with generating and developing soft skills. The structure of the training is designed in such a way that the individuals understand the process and ease of doing business with various stakeholders. The training programme also focuses on developing soft skills for effective functional roles at various levels of workplace interactions.

Module	Content
Module 1: **Data Analytics and Intelligence (20 Hours)**	❖ Basic Statistical Concepts ❖ Decision Making and Problem-Solving Framework ❖ Database concepts Data Preparation ❖ Decision Modelling Methods, Exploration ❖ Stochastic Modelling & Simulation, ❖ Variable Association, Classification & Regression ❖ Data Visualization and Graphics ❖ Content Analysis ❖ Network Concepts and Network data Analysis ❖ Overview of Business Intelligence tools in the industry ❖ Power BI: a Microsoft product ❖ Create Reports, Modify reports with Visualizations ❖ Shaping, Combining and Merging Data. ❖ Use BI on mobile app & BI desktop
Module 2: **Trade Analytics (10 Hours)**	❖ Shift Share Analysis ❖ Revealed Comparative Advantage index ❖ Revealed Comparative Disadvantage index ❖ Export Intensity Index ❖ Revealed Trade Barrier Index ❖ Regional Orientation Index ❖ Export Specialization Index and Trade Balance ❖ Unit Price Ratio ❖ Export Diversification (or Concentration) Index ❖ Export Instability Index ❖ Extensive and Intensive Margin ❖ Unit Price and Market Share analysis ❖ Constant Market Share (CMS) Analysis ❖ Trade Complementarity index ❖ Export Similarity Index ❖ Tariff and Non-Tariff Barriers ❖ Introduction and Hands-on with SMART
Module 3: **Big Data Analytics (15 Hours)**	❖ Big data analytics and descriptive statistics ❖ Churn analysis ❖ RFM analysis ❖ Market basket analysis ❖ Market segmentation using cluster analysis ❖ Predictive analytics in a big data world ❖ Inferential statistics with applications ❖ Regression model building and deployment ❖ Forecasting techniques ❖ Analytics for product development and pricing strategy

	❖ Product positioning
	❖ Nonlinear innovation diffusion models
Module 4: **Web and Social Media Analytics (15 Hours)**	❖ Web Analytics Primer (Metrics as KPIs, Clickstream analysis, Heat mapping) ❖ Search Engine Optimization (On-page and off-page optimization techniques, White / Black / Gray SEO) ❖ Search Engine Marketing (Pay per click advertising, Search engine advertising, Display advertising) ❖ Email Marketing (Subscriber management, creating an email copy, Laws and guidelines, Analytics) ❖ Social Media Marketing (Rented and earned media, Creating and managing a business page, Social plug-ins, YouTube Marketing, Analytics and Insights) ❖ App-Based Marketing (Do's and don'ts of app-based marketing) ❖ Multichannel Analytics ❖ Emerging Analytics: Social, Mobile, and Video

Faculty Profile

Dr. Ankit Kesharwani: Dr. Kesharwani is an assistant professor at Indian Institute of Foreign Trade(IIFT), India. He was a visiting scholar at Fogelman College of Business and Economics, University of Memphis, USA in 2011 -2012. He has specialization in Digital marketing, Web and social media analytics, Marketing research, and marketing analytics. He has taken training sessions for employees of various government and corporate organizations including DGR, Tata metaliks, Electronics Corporation of India Limited, Punjab National Bank, National Cooperative Dairy Federation of India Ltd, Engineers India Ltd, and Indian Energy Exchange Limited. He has also published several research papers in premier international journals including Information & Management, Journal of Global Information Management, Journal of Internet

Dr. Tamanna Chaturvedi is Assistant Professor at Indian Institute of Foreign Trade (IIFT), Ministry of Commerce, Government of India, in the area of WTO and Trade Policy issues in Agriculture and SMEs. She had also co-ordinated Centre for Small and Medium 11, networking and handholding support on EXIM matters to SMEs. She had acted as resource person for Centre for WTO Studies, Ministry of Commerce, Government of India, APEDA, CLE, FIEO,FICCI, CII etc on WTO and trade policy issues at national level and with World Trade Organization for RTPC program for African and South East Asian countries. She is also the trainer on SME related issues for Mekong Institute, Thailand.

A Marketing expert with a doctorate, specializing in Brand Management, Dr. Arunima, an Asst. Professor at IIFT, teaches Marketing courses across programmes. She is actively involved in research activities of the institute including conceptualization of new research projects, coordinating with corporates and industries besides undertaking research of contemporary significance. She is also a member of American Marketing Association, British Academy of Management, and several other apex Govt. bodies.

Programme Details

- **Programme Commencement**: 4th April, 2021 (Tentative)
- **Schedule of Classes:** 10:00 AM – 1:15 PM on Sunday
- **Duration:** 6 Months
- **Programme Fee:Rs.40, 000/- (non-refundable, after admission).**

Pedagogy

All class sessions are live and facilitate two-way interaction between participants and Faculty that will be beamed online via internet to student desktop/laptops/tablet/mobile. The pedagogy will comprise of a balanced mix of lectures, case study, live corporate examples, and general discussions. All enrolled students will also be provided Lifetime **Access** to the Learning Web Portal with Course Materials and numerous useful documents. **Participants can see the faculty and the slides and raise and answer questions. There will be** Synergy between peers and faculty members through Discussion Forums to build a **Blended Learning Community**

ASSESMENT

A minimum of 70% attendance to the LIVE lectures is prerequisite to make them eligible to appear in the examination. The course may require participants to work on Individual/group assignments and/or assessments. The main objective of such assignments/ assessments will be to help the participants apply their conceptual learning in the course to actual organization decision scenario. The participants will have to secure a minimum of 50% marks in each subject will be awarded the Certificate. Evaluation methodology is the discretion of the faculty. The methodology may include online assessment, assignment, presentation, projects or any other component as decided by the faculty. All internal and final examination will be conducted online. Students do not have to come on campus for the examinations.

Who Should Attend

- **Industry Leader, working professionals in Marketing, Business, International Business analytics and intelligence**
- **Entrepreneur those aspiring to start their own business, trade professionals, importers exporters.**
- **Freshers**

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 based on their profile- qualifications, experience etc. If required on-line interview will be conducted.

HOW TO APPLY

- **Application can be filled online click on the following link to apply online:** http://docs.iift.ac.in/pilotweb/ppibai/

- **For any Query you may contact**

  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

  Ms. Richa Dua, Marketing Executive (MDP)
  Ph: 011-39147200-05 Ext: 602, Mob: 9650875969
  E-mail: richa@iift.edu

- **Last date of applications: 28th February, 2021 Note.** Please ensure all details are filled including the E-mail address. Incomplete applications will not be accepted

- **Short listed applicants will receive admission offer mail between 5th – 15th March, 2021**

- **Short listed applicants will submit the course fee to IIFT between 16th – 30th March, 2021**

QUERIES PLEASE

Academic Issues	**Dr. Ankit Kesharwani** **Program Director** **Ph: 011-39147200 Ext: 615** **E-mail:** ankit@iift.edu
Query related to application status, fee payment, receipt etc.	**Ms. Richa Dua** **Marketing Executive** **Ph: 011-39147200 Ext: 602, Mob: 9650875969** **E-mail:** richa@iift.edu, **Mr. Bharat Khanijo** **Program Assistant** **Ph: 011-39147200-05 (Ext-422), 011-39147315 (D)** **E-mail:** bharat@iift.edu