



# **भारतीय विदेश व्यापार संस्थान** **Indian Institute of Foreign Trade**



## **CERTIFICATE PROGRAMME IN EXPORT IMPORT MANAGEMENT (Offline)**

**Starts: August 27, 2023**

**4 Months**

**Offline Mode**

**Programme offered by Management Development Programme Division (MDP), IIFT Delhi**

**IIFT Delhi  
(Deemed University)  
Department of Commerce  
Ministry of Commerce and Industry  
Government of India**



## INTRODUCTION:

“The Greatest danger in times of turbulence is not the turbulence- it is to act with yesterday’s logic”

Peter Drucker

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 equips 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 by 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 environm.

## **PROGRAM OBJECTIVES**

The primary objective of the program is to build knowledge on the key aspects of export/import management, knowhow on international business; market and buyer identification as per the post COVID shifts of consumer behavior; changing stringency of import regulations; new foreign trade policy; changing domestic regulatory framework on farm bills and its impact on exports; and tools for enhancing price competitiveness toward surviving in business in light of limited and reduced global demand. 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

## **PEDAGOGY**

The methodology adopted will be easy to understand with, far-reaching impacts. Lecture presentations, Group Work as well as the reality-based Case Studies with global perspectives would be the key, essentials and deliverables of the program. Sessions are designed to be interactive and participative. It will leverage the use of technology. It will consist of a judicious blend of lectures, real life case studies, quizzes and assignments.

## **COURSE STRUCTURE**

### **INTERNATIONAL MARKETING MANAGEMENT – 20 Hrs**

- 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



## **INTERNATIONAL TRADE OPERATIONS & EXPORT IMPORT DOCUMENTATION- 30 Hrs**

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

## **INDIA'S FOREIGN TRADE POLICY - 20 Hrs**

- 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 FINANCIAL MANAGEMENT AND TRADE FINANCE- 30 Hrs**

- Foundation of International Financial Management
- Determination of Exchange Rate
- Foreign Exchange Markets
- Methods of Payments (L/C, UCP)
- Pre-Shipment and Post Shipment Finance
- Foreign Exchange Risk Management
- International Financial Markets

## **CUSTOM REGULATIONS & IMPORT PROCEDURES OF INDIA- 20 Hrs**

- 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



## **INTERNATIONAL TRADE LOGISTICS- 30 Hrs**

- Understanding Trade logistics in Indian Context
- Choice of Mode of Transport
- Packaging, labelling 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

## **SCHEDULE OF CLASSES**

Saturday: 10:00 AM - 6:30 PM

Sunday: 10:00 AM - 5:00 PM

## **PROGRAMME FEE**

The programme fee 90,000/- (non-refundable, after admission). SC/ST/PH. Candidates: 50% fee concession (as per Govt. guidelines and subject to document verification)

## **PEDAGOGY**

- All class sessions are live and facilitate two-way interaction between participants
- 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 raise their queries b/w the class. There will be Synergy between peers and faculty members through discussion forums to build a blended learning community.



## **ASSESSMENT**

- A minimum of 70% attendance to the classroom 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 Leaders, Middle Level Executive, Entrepreneurs Fresher's

## **MODE OF APPLICATION**

Candidates will be shortlisted based on their profile, qualification, experience etc. If required online interview will be conducted

## **ELIGIBILITY**

Graduation degree from recognized university OR Diploma holders with two years of post-diploma work



## PROGRAMME HIGHLIGHT

- All class sessions are offline and facilitate two-way interaction between participants and Faculty.
- Lifetime Access to the Learning Web Portal with Course Materials and numerous useful documents
- Rich Learning Experience with Interactive and Innovative Teaching Aids
- Synergy between peers and faculty members through Discussion Forums to build a Blended Learning Community
- Platform/Device Independent: Attending the session from anywhere using desktop/laptop/tablet/Mobile
- Regular Evaluation ensures that the participants has indeed, imbibed both the knowledge and its application.

## HOW TO APPLY

Online Application will be accepted only

- Click on the Application Link on our website.
- Through E mail: Please attach filled in form and send to: [cpeim@iift.edu](mailto:cpeim@iift.edu)
- Last date of applications: 20 August 2023. Please ensure that all details are filled including the E- mail address. Incomplete applications will not be accepted
- Short listed applicants will receive admission offer mail between 2-3 working days of submitting application
- Short listed applicants will submit the course fee to IIFT between within the 5 day of the admission confirmation

## HOW TO APPLY

In case of technical glitches application form can be downloaded from [www.iift.edu](http://www.iift.edu) and filled in form can be sent to the following address.

### MDP Division

Indian Institute of Foreign Trade

IIFT Bhawan, Room No. 422-E

B-21, Qutab Institutional Area New Delhi- 110016

Ph. 011-39147200-05 (Extn-720), 011-39147315 (D)

Mobile: 7976445970

Email: [uditpratap@iift.edu](mailto:uditpratap@iift.edu)



## **QUERIES PLEASE**

Admission process, course content, classes, examination, attendance and other academic issues

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Mobile: 7976445970

Email: [mdpmarketing@iift.edu](mailto:mdpmarketing@iift.edu)

## **PROGRAMME ADMINISTRATION**

### **Shri. Rahul Kapoor**

Section Officer (MDP)

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