

# **Integrated Programme in Management**

**( BBA - Business Analytics and MBA - International Business )**

**at**

**Kakinada (Andhra Pradesh) Campus**



## **PROSPECTUS 2022-27**



**INDIAN INSTITUTE OF FOREIGN TRADE**  
**(DEEMED TO BE UNIVERSITY)**

## Vision

To be an academic Centre of Excellence in international business research, training and education.

## Mission

To create and foster a learning environment that enables participants to be leaders in international business with sensitivity towards society.

### Membership

IIFT is a member of the following National/ International organizations.

#### *International Membership for Accreditation*

- The Association to Advance Collegiate Schools of Business (AACSB).
- The European Foundation for Management Development (EFMD).
- Association of MBAs (AMBA).

#### *Other Membership*

- Academy of International Business (AIB).
- The Association of Indian Universities (AIU).
- All India Management Association (AIMA).
- Association of Indian Management Schools (AIMS).
- The Global Compact Network India (GCN).

### IIFT's Ranking in Various Surveys

IIFT have participated the following B-School rankings in AY 2020-2021 and ranked as

- 25<sup>th</sup> in National Institute Ranking Framework
- 10<sup>th</sup> in Business Today - MDRA
- 6<sup>th</sup> in Chronicles All India B-School Survey
- 7<sup>th</sup> in Business World - B-School Ranking
- 15<sup>th</sup> in Outlook - B-School Survey
- 11<sup>th</sup> in MBA Universe B-School Ranking
- 10<sup>th</sup> in InsideIIM MBA Rankings

## Message from the Vice-Chancellor



In the ever changing and dynamic business scenario today, analysing business problems and recommending solutions promptly is the need of the hour. Integration of data and analyticsaid organisations in gaining revenue-generating insights from data and building future strategies for growth. The ability to design corporate strategies, take business decisions based on data gives organizations a competitive edge and thus the demand for business analysts arises.

Indian Institute of Foreign Trade established in 1963 as primarily a hub of training and research in the area of International Trade and Business. It has also diversified into allied fields over the last 5 years. IIFT now has its reach in academic programmes, consultancy and research projects in the area of International Trade, Economics and now Business Analytics. Recognizing the contribution IIFT made to the society, it was accorded the status of “Deemed to be University” in 2002. Being graded as ‘A’ category institute in 2005 and 2015 by NAAC. AACSB accreditation to IIFT is a feather in the cap. The Institute has MOUs with leading universities/institutions across the globe for enhancing exchange of knowledge in the area of its expertise.

IIFT in order to expand and disseminate knowledge in the domain of Analytics and International Business has launched the present 5 year Integrated Programme in Management (IPM) at Kakinada, Andhra Pradesh. The programme has been designed considering the New Education Policy 2020, which will aid in holistic development of the students and build a strong foundation in the area of management and analytics. The programme also provides opportunities to the students to develop their communication skills, interact with industry and academia as well as undertake a number of co-curricular activities. The aim of this programme is to build a class of young and energetic business managers who will take forward the legacy of IIFT in delivering excellence in the profession they get into.

IIFT is committed to provide world class facilities to the students selected for this programme that include comfortable hostels, state of the art teaching facilities and a conducive learning environment.

I, extend a warm invitation to you to join this programme and secure your future by associating yourself with brand IIFT.



**Prof. Manoj Pant**

## About the Institute

The Indian Institute of Foreign Trade (IIFT) was established in 1963 as an autonomous body under the Ministry of Commerce & Industry to contribute in the skill building for the external trade sector of India. It has come a long way to successfully develop into a unique institution involved in imparting knowledge through research and training in international business and trade. The Institute was granted “Deemed to be University” status in 2002. The National Assessment and Accreditation Council (NAAC) has recognized IIFT as Grade ‘A’ Institution in 2005 as well as in 2015. Over the years, IIFT has emerged as a national university with focus on International Business Management and Strategy, and such focus is reflected in all three major activities of the Institute: Research, Training and Education.



### Objectives & Activities

IIFT was set up with the following objectives:

- Impart professional education in modern management techniques relevant to international business.
- Enable the participants to appreciate the inter-relationship between the diverse and complex tasks of international business.
- Develop capacities among business executives for improved understanding of various trade and economic issues.
- Conduct high quality research that addresses domestic as well as world trade and business issues.

The Institute’s portfolio of long-term programmes is diverse, catering to the requirements of aspiring international business executives and mid-career professionals alike. These are:

- Ph.D. (Management) Programme at Delhi and Kolkata.
- Ph.D. (Economics) Programme at Delhi and Kolkata.
- Two-year MBA (International Business) at New Delhi and Kolkata.
- Two-year MA (Economics – Specialization in Trade and Finance) at New Delhi and Kolkata.
- Two years & six months MBA (International Business) Weekend at New Delhi and Kolkata.
- Integrated Programme in Management (Business Analytics and International Business) at Kakinada, Andhra Pradesh.
- Executive Post Graduate Diploma in International Business at New Delhi and Kolkata.
- Executive Post Graduate Diploma in International Business (Hybrid) at Delhi.
- Executive Post Graduate Diploma in International Business (On-campus) at Delhi.
- Two Years MBA in International Business in collaboration with the Institute of Finance Management, Dar-es-Salaam, Tanzania.
- Post Graduate Certificate Programme in International Business and Finance (Hybrid).
- Certificate Programme in Export Import Management.



## CAMPUS AND FACILITIES AT IIFT

### DELHI CAMPUS

Located in Outub Institutional Area, overlooking green ridge and historical OutubMinar, the IIFT Campus is considered to be one of the finest in the country. The campus spread over 6.5 acres of land houses two academic blocks and two residential blocks for students and visiting faculty. One more residential facility for the students has been created a few steps away from the main campus. Be it the imposing structure of the “atrium”, the mystic beauty of the architectural design called “eye of the universe”, or the splendor of the campus in full bloom in winter, it never fails to impress the visitors.

The campus itself is a very picturesque with artistically designed buildings and well-maintained plush gardens. The facilities available on the campus include, fully air-conditioned lecture halls with modern audio-visual aids, conference halls for round-table conferences, an auditorium of 450 seating capacity, two computer labs, indoor games, sports ground, besides excellent residential facilities for the students. The campus is fully wi-fi enabled. Another campus of the Institute spread over 5.6 acres, located at Maidan Garhi, New Delhi is also under construction and will be operationalized very soon.

### KOLKATA CAMPUS

IIFT's Kolkata Campus is located at the picturesque East Kolkata off EM Bypass in a sprawling area of around 7 acres. The campus is developed as a green and fully integrated campus with independent blocks for academic, administration and student living areas with all modern amenities. The campus also houses three water bodies to maintain ecological diversity with enough greenery. There are centrally air-conditioned modern lecture halls, syndicate rooms, common area, auditorium, open air theatre, common courtyard in its academic and administration blocks on exemplary designs to create a great learning environment. The campus is fully wi-fi enabled.

### KAKINADA CAMPUS

A land measuring 25 acres has been allotted to the Institute for setting up a full-fledged campus at Kakinada, a beautiful coastal town and a smart city in the State of Andhra Pradesh.

For the present batch, Jawahar Lal Technological University, Kakinada has permitted IIFT to utilize a part of its campus and facilities for the purpose of conducting the Integrated Programme in Management. The University has state of art infrastructural facilities like Internet connectivity, library, playgrounds, auditorium, canteen and medical services. The classrooms are fully air conditional with modern audio visual aids.



IIFT's Temporary Campus at JNTU Kakinada

# Integrated Programme in Management

## (BBA - Business Analytics and MBA-International Business)

### 2022-27

The Five Year Integrated Program in Management (IPM) at IIFT-Kakinada aims at imparting managerial and decision making capabilities to young professionals along with integrating management education with Science, Technology, Engineering, and Mathematics (STEM). In line with the New Education Policy 2020, with an early induction into the programme and a rigorous and holistic curriculum, the students will be able to demonstrate problem solving skills supported by appropriate analytical techniques and will use ethical and socially conscious judgment while analyzing business situations. Candidates successfully completing the course requirement of integrated programme in management would be awarded Bachelor of Business Administration (Business Analytics) at the end of 3 years and Master of Business Administration (International Business) at the end of 5 years by Indian Institute of Foreign Trade. Candidates opting for exit after completing the requirement of first three years, would be awarded Bachelor of Business Administration (Business Analytics). The first three years of the IPM program would be based on semester system and the last two years would be based on the trimester system (as per the prevailing MBA course structure). Promotion from BBA (Business Analytics) to MBA (International Business) will be based on fulfilment of all academic requirements as per rules.

### Programme Objectives

- To equip students with conceptual and interpersonal skills for managerial decisionmaking.
- To build their leadership & team skills to enhance their performance in a cross-cultural environment.
- To enable the students to demonstrate knowledge of foundational subjects for

management studies

- To develop good analytical, statistical and problem-solving skills.
- To develop data visualization skills, and the to make recommendations on what decisions to take based on the data analytics.
- To impart knowledge & skills to students for entry-level managerial roles in the varied management functions across different industries.

### Programme Pedagogy

The pedagogy varies for each course depending upon the focus on theory or practical as well as needs of the students. The course curriculum will be imparted through a combination of methodologies like case studies, projects, presentations, simulation and games, role play, field visits and industry sessions.

The students will be provided with an opportunity for International exchange programme. The course structure after the sixth semester will be merged with the MBA programme of IIFT. The course curriculum is subject to revisions based on industry inputs and to keep in line with the dynamic business environment.

### Course Curriculum and Credits

The curriculum for the first three years is based on the combination of courses on Business Analytics, Foundation (Management), Humanities and Professional Enrichment. Professional enrichment is a combination of Ability Enhancement, Skill Enhancement and Creativity. The curriculum comprises of approx. 150 credits in total for the first three years. While the last 2 years of MBA-IB at IIFT is of 120 credits.

The curriculum for the first three years is as follows:

#### SEMESTER-I

##### S. No Course Name

1. Micro Economics
2. Financial Accounting
3. English-I/English Language Proficiency
4. Mathematics
5. Microsoft Excel
6. Psychology
7. **Co curricular Activities**

#### SEMESTER-II

##### S. No Course Name

1. Macro Economics
2. Principles of Marketing
3. English-II Business Communication
4. Introductory Statistics
5. Political Science
6. Business Organization & Management
7. **Co curricular Activities**

#### SEMESTER-III

##### S. No Course Name

1. Cost and Management Accounting
2. Operations Research
3. Advanced Statistics
4. Human Resource Management
5. Sociology
6. CSR and Sustainable Business
7. **Co curricular Activities**

#### SEMESTER-IV

##### S. No Course Name

1. Principles of Financial Management
2. Operations and Supply Chain Management
3. Business Analytics

4. Philosophy
5. Data and Database Management
6. Live Projects
7. **Co curricular Activities**

#### SEMESTER-V

##### S. No Course Name

1. Business Analytics - Domain Exposure
2. Entrepreneurship & New Venture Creation
3. Indian and Global Economy
4. Visual Analytics
5. Business Models and Strategy
6. Consumer Behaviour
7. **Co curricular Activities**

#### SEMESTER-VI

1. Elective-1
2. Elective-2
3. Elective-3
4. Elective-4
5. Big Data Analytics
6. **Academic Writing + Seminar (3+1)**

#### ELECTIVES

##### *Group1: Analytics (Select any 2)*

Machine Learning & AI  
Enterprise Resource Planning (ERP) Systems  
Social Media Tools & Techniques  
Principles of Ecommerce & Marketplaces  
Business Forecasting

##### *Group2: Management (Select any 2)*

Business Laws  
Leadership and Team Management  
Consumer Behaviour  
Export Import Management  
Business Analysis and Valuation

# Admission Procedure

## Eligibility

- Candidates should have passed 10+2/XII/HSC examination in arts/commerce/science stream or equivalent with 60% (55% for candidates from SC/ST/PwD/Transgender) or more in the year 2020, 2021 or appearing in 2022.
- The candidate must have passed class 10th examination with 60% (55% for candidates from SC/ST/PwD/Transgender) or more in the year not before 2018.
- Mathematics/ Business Mathematics as a subject in +2 level is mandatory.

## Age

A candidate should have been born on or after August 01, 2002 (5 years of relaxation to the candidates from SC/ST/PwD category will be given i.e. born on or after August 01, 1997).

## Mode of Admission

For short-listing/selecting the candidates, IIFT will use score of IPMAT 2022 examination conducted by IIM-Indore. Merit list for the admission will be prepared on the basis of his/her IPMAT 2022 Score of IIM-Indore, Academic Profile of class 10<sup>th</sup> and Gender Diversity.

## How to Apply

Those candidates who wish to apply for IIFT's Integrated Programme in Management (BBA-Business Analytics and MBA-International Business) 2022-27 have to mandatorily apply for IIM- Indore entrance exam (IPMAT 2022). Candidates are advised to check the IIFT's eligibility criteria carefully before applying for IPMAT entrance exam.

*Step 1:* Please visit IIM- Indore website (visit [www.iimdr.ac.in](http://www.iimdr.ac.in)) and fill their Online Application Form. After submitting the application successfully there, note the registration number of your application. Last date to apply for their examination is 21.05.2022.

*Step 2:* Visit IIFT website ([www.iift.ac.in](http://www.iift.ac.in)) and click on the ADMISSIONS 2022 icon. Submit IIFT's online application form as per details given on the website. Please note that it is mandatory to fill IPMAT-2022 registration number in IIFT application form.

## Application Fee

₹ 2,000/- (₹ 1,000/- for SC/ST/PwD)

Application fee once paid will not be refunded.

## Documents to be uploaded while Applying Online

- Self-Attested copies of mark-sheets of 10<sup>th</sup> and 12<sup>th</sup>.
- Category students need to upload the requisite certificate.

## Fees structure

The course fee for resident Indians for the first three years of the IPM would be ₹4,00,000/- (Rupees Four Lakh) per annum. Course fee for the fourth and fifth years would be as per prevailing MBA in International Business Programme fees. Other charges would be extra.

## Hostel Facilities

The Integrated Programme in Management (BBA-Business Analytics and MBA-International Business) at Kakinada campus is a fully residential programme. Hostel / Mess charges would be intimated to the candidates while sending offer letters.

## Important Information

- In case of any query related to admission, the candidates can contact Section Officer (Admissions Cell). They must indicate their Application No. in their communications to IIFT [Tel. Nos. 011-39147213 (Direct), 39147200-05 EPBAX (Extn. 621); E-mail: [admission@iift.edu](mailto:admission@iift.edu)]
- There are fifty (50) seats at Kakinada Campus. Seats are reserved as per Government of India norms.
- Application fee once paid will not be refunded.
- All disputes would be subject to the jurisdiction of Delhi Courts only.
- Applications incomplete in any manner shall be summarily rejected.
- The Candidate should follow IPMAT advertisement & admission procedure for IPM 2022-27 batch available on the website of IIM Indore for Registration of IPMAT 2022 Examination. IIFT will use IPMAT 2022 Score for shortlisting / selecting the candidates for its Integrated Programme in Management. IIM Indore has no role either in the selection process or in the conduct of the programme.



# FACULTY & ADMINISTRATION

## VICE-CHANCELLOR

Prof. Manoj Pant

## FACULTY

### Dean

Satinder Bhatia

### Head, Kolkata Centre

K. Rangarajan

### Distinguished Professor

Sugata Marjit

### ECGC Chair

Vijay P. Ojha

### Professors

Abhijit Das

Biswajit Nag

Gautam Kumar Dutta

Jayanta Kumar Seal

James J Nedumpara

Mukesh Bhatnagar

Murali Kallummal

Niti Nandini Chatnani

Om Prakash Wali

Prabir K. Das

Pooja Lakhanpal

Radhika Prosad Datta

Ram Singh

Ravi Shanker (on re-employment)

Ram Upendra Das

Ranajoy Bhattacharyya

R.P. Sharma

Rohit Mehtani

Saikat Banerjee

Sanjay Rastogi

Sheeba Kapil

Saswati Tripathi

D. Sunitha Raju

M. Venkatesan

V.R. Saradhi

Deepankar Sinha

Vijaya Katti (on reemployment)

### Associate Professors

Ashim Raj Singla

Basanta K. Sahu

Bibek Ray Chaudhuri

Debashis Chakraborty

Jaydeep Mukherjee

Pralok Gupta

Sachin Kumar Sharma

Shailja Singh

Sweta Srivastava Malla

Jacqueline Symss

Himani Gupta

Triptendu Prakash Ghosh

### Assistant Professors

Areej Aftab Siddiqui

A.K. Srustidhar Chand

Arunima Rana

Ashish Gupta

Anchal Arora

Anirban Biswas

Divya Tuteja

Ginni Chawla

Kavita Wadhwa

Neha Jain

Oindrilla Dey

Papiya Ghosh

Parul Singh

Pratik Maheshwari

Preeti Tak

Priyanka Jayaswal

Satwik Shekhar

Shiny Pradeep

Sonu Verma

Swati Shukla Singh

Sugandha Huria

Tuheena Mukherjee

Taufiq Azaz

Sanghita Mondal

Naman Sharma

## ADMINISTRATION

### Registrar

P.K. Gupta

### Deputy Registrar

Gaurav Gulati

### Deputy Finance Officer

Pitambar Behera

### Sr. Administrative Officer

P. Sakthivel

### Assistant Finance Officer

Deepa P.G.

### Administrative Officer

Desh Raj (CWS)

### Assistant Registrars

Bhuwan Chandra

Meenakshi Saxena

Nalini Meshram

### Section Officers

Anil Kumar Meena

Dwaipayan Ash

Gaurav Gupta

Jitender Saxena

Karun Duggal

Kavita Sharma

Lalita Gupta

Mohini Madaan

Rakesh Kumar Ojha

Sumita Marwaha

### Accounts Officer

Shahid Anwar

Vinod Kumar Joshi

### Hindi Officer

Chanda Rani

## SUPPORTING STAFF

### Systems Manager

Bimal Kumar Panda

### Asstt. Systems Manager

S. Balasubramanian

### Computer Programmer

Neha Vinayak

### Institute Engineer

R.K. Gupta

### Assistant Librarians

Amita Anand

Nirmala

## Important Dates

<b>Last date to apply online for IPMAT 2022 of IIM-Indore</b>	<b>: 21 May 2022</b>
<b>Last date to apply online for IIFT 2022</b>	<b>: 2 June 2022</b>
<b>Entrance Exam by IIM-Indore</b>	<b>: 2 July 2022 (Saturday)</b>

## Application Fee

<b>CATEGORY</b>	<b>IPMAT (IIM-Indore)</b>	<b>IIFT</b>
<b>For General/OBC</b>	<b>₹4,130</b>	<b>₹2,000</b>
<b>For SC/ST/PWD Candidates</b>	<b>₹2,065</b>	<b>₹1,000</b>



### INDIAN INSTITUTE OF FOREIGN TRADE

(DEEMED TO BE UNIVERSITY)

(Set up by Ministry of Commerce & Industry, Govt. of India)

#### **DELHI CAMPUS**

IIFT BHAWAN, B-21 Qutab Institutional Area,  
New Delhi-110016  
Ph.: 011-39147200 – 205 (PBX) • Fax: 91-011-39147301

#### **KOLKATA CAMPUS**

1583, Madurdaha, Chowbagha Road, Ward No. 108,  
Borough XII, Kolkata-700107  
Ph.: 033-24195700 / 5900 (PBX) • Fax: 91-033-24432454

**Website: [www.iift.ac.in](http://www.iift.ac.in)**