



**PROFESSIONAL TRAINING
PROGRAMME ON
INTERNATIONAL BUSINESS
ANALYTICS AND MARKET
INTELLIGENCE
(HYBRID)**

**INDIAN INSTITUTE OF FOREIGN TRADE
(DEEMED TO BE UNIVERSITY)
UNDER THE DEPARTMENT OF COMMERCE
GOVT OF INDIA
NEW DELHI-110016**



(December 2022 – May 2023)



ABOUT IIFT

Indian Institute of Foreign Trade (IIFT) was established in 1963 by the Ministry of Commerce, Government of India with the objective of imparting Management Education in International Business, conducting research on issues related to global economic environment and trade policies. It is the pioneer Institute for Capacity Building Programs and has been shaping up a plethora of executives for more than 55 years. In its journey IIFT has constantly been the 'think tank' for the Government in various functional areas and specialized verticals and has been imparting well-structured academic knowledge on Foreign Trade and International Business Management. It has been accredited by NAAC as 'A grade' Institution and has also been accredited by AACSB (Association to Advance Collegiate School of Business), a U.S. based quality accreditation and has entered in the premier league of top 15 Indian educational institutions.

MANAGEMENT DEVELOPMENT PROGRAMMES

IIFT offers executive education through Management Development programs (MDP). MDPs has been one of the major activities of the Institute, at the time since its inception in 1963, it was envisaged that IIFT should become a Centre of excellence for Executive Development Program in International Business, and today, it has emerged as a knowledge resource division catering to the needs of managers and executives at all levels drawn from the corporate, government and public sectors both in India and abroad. MDP Division offers programs for ISS, IFS, IAS, IRS, ITS, PSUs ETC for the corporate sector executives and Government officers. In addition to regular training program conducted throughout the year, MDP division also conducts various certificate and Executive Development program via hybrid and online mode. In the recent past, the division has conducted a series of online program under Nirayat Bandhu Scheme of DGFT, Government of India in which above 1200 exporters / entrepreneurs across country have been provided skill-based training in Export Import Business. Series of capacity building program for ITI principals and Employment exchange officers spread across country have also been conducted in order to address the existing employment gap in the country.

PROGRAMME BENEFITS

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.

PROGRAM PEDAGOGY

Program Delivery

Campus Visit: Participants are required to visit IIFT's New Delhi campus for offline classes for the first three days of the programme. Thereafter all the classes will be conducted through online mode.

Online-Learning Management System

All candidates have access to the online Google Drive for (discussion forums, assignments, reading material) and live online classes to enable the candidates continue their learning. The MS Teams provides an innovative learning environment that encourages collaborative approach between the candidates thus paving the way for maximizing learning effectiveness.

Industry Perspective Lectures

This is an important component of the program that complements and substantiates the learning with an applied orientation. The participants get the opportunity to listen to eminent speakers from leading analytics companies and assimilate the best practices discussed by them in their lectures.

Experiential Learning

This program is designed to transform candidates to business-ready market intelligence and analytics professionals through hands-on experiential learning on relevant tools. This is achieved through practice exercises, hackathons, quizzes and assignments

PROGRAMME HIGHLIGHTS

- **Programme Commencement: From December 2022- May 2023**
- **Schedule of Classes:** Sunday (10:00 – 1:15 PM)
- **Duration:** 6 Months (60 hours)
- **Programme Fee: Rs.50, 000/- + 18 % GST = Rs.59000/- (non-refundable, after admission).**

PROGRAMME CURRICULUM

Module	Content
<p>Module 1: Data Analytics and Intelligence (20 Hours)</p>	<ul style="list-style-type: none"> ❖ 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
<p>Module 2: Trade Analytics (10 Hours)</p>	<ul style="list-style-type: none"> ❖ 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
<p>Module 3: Big Data Analytics (15 Hours)</p>	<ul style="list-style-type: none"> ❖ 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

	<ul style="list-style-type: none"> ❖ Regression model building and deployment ❖ Forecasting techniques ❖ Analytics for product development and pricing strategy ❖ Product positioning ❖ Nonlinear innovation diffusion models
<p>Module 4:</p> <p>Web and Social Media Analytics (15 Hours)</p>	<ul style="list-style-type: none"> ❖ 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

ASSESSMENT

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
- Entrepreneur
- Middle Level Executives
- Freshers



ELIGIBILITY

Graduation degree from recognized University OR Diploma holders with two years of post-diploma work experience. Candidate will be short-listed based on their profile- qualifications, experience etc. If required on-line interview will be conducted.

HOW TO REGISTER:

Please send email with nominations to **monica@iift.edu**. Online registration facility may also be availed by visiting the website <https://www.iift.ac.in/iift/mdp-online.php>

The payment can be made through the following:

- NEFT (Indian Bank, A/c No.767635122, IFSC Code-IDIB000M089)
- DD in favour of Indian Institute of Foreign Trade, New Delhi
- PayU Money (Link : https://www.payumoney.com/webfronts/#/index/IBAMI_02)

Please provide the transaction details (UTR No. /transaction ID and date of transaction etc. in case of online/NEFT details.

HOW TO APPLY

- **Through Online mode: click on the following link to apply online:**
<http://docs.iift.ac.in/pilotweb/PPIBAI/>
- **Last date of applications: 25th Nov, 2022 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 25th Nov – 30th Nov 2022**
- **Short listed applicants will submit the course fee to IIFT between 25th Nov – 30th Nov 2022**



QUERIES PLEASE

Academic Issues

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**Query related to
application status,
fee payment,
receipt etc.**

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