



PROFESSIONAL TRAINING PROGRAMME IN INTERNATIONAL BUSINESS ANALYTICS & INTELLIGENCE

INDIAN INSTITUTE OF FOREIGN TRADE
(DEEMED TO BE UNIVERSITY)
UNDER THE DEPARTMENT OF COMMERCE
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.

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

The program is delivered in an online format with 24 Weeks mentorship sessions that span over 6 months.

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 CURRICULUM

Module	Content
<p>Module 1:</p> <p>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:</p> <p>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:</p> <p>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 ❖ Regression model building and deployment

	<ul style="list-style-type: none"> ❖ 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

FACULTY



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 Commerce, etc.



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.

ADMISSION DETAILS

Programme Details

- **Programme Commencement:** 20th December, 2021 (Tentative)
- **Schedule of Classes:** 10:00 AM – 1:15 PM on Sunday
- **Duration:** 6 Months
- **Programme Fee:** Rs.40, 000/- + 18% GST (non-refundable, after admission).

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

HOW TO APPLY

- **Through Online mode: click on the following link to apply online:**
- **Through E mail: Please attach filled in form and send to:**
- **Last date of applications: 10TH December, 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 30th August – 12th December, 2021**
- **Short listed applicants will submit the course fee to IIFT between 10th September – 15th December, 2021**



QUERIES PLEASE

Academic Issues

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

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