



**CERTIFICATE PROGRAMME IN EXPORT IMPORT
MANAGEMENT (HYBRID)
(JULY 2022 – OCTOBER 2022)**



**INDIAN INSTITUTE OF FOREIGN
TRADE**

Deemed to be University
Under Department of Commerce Govt of India
www.iift.ac.in



WHY SHOULD YOU ATTEND THIS COURSE?

“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.

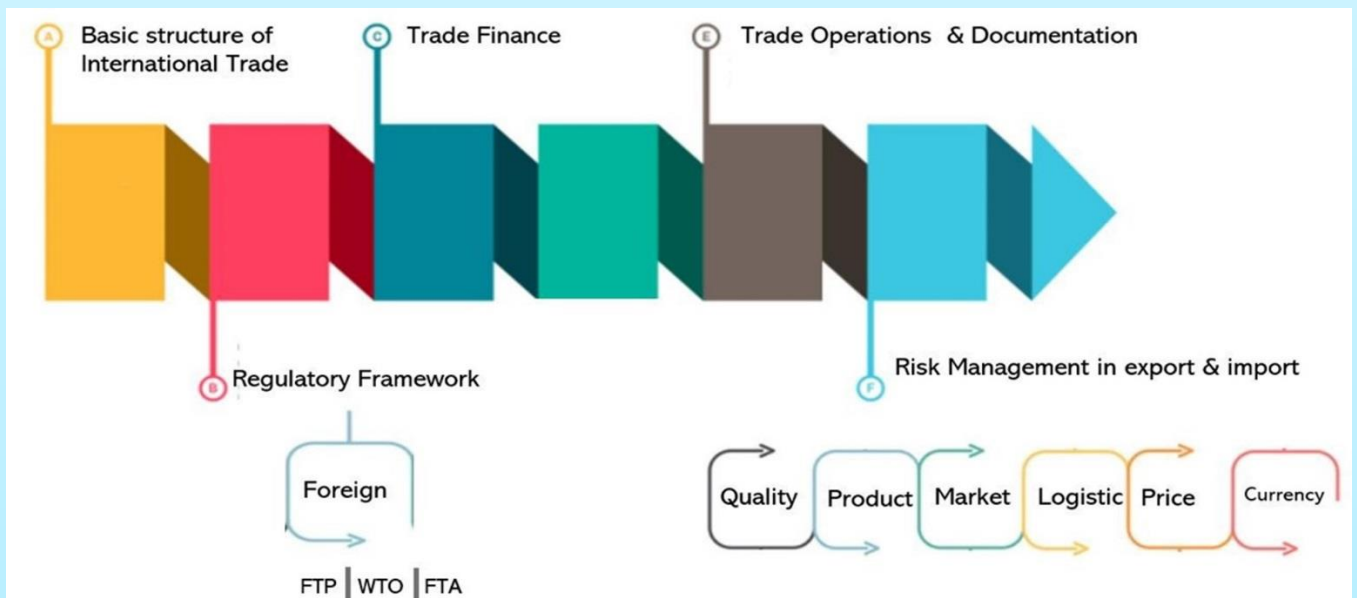
Understanding that the export diversification is the need of hour, both start- up companies as well as established firms are looking forward to the managers having an in- depth understanding of doing business across various global markets and thus enabling companies to develop customized business plan 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 environment.



SCOPE OF THE PROGRAMME

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.





COURSE STRUCTURE

INTERNATIONAL MARKETING MANAGEMENT



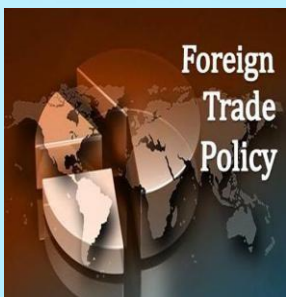
- International Marketing Management: conceptual understanding 30 hrs
- International Product Decision and Product Adaptation
- Entry Mode in Foreign Markets
- Choosing appropriate Marketing Channels
- Export Pricing Methods
- Promotion for Global reach
- Social Media/Digital Marketing
- Establishing your own brand

INTERNATIONAL TRADE OPERATIONS & DOCUMENTATION



- Getting started in Export-Import 30 hrs
- 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



- Understanding trends in India's Foreign Trade: sector/product/market analysis through trade flows 20 hrs
- 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

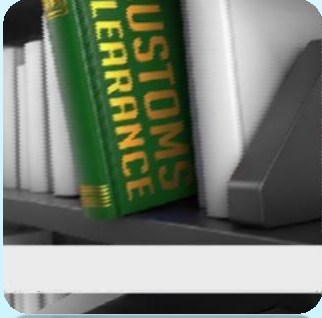
INTERNATIONAL TRADE FINANCE



- Organizing Finance for starting export business 20 hrs
- Pre-Shipment and Post Shipment Finance

- Methods of Payments (L/C, UCP)
- Instruments of Trade Finance
- Currency Risk Management
- FEMA Guidelines

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

PROGRAMME DETAILS

**Programme
Commencement**
August 2022

Schedule of Classes
Saturday: 1:30 PM-6:30 PM
Sunday: 9:30 AM – 5:00 PM

Programme Duration
4 Months

Programme Fee
75000/-

(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 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 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 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.

ADMISSION PROCEDURE

Who Should Attend?

Industry Leaders,
Middle Level Executive,
Entrepreneurs Freshers

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 HIGHLIGHTS

- **Campus Visit:** participants may be required to visit the campus for the first 4 days of the programme, if decided by the Institute.
- All class sessions are live 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.
- **Dry port visit (based on Institute's decision in view of Covid 19 situation)**

HOW TO APPLY

Online Application will be accepted only

- Click on the following link to apply online : <http://docs.iift.ac.in/pilotweb/ocpem/>
- Through E mail: Please attach filled in form and send to: cpeim@iift.edu
- Last date of applications: **20 June 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 **21st June to 30th June 2022**
- Short listed applicants will submit the course fee to IIFT between **25th June to 10th July 2022**



QUERIES PLEASE



Query related to application
status, & Administrative
issues

Ms. Richa Dua
Marketing Executive
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E-mail: richa@iift.edu, cpeim@iift.edu

Query Related to fee
payment, receipt

Mr. Bharat Khanijo
Program Assistant
Ph: 011-39147200-05 (Ext-422), 011-39147315 (D)
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