भारतीय विदेश व्यापार संस्थान
Indian Institute of Foreign Trade,
Kakinada Campus
(Deemed to be university)

4 Months Certificate Program on Export and Import Management (Hybrid)



January 2027 - May 2027



- Weekend Programme in hybrid mode
- In-campus / live interactive sessions
- Programme duration: 150 hours
- Commencement: 23rd January 2027
- Last date of application: 15th January 2027

INDIAN INSTITUTE OF FOREIGN TRADE

(DEEMED TO BE UNIVERSITY)

Under Department of Commerce, Ministry of Commerce and Industry, Government of India



INTRODUCTION

The global business landscape has witnessed rapid transformation in recent years due to increasing international trade, liberalized economic policies, technological progress, and changing geopolitical developments. The growing interconnectedness of economies has created both significant opportunities and complex challenges for businesses operating across borders. As international trade continues to expand, organizations increasingly require professionals with specialized knowledge and practical understanding of export-import operations and global business practices.

The Online Certificate Programme on Export Import Management is designed to provide participants with a strong foundation in the principles and practices of international trade and business. The programme offers comprehensive insights into various aspects of export-import management including international marketing, trade procedures, export documentation, logistics, shipping practices, freight forwarding, packaging, international finance, and regulatory compliance. It aims to equip participants with the essential managerial and operational skills required to function effectively in the international business environment.

With traditional export destinations such as the United States and European markets becoming highly competitive, emerging economies across Africa, Latin America, ASEAN, CIS countries, and other regions are gaining prominence as important trade partners. Businesses are increasingly exploring these markets for expansion opportunities while also facing challenges related to trade regulations, logistics, financing, market entry, and risk management. The programme enables participants to understand these evolving global trade dynamics and develop strategies for successful international business operations.

India's active participation in WTO agreements and various regional and bilateral trade arrangements has opened new avenues for export growth and international market diversification. However, awareness regarding international trade opportunities, policy

initiatives, and market access mechanisms remains limited among many business organizations and aspiring entrepreneurs. This programme seeks to bridge that gap by enhancing participants' understanding of the global trade ecosystem and helping them identify opportunities for business expansion and export development.

The programme is delivered by experienced academicians and industry experts through a practical and application-oriented learning approach. Through interactive sessions, case studies, and industry-focused discussions, participants will gain valuable insights into contemporary international trade practices and emerging business trends. The programme aims to develop analytical thinking, strategic decision-making abilities, and a global perspective that will enable participants to successfully navigate the dynamic and evolving landscape of international business.

COURSE OBJECTIVE

- Understand the dynamics ofthe global business environment and its impact on international trade.
- Analyze global economic trends.
- Identifyopportunities and challenges presented by globalization and emerging markets.
- Develop an understanding of international marketing concepts and strategies.
- Understand India's foreign trade policy and its implications.
- Understand the financial instruments used in export-import transactions, such as letters of credit and trade finance facilities.
- Acquire practical knowledge of import-export operations and documentation procedures.
- Gainan understanding of international trade logistics and supply chain management.





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



MODULE 1:
INTERNATIONALMARKETING MANAGEMENT- 30 Hours

- International Marketing Management
- 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

MODULE 2: WORLD TRADE AND INDIA'S FOREIGN TRADE POLICY - 30 Hours



- World Trade Organization
- Regional Trade Blocks and Agreement
- Understanding trends in India's Foreign Trade: sector/product/market analysis throughtrade 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

MODULE 3: INTERNATIONAL TRADE OPERATIONS & EXPORT IMPORT DOCUMENTATION- 30 Hours

- 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
- 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



MODULE 4: INTERNATIONAL FINANCIAL MANAGEMENT& TRADE FINANCE- 30 Hours

- Fundamental principles of financial management
- Fundamentals of international financial management
- Foreign Exchange Management
- Organizing Finance for starting export business
- Pre-Shipment and Post Shipment Finance
- Methods of Payments (L/C, UCP)
- Instruments of Trade Finance
- Currency Risk Management
- FEMA Guidelines



MODULE 5: INTERNATIONAL TRADELOGISTICS- 30 Hours

- 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/Railtransport/Multimodal transport
- Documentation for Trade Logistics



SCHEDULE OF CLASSES

Hybrid mode: Participants are required to attend the programme in hybrid mode. For offline sessions the participants have to visit the campus. Online classes may be attended on the participants' own convenience.

Class Timings:

Saturdays: 10:00 AM-5:00 PM
Sundays: 10:00 AM-5:00 PM

ASSESMENT

- A minimum of 75% 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.

WHO SHOULD ATTEND?

Industry Leaders, Middle Level Executive, Entrepreneurs Freshers

RELEVANT INDUSTRY

Export-Import, International Business, Manufacturing, Retail and Startups. International Trade Consulting, Logistics and Transportation, Financial Services, Supply Chain Management, Marketing Agencies, Government Agencies, E-commerce and Online Marketplaces, Trade Associations.



SC/ST/PH. Candidates: 50% fee concession
(as per Govt.guidelines and subject to document verification)

Instalment	Fee Amount (INR 55,000/- + 18% GST)		Submission Date
	Category		
	General/OBC	SC/ST/PH.	
Ist Instalment	32,450 (incl. 18% gst)	16,225 (incl. 18% gst)	15th January, 2027
IInd Instalment	32,450 (incl. 18% gst)	16,225 (incl. 18% gst)	05th March, 2027
Total	INR 64,900 (incl. 18% gst)	INR 32,450 (incl. 18% gst)	

ELIGIBILITY

Graduation degree from recognized university or equivalent.

CANDIDATE SHORTLISTING

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

HOW TOAPPLY:

1. Participants are requested to fill the online form through the mentioned link i.e. need to be updated https://docs.iift.ac.in/Pilotweb/cpemkkd/
2. Last date to apply & pay 1st Instalment of the programme fee: 15th January, 2026.
3. Please ensure that all details are filled in, including the E-mail address.
4. The programme fee needs to be submitted through the fee payment link mentioned along with the registration link. You may submit form no. in the field of IIFT application number in the fee payment link. Following is the fee link: https://www.octopod.co.in/payment/collection/84b86d65c11e5e1804a2426af058f797/bb6727718d4dc8f3c9ee19d43109a260
5. Alternatively, the fee payment can be done in the following bank account, and the fee payment / fee deposit proof can be e-mailed to mdp_kkd@iift.edu

Bank account details:
Account Number: 50200105488773
Beneficiary Name: Indian Institute of Foreign Trade KKD
Bank Name: HDFC Bank
IFSC Code: HDFC0000426

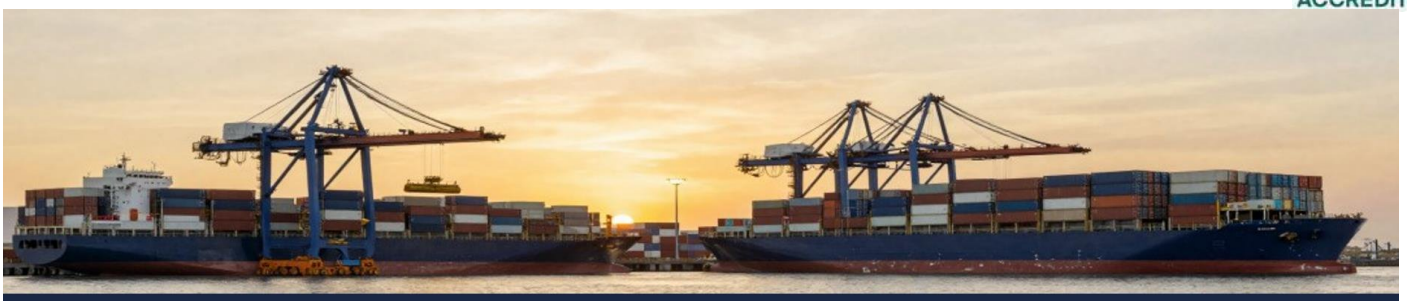
Bank Address : Prakasam Street Kakinada, Andhra Pradesh 533004

- Incomplete applications will not be accepted.

For any query please contact:

Mr. Ch. Prudhvi
Indian Institute of Foreign Trade, Kakinada
Campus
JNTUK, Kakinada – 533003
Mobile: +91 9640121678
Email: mdp_kkd@iift.edu





IIFT Kakinada

Four-Month Certificate Programme in Export-Import Management

What your peers say?



Phani

"The Export & Import Management Programme at IIFT Kakinada provided a structured and practical understanding of global trade. The faculty combined industry experience with academic excellence, helping us connect documentation, compliance, logistics, and risk management. The programme significantly strengthened my knowledge and confidence in international trade operations."



Mounika

"As a practicing port agent and charterer, this programme helped me understand international trade in a more structured way. The modules on trade documentation, INCOTERMS, logistics, trade finance, and foreign trade policy were highly relevant. The practical discussions and industry insights enhanced my professional knowledge and career growth."



Sankalp

"This programme offered an enriching blend of academic learning and industry-focused insights. The hybrid format, practical case studies, and discussions on global trade, logistics, customs, and trade finance helped connect theory with real-world applications. It broadened my perspective and strengthened my understanding of the export-import ecosystem."

PROGRAMME HIGHLIGHTS

Trade Documentation | Trade Finance | Foreign Trade Policy | Customs Procedures | Risk Management |



2024-25 | IIFT Kakinada Campus

Building Global Trade Leaders Through Excellence in Education