



# Executive Post Graduate Diploma in **International Business Strategy**

Batch 5



[www.besteduonline.in](http://www.besteduonline.in)

## About **The Institute**

The Indian Institute of Foreign Trade (IIFT) was set up in 1963 by the Government of India (Ministry of Commerce and Industry) 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. IIFT started out as a center to provide foreign trade advice to government bodies and has played an instrumental role in conducting research in formulation of trade policies since then. In recognition of its rich contributions, IIFT was conferred the status of Deemed to be University in 2002. Over the years, IIFT has emerged as the national university which focus on International Business and Development, and such focus is reflected in all three major activities of the Institute: Research, Training and Education.

## **IIFT Kolkata Campus**

IIFT Kolkata was established in 2006. The campus is located in the East Kolkata of 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. 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 design to create a great learning environment.





## About **Hughes Global Education**

Hughes Global Education, is a premier institution providing interactive onsite learning through satellite based education and training service. It was initiated by Hughes for corporate and working professionals/ students. It has live, interactive, real-time, two way video, voice, and data classes with a spread across 75+ classrooms in 40+cities/towns. Hughes Global Education platform has redefined the next generation of education i.e. real-time Interactive Onsite Learning (IOL). Its platform seamlessly integrates the strengths of the traditional method of education -classroom teaching with the latest in technology.

- The first and the pioneers in Interactive Onsite Learning in India for working executives
- Alumni base of over 30,000 students
- 2500 + students enrolling every year
- 200 + programmes successfully completed so far

## About Executive Post Graduate Diploma International Business Strategy

EPGDIBS program aims to develop competence in the disciplines and skills associated with Business Strategy. It also introduces contemporary Business Strategy models and International Trade practices to the participants. It is likely to serve as the base to provide the guidance to think through International Business strategies with a truly global perspective. In a nutshell, PGDIBS equips today's managers with the necessary competencies to formulate strategies in global business scenario

### Programme Contents

#### Trimester 1

1. Global Strategic Management
2. Global Leadership Strategies
3. Cost Management Strategies
4. Economics of Pricing Strategies
5. Global Business Environment
6. IT Applications in Management
7. Business Statistics

#### Trimester 2

1. Corporate Financial Strategies
2. International Business Laws
3. Global Sourcing
4. International Marketing Strategies
5. Macro-Economic Policies
6. Services Marketing
7. Cross Cultural Management (Seminar paper)
8. Business Ethics (Seminar Paper)

#### Trimester 3

1. International Business Negotiation
2. Strategic Brand Management
3. Innovation and Technology Management
4. Change Management Strategies
5. Strategy Evaluation & Implementation
6. Strategic Alliance
7. Corporate Forex Management Strategies

## 5 reasons why?

- Learn about the Competence in business strategies along with the International Trade Practices.
- Learn what it takes to survive in the current Global Business Scenario
- Blend of global management strategies and International marketing strategies providing insights to change and adapt management strategies.
- Peer learning through rich student profile & networking opportunities
- Get the prestigious IIFT Executive Education Alumni Status

### The course aims to:

- Provides in depth understanding of international business management concepts across different functional areas
- Equip participants with the tools and skills required for strategic decision making
- Provide an understanding into the operational aspects of international business

### Pedagogy

Each course will provide a strong theoretical understanding substantiated with case studies, live corporate examples and general discussions.

In order to provide greater industry insights, business leaders from the different industries may be invited to share their experiences. There would be a pre-work and post work component in each course.

## Eligibility

- Working executives who are graduates (10+2+3 or equivalent) in any discipline are eligible.
- Working professionals wishing to participate in the programme need to have a minimum experience of 5 years.

## Who should attend

EPGDIBS program has been designed for middle and senior level managers with minimum 5 years of experience, who wish to make a career in International Business.

## Fee Structure

Application Fee	- INR 2,500/-* + GST
Registration and Processing Fees	- INR 9,000/-* + GST
Program Fees	- INR 3,36,000/-* + GST
Books/Study Materials	- INR 15,000/-* + GST
Campus Fee and Alumni Fee	- INR 20,500/-* + GST

**Total Fee** - INR 3,71,500/-\*  
(exclusive of App and Reg.Fee)

Note:

\*Fees mentioned above are exclusive of GST.

GST (currently @ 18%) will be charged extra on these components. Any extra payment due to any change in applicable taxes during the tenure of the program will have to be borne by the students

**Duration-** 18 Months

**Days of the week-** Sunday 9:00 am - 3:30 pm

**Frequency-** Once a week

### Campus visit

1 Port Visit

1st Campus Visit - 6 days

2nd Campus Visit - 6 days

3rd Campus Visit - 6 days

## Course Fee Installment Schedule

I	II	III	IV
14-11-2020	14-02-2021	14-05-2021	14-08-2021
84,000/- + GST	84,000/- + GST	84,000/- + GST	84,000/- + GST

**Class Start:** November 2020



### IIFT Kolkata Campus

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