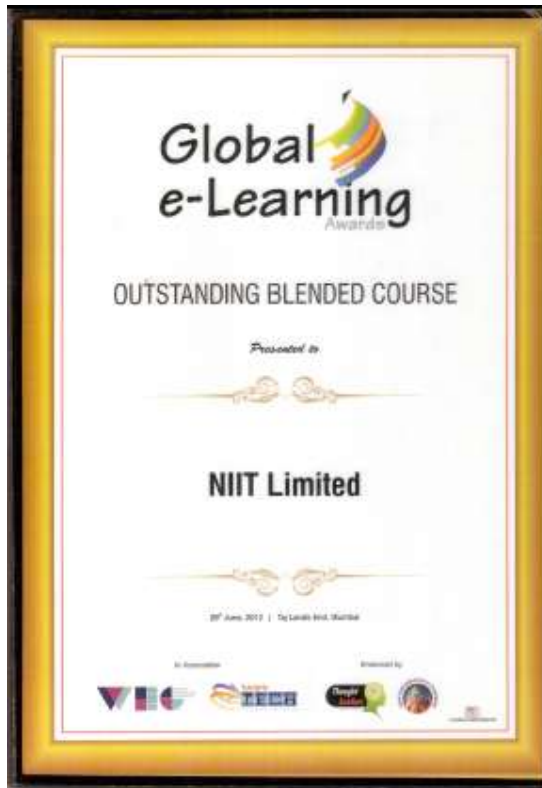


Post Graduate Diploma in International Business Strategy Batch 02



Indian Institute of Foreign Trade,
New Delhi



Post Graduate Diploma in International Business Strategy was awarded **‘Outstanding Blended Course’** at the World Education Congress, on 29th June 2012.

Broad Contours of Program

Unique Program Features

Who Should Attend

Program Profile

About the Institute

Program Architecture

Application Procedure

About NIIT Imperia

Detailed Module Contents

BROAD CONTOURS



Program Director: Prof. Mridula Savitri Mishra from IIFT New Delhi

Duration: 1 Year

Eligibility: Graduation in any discipline and minimum 5 years of experience

Schedule: Saturday, 5:30 PM to 9:45 PM and Sunday, 12:30 PM to 6:00 PM

Program Fee: Rs. 2,86,000 (Rs. 15,000 additional fee for books and study material, Rs. 5,000 as alumni fees. Campus Visit charges extra) (Fee payable in Installments. Educational Loan Facility available)

UNIQUE FEATURES



- Only program focusing on the International Business Strategy
- Extensive Use of Case Studies, Live Corporate Examples, use of business simulations like INDUSTRAT
- Three 5-Day IIFT Campus Visits during the program at the start of each term
- 2 Port Visits (Dry Port and Wet Port) and 1 optional International Visit to Nyenrode University, The Netherlands
- Selection to the program based on comprehensive evaluation of background, current profile, experience and motivation (Statement of Purpose) of the applicant
- Post Graduate Diploma after successful completion of the program from IIFT New Delhi
- Participants successfully completing the program are granted IIFT alumni

WHO SHOULD ATTEND ?



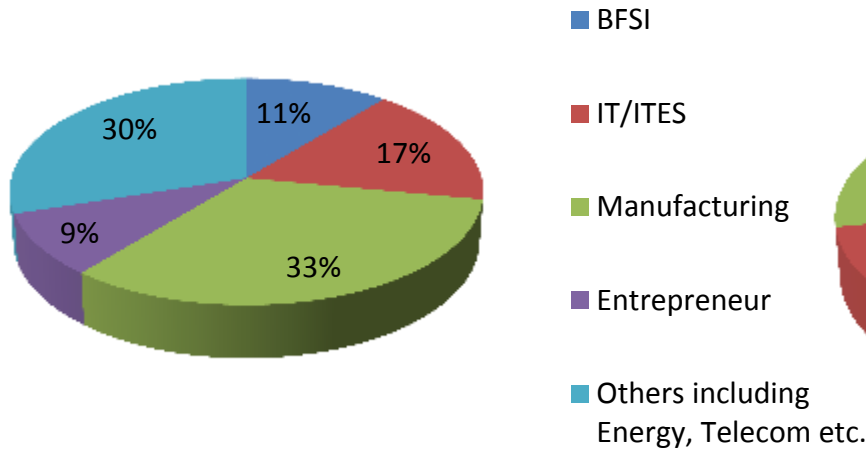
- Managers and Senior Professionals aspiring for strategic and decision making roles
- Entrepreneurs interested in expanding their business in international markets
- Executives/entrepreneurs involved in export-import businesses



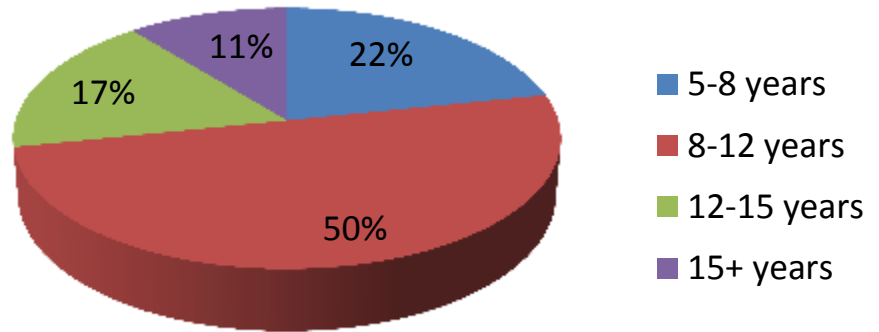
PROGRAM PROFILE

(based on previous batch profile)

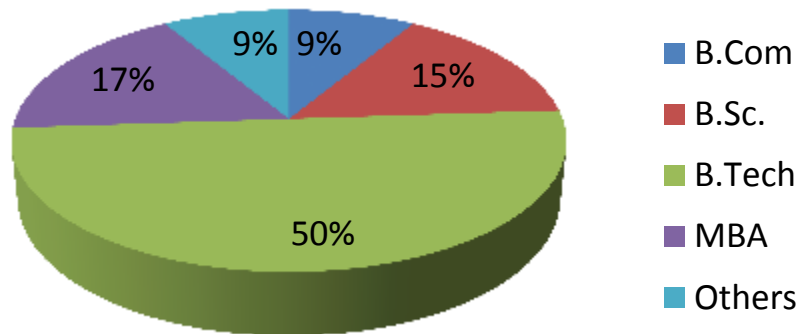
PROFILE OF STUDENTS



Representatives from all industry Sectors



Rich in experience from 5 years to 30 years



Diverse educational background

STUDENTS FROM TOP ORGANIZATIONS*



* Indicative list

PGDIBS 02 Ver. 1.0 26-07-2012

SAMPLE DESIGNATIONS*



- **Founder CEO** – AU Software Technologies
- **Zonal General Manager** – GAIL India
- **Director** – Luminous Infoways
- **National Sales Manager** – Oracle
- **DGM** – Shree Renuka Sugars
- **GM Ops Asia** - Omnex
- **Sr. Manager** – Dell
- **Area Manager** – Tata Motors
- **Manager** – Accenture
- **Group Leader** – Amdocs Delhi
- **Project Manager** – Infosys

* Indicative list

PGDIBS 02 Ver. 1.0 26-07-2012

ABOUT IIFT NEW DELHI



- IIFT is the premier institute in field of International Business
- IIFT was established by Ministry of Commerce, Government of India in 1963
- IIFT New Delhi is a deemed university and its programs are recognized by UGC
- IIFT has undertaken path-breaking research studies with organizations like WTO, World Bank, UNCTAD etc.
- IIFT alumni includes prominent business leaders like:
 - Manu Sawhney, M.D. ESPN Star Sports
 - Siraj Chowdhary, CEO, Cargill India
 - Rashesh , CEO, Edelweiss Capital
 - S.K. Roongta, M.D. Vedanta Aluminium

For more information about the institute, please visit www.iift.edu

Dr. Mridula Savitri Mishra

Assistant Professor , Marketing, IIFT New Delhi



Qualification Ph.D and ME from BITS-Pilani, MBA (Marketing)

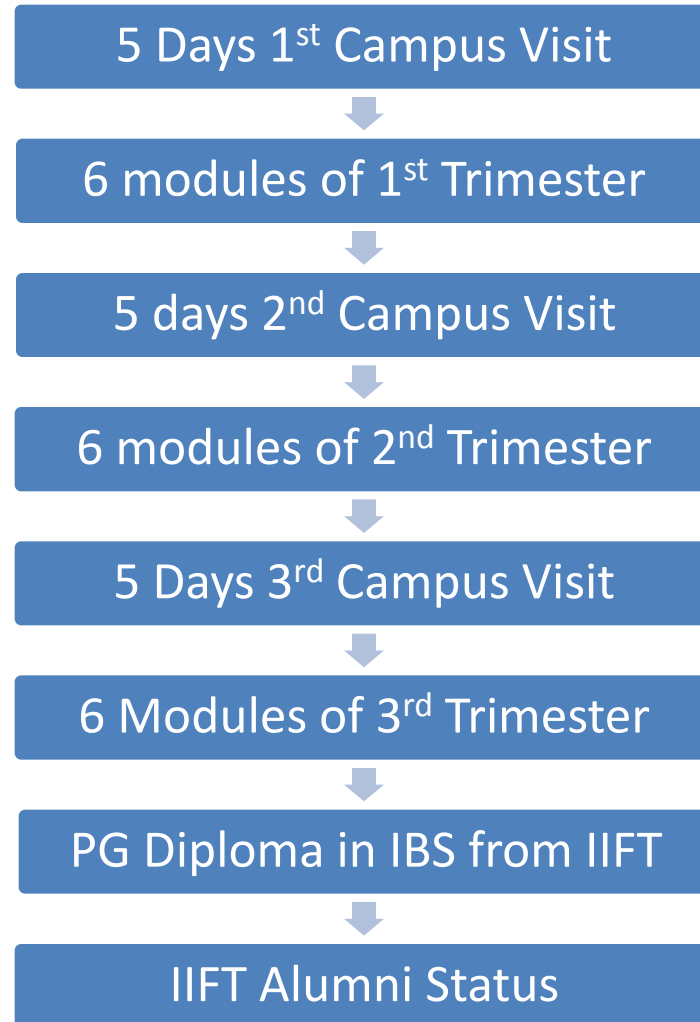
Areas of Interest / Specialization

- Retail Management and Distribution Management
- Market Research
- Advertising and Sales Promotion
- e-Business
- Management Information System

Work Experience: 8 years in Academics and 2 years in Industry.

- **Prof. Satinder Bhatia, Chairperson, ICCD, IIFT New Delhi**
The Post Graduate Diploma in International Business Strategy (PGDIBS) helps a strategist or visionary hone his skills in strategy formulation and evaluation. This is a unique blend of courses of strategies in different areas like Finance, HR, Marketing etc.
- **Prof. Mridula Savitri Mishra , Program Director, PGDIBS**
The program aims to develop competence in discipline and skills associated with business strategy. It is specially designed for executives of companies expanding or planning to expand their operations in the international market

Program Architecture



PROGRAM MODULES



Trimester I	Hours	Trimester II	Hours	Trimester III	Hours
Global Strategic Management	30	Corporate Financial Strategies	30	International Business Negotiation	30
Cost Management Strategies	30	International Business Law	30	Strategic Brand Management	30
Economics of Pricing Strategies	30	Corporate Forex Management Strategies	30	Innovation and Technology Management	30
Global Leadership Strategy	30	Global Sourcing	30	Change Management Strategies	30
Global Business Environment	30	International Marketing Strategies	30	Strategy Evaluation & Implementation	30
Decision Making using IT	30	Macro Economic Policies	20	Strategic Alliance	30
Research Methodology	10				
Research Project on Developing a Global Business Plan and Sectoral Business Strategies					30
2 Port Visits (Dry Port and Wet Port) 1 optional International Port Visit					30

- **Attendance Criteria**

- Minimum 66% Attendance in each module
- Minimum 80% Attendance in the entire program

- **Certification Criteria***

A student will be eligible for award of PG Diploma only if the following criteria are met at the end of third trimester.

- CGPA of at least 2.33

- Not more than 12 Deficit Grade Points

* For details please refer to Program Handbook available on www.niitimperia.com

SAMPLE CERTIFICATE FROM IIFT



012600

INDIAN INSTITUTE OF FOREIGN TRADE



DEEMED UNIVERSITY

SAMPLE CERTIFICATE

This is to certify that

ABCD

has attended

Post Graduate Diploma in
International Business Strategy

Conducted from Jan'2012 to Jan 2013
and passed the prescribed exam


Registrar


Director

SAMPLE CERTIFICATE FROM NYENRODE UNIVERSITY





ABOUT NIIT IMPERIA

- Technology:
 - Inbuilt Redundancies
 - Infrastructure to reduce breakdown (Extended C-Band)
- Student Facilities
 - Transit: when travelling to other cities
 - Transfer: permanent change in location to other city
 - Recorded Lecture: when absent in a session
- Students Services
 - Students Services Portal
 - Learning Management System
 - Collaborative Environment
- Availability of Trained professional to address queries between 9 AM to 9 PM, 365 days
- Continuous Communication
 - Mails
 - Phone Calls
 - SMS

FEE PAYMENT SCHEDULE



- The fee can be paid by cash, cheque or DD drawn in favor of “NIIT Ltd. Imperia Collection Account”
- The fee can be paid in installments as given below:

Installment Schedule		Application Fee**	Initial Amount* #	Registration Fee *	I*	II*	III*
	Month					Feb, 2013	Apr, 2013
Amount		Rs. 1124/-	Rs. 10,000/-	Rs. 104,400/-	Rs. 57,200/-	Rs. 57,200/-	Rs. 57,200/-

**Application Fee is non- refundable

* Inclusive of service tax

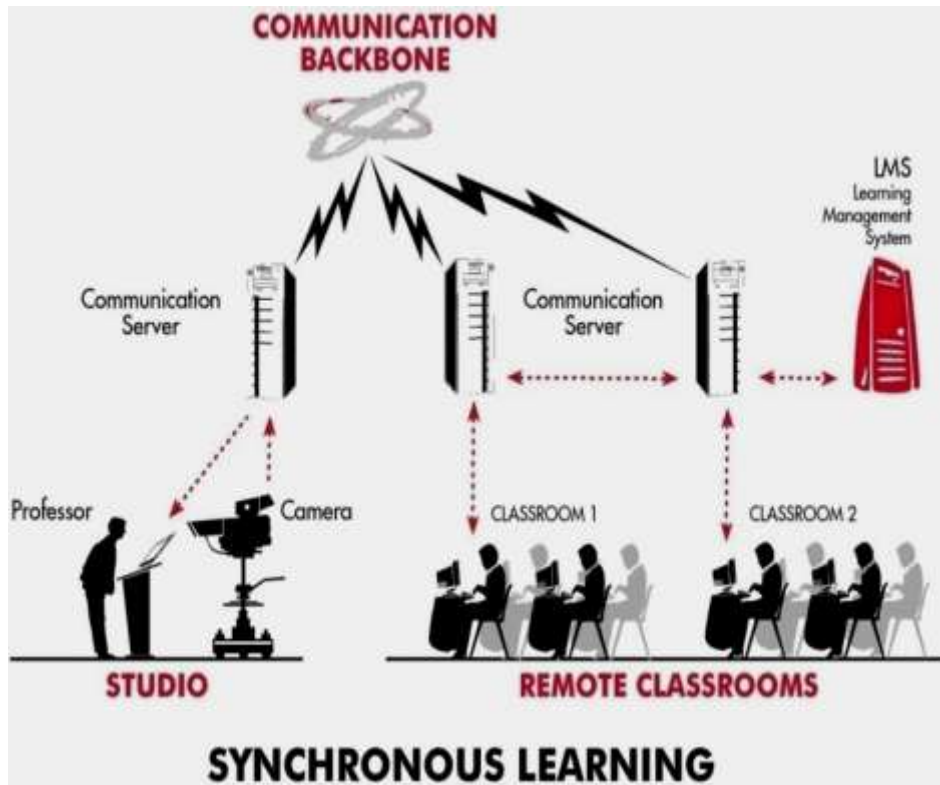
The initial amount will be NON- REFUNDABLE if the applicant is selected by the Institute

If the applicant is Not selected by Institute, initial amount will be refunded within 30 days from result declaration date.

***It is suggested that applicants complete the admission/ registration formalities as soon as possible due to limited availability of seats at the centres.**



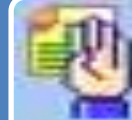
- ❑ 35 Classrooms across 22 Cities in India
- ❑ Direct one-to-one interaction is ensured through individual ICT systems for each student:
 - High-performance PCs
 - Webcam
 - Audio system and microphone at each workstation, connected directly to faculty at institutes
- ❑ Classroom interactions & ambience are facilitated by clusters of student-stations and camera & projection systems that span the full classroom.
- ❑ Learning Management System (LMS):
 - program-specific notices
 - online submission of assignments
 - reminder services
 - online testing
 - student records



REPLICATION OF LIVE CLASSROOM



Full features of face-to-face teaching

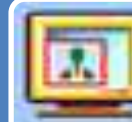


Raised-hand-seeking-teacher's-attention

[Click here to play NIIT Imperia Video](#)



Tabulation of responses



Quizzes randomly created by the teacher



- What is Information Session?
 - It is a telephonic conference call arranged for interested participants, to address their specific queries regarding the program
- Why should I attend the conference call?
 - To evaluate the program rigorously and in depth before taking a final decision
- Who will host the call?
 - NIIT Imperia Product Management & Academic Team would address the queries regarding the program
- How can I register for the conference call?
 - Register Online using the following link – <http://bit.ly/pgdibsconcall>

Application period

- Application for the Batch will commence in July 2012 and will close in October 2012

Application forms

- Application forms can be obtained from www.niitimperia.com or at local NIIT IMPERIA Centres
- Applicants can also apply online at www.niitimperia.com

Classes would commence on or after Nov. 2012

DOCUMENT REQUIRED



- 1 Passport size photo affixed [*Latest photo with light backdrop*]
- Proof of Date of Birth [*DOB Certificate / 10th Std Mark sheet*]
- Proof of Graduation Completion [*Provisional / Degree Certificate*]
- Proof of Graduation % [*Graduation Marks sheets for all years*]
- Proof of Experience [*Experience Certificates as supporting documents for all the jobs mentioned in the form*]
- Proof of Current Employment [*Letter from the HR with current date / Latest Pay slip*]
- *All the documents have to be self attested by the candidates*



MODULE WISE CONTENT

(as finalized for batch 01)

Key Course Objectives This course will help to develop an understanding of and appreciation for the concepts of strategic management in the perspective of global markets.

Focus on a set of analytical tools, to develop skills in analyzing, evaluating, formulating, and implementing competitive strategies.

The format would emphasize case analyses and class discussion.

Key Course Objectives

This course presents a comprehensive, integrative, and practical focus on leadership and management. It is based upon a framework that analyzes leadership and management at different levels: individual leadership, team leadership, and organizational leadership.

MODULE CONTENTS

- What is a Leadership Strategy?
- Creating the Leadership Strategy
- Creating the Leadership Development Strategy
- Implications for Talent Acquisition, Talent Sustainability and Leadership Practices
- Getting Results and Building the Talent your Organization Needs
- Developing Global Business Opportunities
- Managing Diversity
- Managing Crisis

Key Course Objectives

Cost leadership strategies are business tools that give companies a competitive advantage in the economic marketplace. Industry leading companies usually have the best plan for obtaining business inputs at the lowest cost and transforming those inputs to consumer goods or services the cheapest way possible. Understanding the needs and wants of consumers is another important factor in cost strategies.

MODULE CONTENTS

- Understanding Costs in a Global Setting
- Structural Cost Drivers
- Operation Cost Drivers
- Strategic Use of Activity-Based Costing
- Preparing a Strategic Plan for Cost Management

Key Course Objectives

Introduces participants to microeconomic theory and its application to business problems and decision making, such as consumer behavior and pricing theory and practice. Foreign Trade Pricing issues.

MODULE CONTENTS

- Proactive Pricing Decisions
- Cost and the Competition Factors of the Pricing Process
- Profitable Pricing Strategies and Tactics
- Perceived-Value Pricing
- Segmented Pricing
- Price-Bundling
- Dynamic Pricing over the Product-Life-Cycle
- Product-Line Pricing
- Pricing through the Marketing Channels
- Price Competition.

Key Course Objectives

The course aims to introduce the students to the increasing integration of the world economy and familiarize them with a wide range of topics such as international trade theories, the international trading environment, the regulatory environment, the cultural and technology environments, and the role of competitive strategy of firms in international business.

MODULE COVERAGE

- Application of Trade Theories
- Role of Multilateral Institutions like WTO, World Bank, and UNCTAD in International Business
- Impact of changing govt. policies on globalization and regionalization
- Legal framework of International Business
- International Arbitration and Disputes
- Antitrust Laws
- IPR issues

Key Course Objectives

The objective of this course is to provide the statistical foundations required to make informed decisions, backed up by data. The students will learn concepts that enable them to understand topics such as corporate risk, market research and quality control, which are encountered later in the programme.

MODULE COVERAGE

- Statistical Data Analysis
- Reviewing Distributions,
- Estimation (Point Estimates and Confidence Intervals)
- Hypothesis Testing
- Multi-variate Analysis

Key Course Objectives This course focuses on the core IS capabilities that IS managers must consider when managing technology within their organization. Fast-paced changes in technology require successful IS managers to quickly understand, adapt, and apply technology when appropriate.

MODULE COVERAGE

- Core IS Capabilities
 - Business and IT vision
 - Design of IT architecture
 - IT service delivery
- Implications new technologies
- IT tools for interpreting data
- Quantitative and Statistical tools for data analysis and interpretation

Key Course Objectives A course in law as it applies to international business transactions in the global political legal environment. Study of inter-relationships among laws of different countries and the legal effects on individuals and business organizations.

MODULE COVERAGE

- Agency agreements,
- International contracts and administrations
- Regulations of exports and imports
- Technology transfers
- Regional transactions,
- Intellectual property, product liability, and legal

Key Course Objectives This is the capstone course among corporate finance courses. It deals with the co-determination of financial policy and business strategy.

MODULE COVERAGE

- Designing a financial strategy for companies after IPO.
- Designing a financial strategy along with major corporate restructuring
 - Divestitures,
 - Asset sales
 - Going private
 - Bankruptcy
- Innovative corporate financial engineering
 - Fast growing companies,
 - Companies that face a rapidly changing environment

Companies with drastic restructuring needs.

Key Course Objectives Macroeconomics analyses the main mechanisms behind economic fluctuations in relation to short-term issues (inflation, unemployment) and long-term issues (growth, international trade).

MODULE CONTENTS

- International Marketing of Industrial and Consumer Products
- Identification of Export Markets
- Product Development and Adaptation
- Export Pricing
- Selection of Agents and Other Distribution Channels,
- Procurement for Exports
- Settlement of Trade Disputes
- Marketing Information System
- International Tendering and Sub – Contracting.
- INDUSTRAT –Simulation

Key Course Objectives

This course analyses the international finance environment within which banks, other intermediaries and companies operate and how it affects their operations in treasury.

MODULE COVERAGE

- Foreign Exchange Market
- Money Market
- Bond Market Operations
- Treasury Management
- Tools for Minimizing Risk

Key Course Objectives

This course will cover the topics like need for change, From trial and error to the science of management., Developments in organization. Internal and external change and managers.

MODULE COVERAGE

- Japanese Approach to Change management
- Power , Politics, Culture and Change
- Contemporary Approach to Organizational Change
- Strategy Development and Change Management
- Changing Internal Relationships and Attitudes
- Changing External Relationships.
- Choice Management Vs Change Management

Key Course Objectives

This course addresses the development of two skills deemed essential for the international business person: Professional cross-cultural Negotiation and Strategy formulation.

MODULE COVERAGE

- Intercultural Negotiations
- Strategy Formulation
- International Business Planning
- Analytical Decision-Making Framework
- Decisions in Cross Functional Teams

MODULE COVERAGE

- Planning and Evaluating Brand Strategies
- Contemporary Theories & Models for Better Branding Decisions
- Application of Branding Principles at the Consumer Level
- Managerial Decision-Making with Respect to Brands

Key Course Objectives The cost and time required to create a new product or service are so large that lack of a perfectly aligned and executed innovation strategy can be extremely wasteful.

"You must create an innovation strategy that is aligned with not only your firm's core mission and values, but with your future technology, supplier, and manufacturing strategies. Lack of alignment between product and process architectures rapidly increases cost and risk. If your development process and organization structure are not matched to each other and your firm's strategy, you're in even deeper trouble."

MODULE COVERAGE

- Innovations across Technology, Products, Design, Service, Distribution and Operations
- Market and Competitive Analysis
- Understanding Competitive Industries
- Evaluating a Firm's Competitive Strategy
- Legal and Business Strategies for Protecting Intellectual Property

Key Course Objectives

In this course, managers learn how to collaboratively develop performance goals; provide feedback and coaching toward those goals; and review performance results. These three activities make up the performance management cycle.

MODULE COVERAGE

- Performance Management Process
- Performance Competencies of Organization
- Assessing Employee Strengths and Development Opportunities
- SMART Goal-Setting Formula

Key Course Objectives This course examines the theory and practice of creating and managing different types of strategic alliances

MODULE COVERAGE

- Types of Strategic Alliances
 - Joint Ventures
 - Licensing Agreements
 - Buyer Supplier partnerships
 - Consortia
- Costs and benefits of strategic alliances
- Designing strategic alliances
- Avoiding potential problems and complications



For any Queries Or Doubts,

Call Us At **18002660304**

or

Write to imperia@niit.com

Please [Click Here](#) to register for Information Session