



IIFT NEW DELHI
POST GRADUATE DIPLOMA IN INTERNATIONAL BUSINESS STRATEGY
(PGDIBS) – 2011-12

PROGRAM OBJECTIVES

This program aims to develop competence in disciplines and skills associated with business strategies. It also introduces contemporary business strategy models and international trade practices. In a nutshell, PGDIBS equips the present day managers with necessary competencies to formulate strategies in the global business scenario.

WHO SHOULD ATTEND?

- The program is specially designed for companies expanding/planning to expand their operations into International markets. The Professionals of these organizations and also the entrepreneurs willing to go international can find the program useful.
- The program would also be useful for the professionals who are in the key decision making roles.

ABOUT IIFT NEW DELHI

- The Indian Institute of Foreign Trade (IIFT) was set up in 1963 by the Government of India. As an autonomous organization it aimed professionalize the country's foreign trade management and increase exports by developing human resources; generating, analyzing and disseminating data; and conducting research
- The institute's portfolio of long-term programs is diverse, catering to the requirements of aspiring international business executives and mid-career professionals alike.
- IIFT is a deemed university established under section 3 of the UGC Act, 1965 vide [Notification no. F 9-31/2001-U, 3 of the Government of India]. It is accredited by NAAC as a Grade 'A' institution.

For more information, please visit www.iift.edu or www.niitimperia.com

PEDAGOGY

Each course will be taught with the help of case studies, live corporate examples and general discussions. In order to provide greater industry insights, business leaders from different industries may be invited to share their experiences. There would be a pre-work and post work component in each course.

PROGRAM DESIGN AND DURATION

- Duration: One year
- Frequency: Twice a week
- Class Schedule: Saturday, 12:30 pm to 6 pm & Sunday, 6:30 pm to 9:30 pm
- Delivery: Through classes at NIIT Imperia Centre for Advanced Learning in your city*, using Synchronous Learning Technology platform
- Campus Visit: There will be one campus visit in the beginning of each trimester. Each campus visit will be of 5 days (Wednesday to Sunday)
- Alumni status: IIFT alumni status to the successful participants

PROGRAM STRUCTURE & CONTENTS (Applicants are advised to go through the detailed program content also.)

Trimester 1	Trimester II	Trimester III
Global Strategic Management	Corporate Financial Strategies	International Business Negotiations
Global Leadership Strategies	International Business Laws	Strategic Brand Management
Cost Management Strategies	Corporate Forex Management Strategies	Innovation and Technology Management
Economics of Pricing	Global Sourcing	Change Management Strategies
Global Business Environment	International Marketing Strategies	Strategy Evaluation & Implementation
Decision Making Using IT	Macro Economic Policies	Strategic Alliances
Research Methodology		
Research Project on Developing a Global Business Plan		
Port Visit		

PROGRAM FACULTY

Program Director: Dr. Mridula S. Mishra.

Faculty for the programme will be drawn from the institute as well as trade and industry.

For further information from IIFT contact:

Ms Nalini Meshram

Section officer, ICCD

nalini@iift.ac.in

EVALUATION

- Evaluation by: IIFT Faculty
- Evaluation Structure: Mid and end module examinations
- Evaluation Mode: Evaluation may also include one or more of the following:
Online Assessment/Case Study Discussions/ Quiz/Assignments/Offline Assessment (paper-pencil test)/class participation

The final decision on evaluation methods rests with the institute and may change without prior intimation. Based on the performance in the assessments, participants are awarded grades (Excellent, Good, Average, Poor) in every module.

CERTIFICATION

Participants with poor grades in not more than two modules will receive a 'Certificate of Completion'. Participants with more than 2 poor grades but fulfilling all other qualifying criteria will receive a 'Certificate of Participation'. Certificates shall be issued directly by IIFT New Delhi.

ELIGIBILITY CRITERIA AND SELECTION PROCESS

- Applicants should be working professionals/self-employed (need to produce supporting proof)
- Graduates (10+2+3) in any discipline with min. 50% marks [aggregate- considering results of all years (e.g. 3 or 4 together)] recognised by UGC/AICTE
- Minimum 8 years of work experience post completion of graduation is required as on October 1, 2011

Eligible applicants will be selected on the basis of the assessment of background and motivation (Statement of Purpose - Annexure I of the Application Form) based on the application form submitted. IIFT can also call some applicants for further screening through a personal interview.

Selected applicants need to resubmit the latest proof of current employment at the time of registration.

FEES AND PAYMENT SCHEDULE

- Program Fee: ₹2,60,000/-
- The fee above is inclusive of all academic charges & examinations
- A deferred payment facility exists with the following schedule:
 - With Application#: ₹10,000/-
 - On Registration: ₹94,000/-
 - Installment 1 (February 2012): ₹52,000/-
 - Installment 2 (April 2012): ₹52,000/-
 - Installment 3 (June 2012): ₹52,000/-(Students to submit the PDCs towards future instalments as per the due dates at the time of registration).
- All fees are non-refundable. Fee can be paid by cash, or cheque/demand draft drawn in favour of 'NIIT Ltd. Imperia Collection A/c'

For each campus visit, participants are required to arrange for boarding, lodging & travel on their own. Participants may choose to stay at hotels offering special rates for IIFT students. The list shall be shared during the orientation session and uploaded on the NIIT Imperia website.

- Study Material Fee: ₹15,000/- (to be paid directly to IIFT at the time of registration)
- Alumni Fee: ₹5,000/- (to be paid directly to IIFT on completion of program)

#Initial payment will be refunded completely if the applicant is not selected for the program by the institute. This does not include the application amount of ₹1000/-

Initial payment will not be refunded in case of any/all of the following conditions:

- The application is found to be incomplete or inaccurate at any stage of scrutiny (appearing in the interview does not confirm application acceptance/clearance of scrutiny)
 - The applicant is offered a seat for the program and does not join before the date mentioned in the offer letter
- It is the responsibility of the applicant to ensure that the application is complete in all respects.

The selection offer letter is for a specific batch of a program. Neither the offer for admission nor the initial amount is transferable to any other program or batch.

BANK LOAN FACILITY

Up to 90% of the program fee can be availed as customised education loan from leading banks to enable the participants to spread the repayment over a period of 36 months. However, the applicant shall be eligible for bank loans as per the concerned bank norms.

Neither NIIT Imperia nor the institute will be held responsible for any delay in disbursement of the bank loan.

HOW TO APPLY

- Visit www.niitimperia.com to fill the application form online
- Application forms can be obtained from local NIIT Imperia Centres or downloaded from www.niitimperia.com

Application fee of ₹1000/- and initial amount of ₹10,000/- is payable at the time of application submission.

IMPORTANT DATES

Application Foreclosure Clause:

Please be aware that seats are limited at every location for this program. Therefore,

1. Applications can be foreclosed anytime (at all or some select locations) with a 7 day notice posted on the NIIT Imperia website.
2. Applicants are advised to apply as early as possible to avoid rejection of their application form.

Early Bird Offer:

An Early Bird Offer** of ₹10,000/- off on the overall program fee exists for those who meet **all** of the following conditions:

- a) Fully complete and valid applications received by September 14, 2011.(Early Bird)
- b) Last date for application October 10, 2011
- c) Appear in interview by October 22, 2011 (From the center in your city)
- d) Complete registration formalities on/before the last date mentioned in the offer letter.

Those who meet (a) and (b) mentioned above if selected by IIFT, will be intimated formally through the offer letter issued by NIIT Imperia.

*** This is solely at the discretion of NIIT Imperia, and IIFT has no role in this offer. Conditions Apply.*

Batch Start Date^{##}: December, 2011

Please refer to www.niitimperia.com for important dates and admission specific information.

For details on other academic processes and student facilities at NIIT Imperia, please refer www.niitimperia.com. Some of the facilities provided by NIIT Imperia are governed by the institute regulations. Terms & conditions apply.

##Exact date to be notified. Batch start date and campus dates may be subject to change by the Institute.

To attend free information session and further details, visit www.niitimperia.com

Call: 1800 180 6060 or 1800 266 0304

Email: imperiam@niit.com or SMS <IMPERIA> to 56070

***NIIT IMPERIA Centres:** **Ahmedabad:** 303, 3rd Floor, 3rd Eye Building, Panchvati Circle, C G Road, Ahmedabad - 380006; **Bangaluru:** 1st Floor, No.74-2, Sanjana Plaza, Elephant Rock Road, 3rd Block, Jayanagar, Bangalore - 560011; **Bhopal:** 132, Mezzanine Floor, Zone-II, M.P. Nagar, Bhopal - 462011; **Bhubaneswar:** 2nd Floor, 610, Shahid Nagar, Bhubaneswar - 751007; **Chandigarh:** SCO 156 -157, IIInd Floor, Sector 34 A, Chandigarh; **Chennai:** 1st Floor, 27 & 28 Dowlani Towers, Dr.RadhakrishnanSalai, Chennai - 600004; **Coimbatore:** 2nd & 3rd Floor, Alagu Tower, No 393 – 394, 8th Street Corner, 100 Feet Road, Ganthipuram, Coimbatore – 641012; **Hyderabad:** 2nd Floor, 205 & 206, Babukhan Estates, Basheerbagh, Hyderabad - 500002; **Jaipur:** 2nd Floor, SDC Building, Arihant Plaza, Kailgiri Road, Malviya Nagar, Jaipur – 302017; **Jamshedpur:** 122, Yashkamal Complex, Bistupur, Jamshedpur - 831001; **Kolkata:** 6B Pretoria Street, 1st Floor, Kolkata -700071; **Lucknow:** 6B, SAS House, 1st Floor, Sapru Marg Lucknow - 226001; **Mumbai:** C3, Ground Floor, Baram Building, Bandra Kurla Complex, Bandra East, - 400051; **Thane:** 1st floor, Kanchanganga Building, Opp. Jadish Book Depot, Station Road, Shivaji Path , Thane West – 400601; **Mysore:** VV Mohalla, PDR Atrium, #CH 19/1(1028), 2nd Floor (Above MY STORE), JayalaxmiVilasa Road, Chamaraja Mohalla, Mysore - 557004; **Nagpur:** 3rd Floor, Bajaj Wing, Mangalwari Complex, Sadar, Nagpur - 440001; **Nasik :** First Floor, Hotel Farmaish, Above Dominos Pizza, D'souza Colony, College Road, Nasik - 422 005; **Delhi – Dwarka:** 301-304, Pankaj Plaza,Plot-9, Sector -6 Market, Dwarka, New Delhi; **Delhi – Nehru Place:** 3rd Floor, Chiranjeev Towers, Nehru Place-110019; **NCR - Gurgaon:** SCO 26 Old Delhi Road Sector,14 Gurgaon – 122001; **NCR – Noida:** : 601-602, 6th Floor, Ocean Complex, Opp. The Great India Place, Sector -18, Noida; **Patna:** Below NIIT Ashok Rajpath centre, Naveen Khoti, 1st Floor, Ashok Rajpath, Opp. KhudaBaksh Library, Patna - 800004; **Pune:** 601/602, Karan Selene, Above Yes Bank, Bhandarkar Road, Pune – 411004