

Indore Institute of Management & Research

BBA (Foreign Trade)

Program Guide 2016-17

INDORE INSTITUTE OF MANAGEMENT AND RESEARCH

BACHELOR OF BUSINESS ADMINISTRATION (FOREIGN TRADE) PROGRAM

With the globalization of Indian economy, many multinational companies are coming to India and many Indian companies are going abroad for joint ventures. In recent times, businesses are not just limited to the country; they are expanding at a faster rate. This has give enormous scope to professionals of foreign trade to find more job opportunities in India. Hence, there is a huge demand of skilled professionals in this field. Moreover, candidates pursuing degree courses in this field have various global career opportunities in manufacturing companies, banks, government agencies, financial institutions.

BBA (FT) with additional teaching of practical training in establishment of foreign trade based enterprise. With the implementation of 'Make in India' program by the Govt. of India, foreign trade sector will be on top priority. Exports directly affect the foreign exchange reserve and have a positive effect on BOP. This program will not only have a focus on developing 'Foreign Trade Executives' who will be expert in Export Management activities like Marketing and Product Selection, Processing of Export Orders, Export incentives, Export Import procedures and Documentations, but also on development of 'Export Entrepreneurs'.

Eligibility: Students passed 12th with 50% marks.

Why IIMR:

The Institute has been ranked consistently in the upper edge of top ranking business schools in the nation - wide surveys carried out by the known agencies, which has enabled the Institute to achieve significant position amongst B-schools in the central part of the country. The achievements of the Institute in a short span of seven years of its existence have been appreciated widely.

Most of the courses are taught to inculcate in the students the ability to analyze the problems and to develop analytical skills and an appropriate approach to problem solving. Management games and cases are used to simulate business environment, develop involvement and participation and make the learning purposeful and effective.

Expert visiting faculty is also invited in the Institute to take classes especially in foreign language/foreign country orientation and management related subjects.

Seminars and extramural lectures are organized from time to time for students to encourage prospective professionals to be skillful in seeking and acquiring knowledge rather than having it imparted in the classrooms only.

The Institute offers consultancy service to industrial and business units through its faculty especially in the areas of finance, marketing, human resource management, systems and typical problem areas of general management.

Unique '*My Enterprise*' Program

IIMR conducts a unique and state of the art '*My Enterprise*' program. It is an integral part of 3 year BBA (FT) course in association with export houses, international carrying-forwarding agencies, international customs clearance agencies and international taxation consultants of repute. Candidate is guided to establish an enterprise of his/her own choice for export / import of material as a startup enterprise. The student is guided extensively either to secure an export order or to fetch a job in the area of export and import. The program includes national and international internships and industry visits spread over semester I to IV.

Teaching Areas and duration:

The Foreign Trade major offers a critical mix of practice and theory to give students a thorough understanding of the international trade, export import management, international documentation and taxation. BBA (FT) at IIMR widens horizon of understanding international business and forces of globalization in accordance with present times. It provides professional and experiential learning to kick start your carrier's early in life in the area of international marketing, international documentation, HRM and logistics. The BBA (FT) enhances prospective employability of the students with banks, Export- Import Companies and Companies having Global Business Presence. It also facilitates exposure to overseas countries through foreign tours to acquire an insight of their vibrant culture and trade practices. The teaching will be done by state of art material and industry focused areas so as make students ready and most desired candidates in industry. The faculty to be drawn from Industry and method of teaching shall be based on live cases lectures and other state of art pedagogy.

The Course Modules:

Module Zero: Focused on skills required to study management, like analytical and problem solving skills, Basic Computing and internet, written communication skills

Module 1: Curriculum provided by DAVV which is divided in 6 semesters over a period of three years.

Module 2: classroom teaching and practice of various international languages like French and German.

Module 3: Certifications in the area of international trade
Certificate in Export and Import Management

Certificate in Shipping and Logistics Management
Certification in Cross Border Taxation

Teaching Methodology

Apart from the regular classroom teachings:

1. Case study method is used to supplement the lecture method in the classroom.
2. Teamwork is emphasized. Students are given group projects and are encouraged to work together.
3. Various student events are organized to help and developed leadership skills.
4. The Institute has developed an English language lab to provide training to the students to overcome any inhibitions in the language and expose them to the corporate communication.
5. Seminars are organized to chisel the presentation skills of the students, besides exposing them to real life experiences.
6. Students with different backgrounds, qualifications and learning styles are encouraged to bring in their experiences and perspectives as key learning.
7. In both individual and team-based projects, students constantly challenge themselves and are inspired to give their best in an academically rigorous yet open-minded environment.
8. Films are used to teach various management concepts.
9. The Institute houses a central T.V. which runs live CNBC to ensure constant updation of knowledge.
10. The Institute provides "Business Standard" to its students to enhance knowledge.
11. The National Entrepreneurship Network cell provides hands-on experience of start-up business.

Placement opportunities

International Business/Foreign Trade is a lucrative profession. It is a combination of all the segments such as marketing, documentation, shipping and packaging, pricing, sourcing, costing, distribution, market research, export finance and foreign exchange. Professionals in this field can get employment in both private and public sector. Public sector offer jobs in the State Trading Corporation, Mineral Trading Corporation, World Trade Organization, International Monetary Fund, and World Bank. Even after gaining specialization in international business from a reputed institute one can start a consultancy firm. Candidates having qualification in international business along with law degree can find opportunities in the legal affairs of international trade.

Tie-ups:

- **Foreign University Tie Up:** This tie up to be explored for offering extra credits for admission in PG programs in foreign university on preferential basis, as well as provide assured admissions in UK a university.
- **Internship tie-up:** One internship for 45 days in Industry. IIMR has exclusive tie up with various corporate firms for offering internship to students.
- **Cultural Exchange program:** This program shall be proposed with Govt agencies and NGOs.
- **International Student Admission:** Students are invited from African, SAARC and ASEAN countries to take admission at IIMR.
- **Industry Interface:**
 - **Industry Visit:** One in each semester
 - **Expert Lectures:** Industry persons shall address and share experience with students.
 - **Live Project:** One project in first four semesters will be offered.
 - **Campus Placement:** Semester five and six will have campus placement activity.

- **Job Oriented certification program:** Certifications and job oriented programs will be conducted

State of art Student Development Program: The program shall start with psychometric testing and comprehensive personal ability test. The training shall have following issues

1. **PD Training:** The module shall be running for four semesters and will focus on comprehensive personality development for targeting GMAT/CAT based admissions.
2. **Communication Skills training:** Intensive training on communication skills.
3. **Language ability Builder PROGRAM:** The program will start from scratch and shall focus on TOEFL GMAT for language ability.
4. **Quantitative aptitude builder program:** Focusing on aptitude development
5. **Theater and Drama Lab:** Shall be planned in association with Helen-O-Grady group from Australia.
6. **Meditation Lab:** Shall be working in association with Vipassana Training center at Indore.
7. **Mentorship Program:** Students will be assigned mentors for supporting their educational and personal development.
8. **Career Guidance cell:** Shall help students in identifying career avenues and selecting them

Life @ IIMR Campus: Away from the noise and pollution of the city, the institute is a haven of fresh air, unwinding roads and calm surroundings; until that calm is broken by the panic stricken cries of the students who have to meet unimaginable deadlines on any given day. Life at the IIMR Indore campus will be hectic, frenetic, downright hair-splittingly tiring but it is never dull. Between the many assignments, classes, positions of responsibility,

committees, activity and interest clubs will gainfully on regular basis. We will offer following

Life Supporting Workshops: One such workshop after semester examination of Sem I II III and IV

1. Photography
2. Dance and Drama
3. Writing for self expression
4. Fine arts
5. Sculpture
6. Music

Birthday celebrations: have become iconic on campus with more people than can be counted involved in wishing the birthday boy.

Celebration of culturally diverse festivals

Fun Activity: camp fire party, going out to the city in droves, make up the college of life on campus.

Student run activities: The distinctive features of the campus will be students run most of the things. The Students' Activities Council (SAC) will be the channel through which the student body will carry out most of its endeavors. Elected by the participants each year, the SAC is the source of administration, merrymaking and entertainment. The Cultural Committee shall organizes all the celebrations, dinners, Rock Concerts, Interaction with celebrity, bonfires, parties, antaksharis and many other activities.

Social Sensitivity Program: This will work under NGO formed by students and will work for improvement and development of society with social institutions or govt schools or such other bodies. It will involve CSR of various companies.