



Annamalai University

(the unitary, multi-faculty University accredited with 'A' Grade by NAAC)

and

CENTRE FOR INDIAN TRADE AND EXPORT PROMOTION

(a not for profit incorporated organisation to promote trade, industry, agriculture and exports)

jointly conduct a highly intensive practical exposure inbuilt unique hybrid mode

One Year Post Graduate Diploma in “Export Management and Entrepreneurship” (PGDEME)

A Must and Not to Miss Opportunity for:

- Entrepreneurs / Farmers / Small Exporters, those who wish to start exports, Women Entrepreneurs and others intend to start Home Based Export;
- Those who wish to set up Hi-Growth Manufacturing Units with minimum investment;
- NRIs wish to settle back in India as a prospective entrepreneur.
- Graduates and those who are studying PG seeking executive level placement / intend to become an Entrepreneur /Exporter;
- Employees of all sectors seeking excellent career growth;

Special Features of the Course

- A course with different dimension, with a complete practical exposure coupled with multiple post course options to choose from.
- Proper guidance will be given to choose one post course option to specialise and establish a successful career/Entrepreneurial ambition.
- Easy access to subject professionals
- More than 250 hours' face-to-face sessions in **Chennai** and **Bengaluru**.
- Hybrid and Tech Powered Learning
- Easy to understand and adopt enjoyable courseware
- the options to become successful exporter; to become successful entrepreneur, to be self-employed, to get executive level placement with high-level coordination by professional experts from concept to completion.

CITEP for its Course participants provides*...

- For exports sourcing of products, global marketing up to realisation of buyers' payment
- From concept to completion including marketing for setting up manufacturing units
- Self-Employment and High-Income Franchise Opportunities
- Excellent Executive Level Placement in leading corporates

(*Note: Post Course Facilities are governed separately under CITEP's T&C)

Entire curriculum approach of the course is different and innovative. Entire course is learner-centric. Post course multi faceted assistance is the unique speciality.



Syllabus and Mode of Study

The syllabus of the Course being designed in a much easy to understand format covering all facets of international trade management, entrepreneurship, soft-skill development in a simple and lucid English with options for specialisation.

Options to select (choose one)

- Option I** Export Product Development / Sourcing of Products, International Marketing and Negotiations
- Option II** Entrepreneurship, Technology Identification, Manufacturing Set up, Registration, Finance, Domestic and International Marketing.
- Option III** Export Execution with special reference to Export Company Management

Salient Features and Facilities being provided under Options:

Option I Export Product Development / Sourcing of Products, Marketing, Negotiations, Export Process, Financing for Exports, FOREX and Credit Risk Safety Measures, Realisation of Export Proceeds and Incentives, Facilities available for exports.

CITEP coordinates if you are manufacturing / doing wholesale of products, to adopt the product for exports and if you are new to exports on merchandising basis, sourcing of products, adaptation of the products based on products and countries focused for marketing, labeling and packaging, logistics guidance, providing trade leads, identifying buyers, organising Buyer-Seller Meets and participation in trade fairs / exhibitions at subsidised rates, negotiation and etiquette management, pricing guidance, international repute factoring / forfeiting agencies to cover the payment risks and realisation of payments, regular updates on products and markets of your interest and what else uncovered would be covered based on its merits.

Option II Entrepreneurship, Technology Identification, Manufacturing Set up, Registration, Finance, Domestic and International Marketing

CITEP coordinates in identifying technologies / technologies with buyback, techno-economic feasibility reports preparation, Plot/Shed identification, licensing formalities, financials and subsidies, turn-key installation of the Unit, HR, Product output, packaging and labeling, common branding, centralised Admin and ERP to reduce the overhead costs, domestic and export marketing, and what else uncovered would be covered on its merits. Special attention being provided on entrepreneur-centric, agri-preneur centric, women entrepreneur-centric and focused products-centric having very good market scope from micro-level to medium scale. Those interested to become entrepreneur, this option opens-up an excellent opportunity. NRIs who want to settle back in India, this option suits very well.

Option III Export Execution with special reference to Export Documentation, Market Research, Sales and Marketing, Functions of an Exporting Company / International Trade Division of Corporate Companies and all aspects related to International Trade Operations and Professional Execution.

Most suited for those who are looking forward to accelerating their move into management. Functional experts looking to become a confident,

efficient & effective manager. Professionals looking to enhance their performance and create greater value through their work. Managers looking for broader knowledge of other functional areas so that they can gain a more strategic profile within the organization.

Those interested for career in international trade based companies and related agencies, industries, service sectors and a host of other fields, this Course would provide an excellent vista in your career development and CITEP coordinates with you in your job searching / career development as the subjects taught through "hybrid" mode with utmost quality will keep you a step ahead with its own credentials and acceptance by trade and industry.

Contact Classes (Face-to-Face Sessions with Subject experts and Faculties)

It is a one-year duration course. More than 250 hours contact sessions (4 holidays / month with two Saturdays and Sundays) including more than 50 hours of intensive training on the focussed options.

Choice of locations will be decided based on the strength of intake viable to conduct. Course participants also have the option to participate through online platform through CITEP website. Initially it has been decided to conduct the contact classes both in **Chennai and Bengaluru**.

Eligibility for Admission

Graduates and above.

Polytechnic Diploma holders may also join. However, only Certificate by CITEP will be awarded. Rest remains same.

Course Fee

For the academic year 2018-19, the registration process started.

The total one-time payment for the Course is Rs.45,000/- (Rupees Forty Five Thousand only). The examination fee will be paid separately as per University norms at the time of examination.

Upgradation of the PG Diploma to M.B.A. (International Business and Entrepreneurship)

Steps are being taken to upgrade the Course to M.B.A.(IB&E) by providing due credits and exemptions of the subjects covered in the PG Diploma Course and additional subjects through the same enjoyable mode of education for another one academic year. However, this is optional and will be informed in due course once finalised.

Mode of Payment

CITEP is being authorised by the University to collect the fee on behalf of them as per their terms.

The payment may be sent to CITEP through

At par Cheque / DD No.....Date..... Name of Bank..... payable at Chennai.

Payment may also be made through NEFT to Centre for Indian Trade and Export Promotion. Account No. 041736000000022 Lakshmi Vilas Bank, (Madipakkam Branch) Chennai IFSC - LAVB000417.

Please send the Course Registration Form duly filled in along with Course Fee to:

The Executive Director
Centre for Indian Trade and Export Promotion
1683-A, 5th Cross Street, Ramnagar South
Madipakkam, Chennai 600091
Phone: 044-48577611 / 9840262671 / 9840466611

Partial List of Faculties of CITEP's Board of Studies

Mr. Asokan R Raja, Executive Director, CITEP (formerly Jt. Deputy Director General, FIEO, Ministry of Commerce, Government of India and Regional Director (MENA Countries), Indus Trade Services, FZE, U.A.E.

Mr. M.S.S. Ravi, B.E.Chem, Dip. in Astro. - Retired Additional Director, in the Department of Industries & Commerce. 31 years' experience. 5 years' experience as Additional Director in Tamil Nadu Industrial Guidance & Export Promotion Bureau, Chennai. Accredited Entrepreneurial Motivation Trainer from NIESBUD, New Delhi.

Rtn. K.S.Kamaludeen - Managing Director, Blue Bharath Exim Private Limited, and B-Accuracy Infotech... Founder and Managing Director of Blue Bharath Exim Private Limited, a Government of India recognized Export House and doing international trade business for more than two decades. Seasoned businessman having given interview and written articles related to international trade in leading magazines;

Dr. C. Manohar - Dean, ISBR and former Secretary General, Federation of Karnataka Chamber of Commerce and Industry, Bangalore.

Mr. Rakesh K. Dadhich - Founder & CEO, Indglobal Consultancy Solutions. A reputed Web Building and e-Commerce company having clientele of major corporate and e-Commerce portals.

Mr. T.V. Rao - Ex-Director, EXIM Bank of India.

Dr. E. Murali Darshan, M.B.A., Ph.D. - Managing Director, EMD Export Import Solutions Pvt. Ltd - a noted academic, policy advisor and foreign trade analyst, and faculty member at University of Memphis and Ashland University.

Mr. Seethabathy, B.A., B.L. - Director, Carewell Shipping Pvt. Ltd., Chennai. Having more than 40 years' experience in Customs, Excise and Shipping. Authored several books on Customs, Excise, Shipping and Clearing and Forwarding.

Prof.T.Pattabiraman, M.TECH.,M.B.A.,M.I.E.,C.ENGG.,CERT OF IIFT - Having experience in International Business spanning over 40 years in both Public and Private sectors in India.

Mr. Sethuraman Sathappan - Expert in UCP ICC 600. Nominated member by the Government of India on UCP 600 to International Chamber of Commerce. Having more than 30 years' experience in Banking, Finance, International Trade, Commodity market.

V. S. KUMAR, B.E., M.B.A., Masters Dip. in Intl. Business (IIFT). - Worked in M/s. Ashok Leyland Limited for more than 35 years in various capacities in Marketing and sales, purchase.

M.Aravind Mahajan, B.E., MBA. - More than 2 decades of Industrial experience, with rich knowledge and good experience in various aspects of Commercial Banking, Risk Management and Markets.

S. Balasubramanian, B.Com., M.B.A. - More than 30 years' experience in Foreign Trade Policy and Procedure, Customs Clearance and Export and Import Documentation.

Mr. P. Sathiyarayanan M.E.S.(Economics) - Retired Deputy General Manager, Export Credit and Guarantee Corporation. Having more than 30 years experience in Credit Risk Management.

Dr.Veeranna S. Hawaldar, B.Tech (Textiles); FIE., P.G. Dip. in Marketing; Ph.D. - Worked as lecturer at Rural Engineering College, Central Silk Board (Ministry of Textiles, Govt. of India), Joint Director (Export Cell), Vishweshwariah Trade Promotion Centre, Director CEDOK (Centre for Entrepreneurship Development of Karnataka) and Managing Director, NGEF(Hubli)Ltd., Dharwad (a Government of Karnataka Undertaking). Currently Dr. Veeranna is the Additional Director, Department of

Industries & Commerce, Govt. of Karnataka, and Managing Director, Karnataka Trade Promotion Organisation (a Joint Venture of ITPO-Govt. of India & Govt. of Karnataka).

Mr. M.G.Kodandaram, B.Sc, LLB., PG Diploma in National Social service (NSS); PG Diploma in Business Administration; PG Diploma in IPR Law (NLSIU); PG Diploma in Cyber Law and Cyber Forensics (NLSIU); Faculty, National Academy of Customs, Excise and Narcotics.

Mr. V. Rajagopal, B.Sc., BGL., M.A., MBA., CAIIB., DIEM, M.I. Ex (Grad)U.K. - Having worked more than 35 years with a nationalised Bank and resource person in Banking, Trade and Export Finance in various forums.

Mr. R.K.Menon, Managing Director, Equations Research and Strategic Consultants Pvt. Ltd., and Chairman, Advanced Learning Institute (Asia) - expert in the field of skill development, behavioural labs, customised training methodologies and strategic business management.

Dr. Shrikar Dole, an expert in International Trade and in formulation of sustainability policies. An M.B.A. in International Business and Ph.D. in International Trade Relations with further specialization in international trade from CBI, Netherlands and Euro Academy, Belgium. Dr. Dole is an eminent speaker on international trade, clean technologies and sustainability in various forums like Asia Society, Kellogg's Institute, US India Business Council, Euro Chambers, Press and TV. He is an Associate with Environment Management Centre, and Member of the Board of Advisers of IFAT India, Wastech Exhibitions and member of Board of Studies of NMIMS Global Access School for continuing studies. Dr. Dole is an ex-Air Force Fighter Pilot.

Prof. K. R. Nath. [K.Raveendra Nath] is presently the Director & Registrar of IIMS [Institute of Industrial Management Studies] which is an offshoot of IIMS Foundation@ a group of educational Institutions under Fr. Mathew's group of Institutions. He is a professional in the field of International Business with almost 37 years of working experience. Mr. Nath has conducted many Management Development Programmes and in-company training programmes for the benefit of Industries. He is Guest/Visiting faculty for many Business schools.

Prof. Dr. K.N.Selvaraj, Ph.D. PDF (IIFT, New Delhi & Virginia Tech, USA), Professor of Agricultural Economics (Trade & IP), Department of Market Extension, Tamil Nadu Agricultural University, Coimbatore-641003 and Adjunct Professor, Department of Agricultural and Resources Economics, Kasetsart University, Bangkok, Thailand; Involved in preparation of Agricultural Policy for Tamil Nadu; Involved in patent drafting of agricultural inventions either products or processes for patent; Registration of TNAU crop varieties under Protection of Plant Varieties and Farmers' Rights Act; Identification of Geographical Indications (GI) products for registration under GI; Expert Member of Consultative Group of Geographical Indications Registry for two products (aromatic rice from Kerala, India); External expert - UNCTAD; Suggesting trade policies to State Planning Commission and State Government.

Dr. S.K. Mathur, B.E., Ph.D (IIM, Bangalore) is endowed with not only a rich managerial experience of about 30 years including at top management levels, but also with formal management training abroad and global exposure through participation and presenting of papers at international conferences in UK, USA, Italy, Singapore and Malaysia. Chief Engineer (MIS & IT), Regional Manager and Executive Director (MIS & IT) AP State Road Transport Corporation. Dr. Mathur has also had 15 years academic experience which includes his tenure as Director of Badruka Institute of Foreign Trade (BIFT), Hyderabad for four years and as Programme Director and Advisor for the two-year full time PGDM -International Business Programme at the Institute of Public Enterprise (IPE), Hyderabad, one of India's leading premier Business Schools. Dr. Mathur has also been the Chairman of IPE's Curriculum Redesign Committee for all the Post Graduate programmes in management of IPE.



ANNAMALAI UNIVERSITY

Annamalai University is one of Asia's largest public residential universities located in Annamalai Nagar, Chidambaram, Tamil Nadu, India.

Annamalai University, established in 1929, by The Annamalai University Act, 1929, is the only unitary, multifaculty University in the State of Tamil Nadu with 49 Departments of Study. Recently, the Government of Tamil Nadu enacted The Annamalai University Act -2013, to bring the University under its direct ambit.

The University, for the past 87 years, has crossed noteworthy milestones in the process of contributing to the cause of promoting higher education among the people for whom it would have remained a distant dream. The NAAC has accredited the University with 'A' Grade in 2014, which is a recent feather added to its cap.

The curriculum is designed in line with the educational policies of the State and Central Government to address the global needs and at the same time striking a balance to serve the cause of national development and regional requirements.

The syllabus is dynamic and constantly revamped to keep pace with the rapid developments.

The University enjoys unstinted support from its alumni.



CENTRE FOR INDIAN TRADE AND EXPORT PROMOTION

(a not for profit incorporated organisation to promote trade, industry, agriculture and exports)

Centre for Indian Trade and Export Promotion (CITEP) is a NOT for PROFIT incorporated organisation to promote trade, industry, agriculture and export bestowed with a pool of highly experienced devoted experts / professionals / entrepreneurs / technocrats / national and international level prominent trade, industry, agriculture promotional agencies / academic stalwarts / scientists / R&D / International trading associates around the world with a motive to assist / coordinate in export promotion and entrepreneurship building endeavour. CITEP with its world-wide contacts and associate representations strive for enhancing Indian exporters' market reach by identifying buyers having high credentials and identifying potential technologies, especially in MSME sector for manufacturing with a full coordination and support in establishing the same with extended assistance up to marketing both domestic and overseas markets.

Recognizing a new marketing value chain, CITEP has structured its organization around the essential skill-sets with a full-fledged team and network powered by experience.

Our promotional strategists, researchers, experts and advisors have different roles, different educational backgrounds — come from different parts of the world — but there is one thing they share – Curiosity for driving your export entrepreneurship / agripreneurship endeavor and hi-tech agro development.

CITEP dedicated its expertise in building practical, actionable, marketing transformation solutions for your export growth and entrepreneurship interests. We have over several decades of marketing transformation experience. We understand how marketing departments work, how agencies work across the world, in very different categories. This diversity of experience which includes entrepreneurship development is what makes us unique.

We coordinate in every sphere of export, entrepreneurship, hi-tech agro development and career building activities.

for further details, please contact:

Mr. Harishmohan, Deputy Director (Team Coordination) (Mobile: 9566011100)

Mr. C.N. Selvam, Coordinating Executive, Bengaluru (Mobile: 944559109)

Centre for Indian Trade and Export Promotion

1683-A, 5th Cross Street, Ramnagar South Madipakkam,
Chennai 600091 Phone / Fax: 044-48577611 / 9840262671 / 9663000334
Email: citepnetwork@gmail.com Web: www.citep.in

for all queries, clarifications all rights reserved with CITEP only. Jurisdiction is CITEP headquarters in Chennai ©