



INSTITUTE OF
INTERNATIONAL TRADE

**EXPAND
YOUR MIND,
CHANGE YOUR
WORLD**

**BBA
PGPM | MBA
EXECUTIVE EDUCATION**



AFFILIATED TO:



NSE

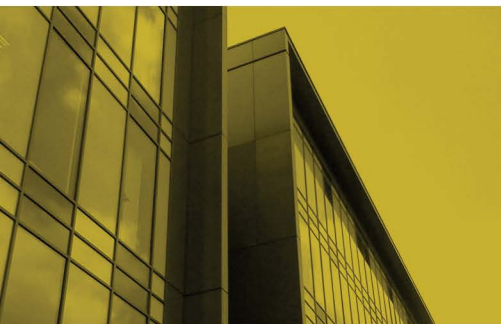
**PROSPECTUS
2015**
www.iitrade.com



ACHIEVEMENTS

IITrade is celebrating its 10th year, and we are glad to highlight our achievements -

- E-learning courses in International Trade, Intellectual Property, and International Taxation where more than 250 students from India and abroad have participated
- Organising Global IP Convention annually since 2009, where more than 2000 participants have attended from leading law firms and Fortune 500 companies representing more than 50 countries
- Admissions in progress for the 7th BBA batch & 24th CITM batch
- More than 2000 executives trained in various workshops and executive programs covering topics such as Export-Import Management, WTO, International Trade, Customs and International Taxation
- Nominated to Ministry of Commerce for capacity building in the area of International Trade
- First Institute in Eastern India to offer BBA Professional Program
- First private Institute in Kolkata to organize Port Visit for students
- Knowledge Partners to Indian Chamber of Commerce and Micro Small and Medium Enterprises (MSME) Development Institute



INFRASTRUCTURE

A brand new campus is under construction at Sonarpur, which is located in the outskirts of Kolkata. Spread across 80 cottahs, the campus will have dedicated facilities in ultra modern academic, residential and recreational blocks for students and faculties.

DIRECTOR'S MESSAGE

At the Institute of International Trade we design programs that ultimately lead to holistic student growth, which enable students to fit into any role with ease in the corporate world. Our programs provide students with cutting-edge global exposure, innovative programs, robust industry interface, and alumni network. IITrade therefore offers students much more than simply management education. We are a school of education, and not a business school.

Students here are developed according to the demands of the modern economy and fast changing technology. Attitude determines the altitude and to reach the altitude one needs to stick to the path of discipline. We can assume our students will excel in any field of service if s/he is committed to their career and development. Quality is not about the end result but it is about the process of faculty development, course development, and student development.

It is our fundamental belief that our students are a value addition to not only their individual self and their employers but also to the society and the nation. We seek your cooperation in building our nation by making your children a part of our institution.



Dr. Dhanpat Ram Agarwal
Director
Institute of International Trade



REASONS TO CHOOSE IITRADE



TOP CLASS FACULTY

Our faculty includes distinguished lecturers from academia and the industry. Students can gain valuable perspective and indulge in experience sharing, ensuring up-to-date knowledge exchange.



INDUSTRY INTERFACE

Many of our activities are in collaboration with and supported by corporate partners. It ensures a two-way flow of ideas between academia and industry.



INNOVATIVE & RELEVANT

We anticipate and respond to change. Our research contributes deeper understanding of issues that impact each one of us.



PLACEMENTS

IITrade's flagship programs are a gateway to opportunities in unexplored and emerging sectors. Participants have access to a dedicated Job Portal to view the current openings in various industries. We provide career development services in all our courses.



ACCREDITATION & RECOGNITION

IITrade is affiliated with West Bengal University of Technology (a state government university), and National Stock Exchange (NSE).



FAIR FEES

Our fees are unparalleled in the education sector, and offers a good return on investment.

COURSE OVERVIEW



UNDER-GRADUATE

| | | | |
|----------------------------|---------|--------------|-----------|
| BBA Professional (CA / CS) | 3 Years | INR 1,95,000 | Classroom |
|----------------------------|---------|--------------|-----------|

POST-GRADUATE

| | | | |
|------------|---------|--------------|-----------|
| PGPM | 2 Years | INR 2,00,000 | Classroom |
| PGPM + MBA | 2 Years | INR 3,60,000 | Classroom |

CERTIFICATE COURSES

| | | | |
|---------------------------|----------|------------|------------|
| Banking & Finance | 3 Months | INR 7,500 | Classroom |
| Capital Market Lv 1 (NCB) | 3 Months | INR 5,000 | Classroom |
| Capital Market Lv 2 (NCM) | 3 Months | INR 8,000 | Classroom |
| Capital Market Lv 3 (NCA) | 3 Months | INR 10,000 | Classroom |
| CITM, CIPM, CITX* | 3 Months | INR 7,500 | E-learning |
| | 2 Months | INR 15,000 | Classroom |

EXECUTIVE

| | | | |
|----------|--------|-----------|-----------|
| Workshop | 2 Days | INR 6,000 | Classroom |
|----------|--------|-----------|-----------|

* CITM is International Trade Management,
CIPM is Intellectual Property Management
CITX is International Taxation

BBA (PROFESSIONAL)



HIGHLIGHTS

- Syllabus designed to facilitate CA/CS study
- Articleship Assistance
- Guaranteed Placement for deserving candidates

SEMESTER 1

English
Mathematics
Statistics
Economics
Indian Society & Culture
Computer Applications
Financial Accounting

SEMESTER 2

English
Mathematics
Statistics
Economics
Psychology
Computer Applications
**Financial Accounting
Law**

SEMESTER 3

Principles of Management
Business Environment
Business Regulatory Framework
Business Economics
Business Communication
Financial Accounting
Auditing

SEMESTER 4

Production Management
Material Management
Financial Management
Principles of Marketing
Human Resource Management
MIS
Costing

SEMESTER 5

Cost Accounting
Personal Selling
Training & Development
Fundamentals of Entrepreneurship
Environment Management
Transport Management
Direct Tax

SEMESTER 6

Management Accounting
Advertising & Sales Promotion
Discipline & Grievance Management
Healthcare Management
Social Research Methods
Project (Finance, Marketing, HR)
Indirect Tax

BBA (PROFESSIONAL)

ELIGIBILITY

PASSED 10+2 WITH MIN

50%

(best of five)

FEE STRUCTURE (INR)

| | |
|-------------------|--------|
| Admission Fee - | 15,000 |
| Examination Fee - | 5,000 |
| Semester Fee - | 30,000 |

| | |
|-------------------------------|--------|
| Total - (During Admission) | 50,000 |
|-------------------------------|--------|

| | |
|-----------------|----------|
| Total (3 Yrs) - | 1,95,000 |
|-----------------|----------|

SCHOLARSHIPS

For students securing more than 60% in Class XII.

- Application will be considered on case to case basis.
- Scholarship will be reviewed based on performance in each semester

ADD-ONS

Students can enroll themselves in various add-on courses which shall provide them an advantage over their peers for a nominal fees. Some of the courses offered are –

- ▶ Tally
- ▶ International Trade Management
- ▶ Capital Markets
- ▶ CA / CS*

*Institute of International Trade is not related to ICAI / ICSI in any manner.

FEW RECRUITERS

- Indian Railways
- Future Group
- Tata Consultancy Services
- HDFC Life
- Cognizant Technology Solutions
- Hyundai Glovis
- DataCore Services Ltd.



**WEST BENGAL
UNIVERSITY OF
TECHNOLOGY**

On successful completion of the course and related assessments, the candidate will be awarded a degree by West Bengal University of Technology.

The college code of our Institute in the University is 247-WBUT

POST GRADUATE PROGRAM IN MANAGEMENT

HIGHLIGHTS

- Guaranteed Placement for deserving candidates
- Summer Internship
- Specialization in Sales and Marketing

ELIGIBILITY



FEE STRUCTURE (INR)

Admission Fee - 20,000

Semester Fee - 45,000

Total (2 Yrs) - 2,00,000

SEMESTER 1

Principles & Practices of Management
Microeconomics
Quantitative Techniques
Business Communication
IT and its Application in Business
Accounting for Managers
Organisational Behaviour
Strategic Management

SEMESTER 2

Macroeconomics
Business Research Methods
Marketing Management
Financial Management
Human Resource Management
Management Info. System
Production & Operations Management
Competitive Strategy
Project Work

SEMESTER 3

Working Capital Management
Business Laws & Ethics
Operations Research
Negotiation
Marketing of Services
International Marketing Management
Consumer Behaviour
Advertising & Promotion

SEMESTER 4

Entrepreneurship
Rural Marketing
Integrated Marketing Communication
International Brand Management
Strategic Marketing
Digital Marketing
Retail & Distribution Management
Customer Relationship Management
Project Work

RECOGNITION

Autonomous certificate from "Institute of International Trade" will be awarded.

ADD-ONS

Students can enroll themselves in various add-on courses which shall provide them an advantage over their peers for a nominal fees. Some of the courses offered are -

- ▶ International Trade Management
- ▶ Capital Markets
- ▶ Banking & Finance

NSE CERTIFIED COURSES

BASIC COURSES - NCB SERIES

Financial Markets
Mutual Funds

MARKET OPERATION COURSES - NCM SERIES

Capital Market Operations
Derivative Market Operations
Currency Market Operations
Commodity Market Operations
Financial Advisory Services

ANALYST COURSES - NCA SERIES

Certified Equity Analyst
Certified Technical Analyst
Certified Derivative Analyst



HIGHLIGHTS

- Modular approach to skill development
- Practice in Live Simulation mode
- Learn any time, any where
- Placement Assistance

ELIGIBILITY

PURSUING
UG/PG
COURSES

FEE STRUCTURE (INR)

Level I
(NCB Series) - 5,000
Level II
(NCM Series) - 8,000
Level III
(NCA Series) - 10,000

CERTIFICATION

On successful completion of the course and related assessments, the candidate will be awarded a joint certificate by National Stock Exchange & IITrade.



CERTIFICATE & DIPLOMA

CORPORATE ASSOCIATION

- Emami
- Biecco Lawrie
- Usha Martin
- UCO Bank
- MSTC
- Dhanlaxmi Bank
- Patton
- Keventer
- Kitply
- Gati
- Turtle
- BVCL
- Hindustan National Glass
- Mitsubishi
- Tata Chemicals

KNOWLEDGE PARTNER OF

- Indian Chamber of Commerce
- MSME
- Unipex, Bangladesh
- ITAG Business Solutions Ltd.

DURATION

2 Months
(weekend classes)

FEE STRUCTURE (INR)

| | |
|--------------|--------|
| E-learning - | 7,500 |
| Classroom - | 15,000 |



INTERNATIONAL TRADE MANAGEMENT

- ▶ Interdisciplinary approach to the dynamics of international trade
- ▶ Port visit to provide practical insights into an international trade operation.
- ▶ In-depth and small-group debates on selected issues drawing on lectures and literature
- ▶ Access to E-Learning portal of the course

INTERNATIONAL TAXATION

- ▶ Portable qualification across borders and industries
- ▶ Focus on practical ("real-life") application
- ▶ Emphasis on problem solving & managing the practice of International Taxation
- ▶ Be identified as a tax specialist

INTELLECTUAL PROPERTY MANAGEMENT

- ▶ The curriculum has been designed keeping the industry requirements at core by IP practitioners & attorneys
- ▶ Illustrative & case study method of training
- ▶ Skill enhancement modules
- ▶ Regular exam, assignments, and group discussion

BANKING & FINANCE

- ▶ Examination and Certificate by Indian Institute of Banking and Finance (IIBF)
- ▶ Accelerate your success in the growing BFS&I sector
- ▶ Facilitate study of theory and practice of banking and finance
- ▶ Attainment of competence in the profession of banking and finance

FACULTY



BANKING & FINANCE

Mr. Rupnarayan Bose
Author and Consultant

Dr. V. Alagesan
Ph.D, M.Phil., MBA, B.Sc.

Mr. Goutam Dasgupta
MBM (IISWBM), B.Sc.

Mr. Avik Ganguli
CWA, M.Com, B.Com (H)

Ms. Sulagna Bhattacharya
Ph.D (pursuing), PGDM (IIM-C), MA

Mr. Chandan Saha
CAIIB (I), M.Sc.

Mr. Ashwini Bajaj
CA, CS, B.Com

Mr. Supriya Ghatak
FCA, B.Com

Mr. Timir Baran Chatterjee
CS, MBA, B.Com

ECONOMICS

Mr. Gautam Dutta Gupta
MBA

Mrs. Taniya Dhar
M.Sc., B.Ed., B.Sc.

Mr. Debabrata Hari
MA (Eco.), BA (Eco.)

Dr. Mukul Mitra
Ph.D, MBM, CAIIB

LAW

Ms. Soma Dutta
BA.LLB

Prof. Raj Narayan Kumar
MBA, MCA, B.Sc., SAP

Mr. Hare Ram Singh
B.Com, LLB

MARKETING

Prof. Asok Banerjee
B.Sc., B.Tech., PGDM (IIM-C)

Mr. Asit Sarma Sarkar
MBM, LLB, B.Sc.

Mr. Kumar Satyaki Roy
PGDBM, B.Sc.

Mrs. Paramita Sarkar
PGDBM, B.Sc.

Mrs. Shweta Arora Sehgal
MBA, B.Com

Mr. Somnath Nag
PGDM (IIM-C), M.Sc., B.Sc.

Mr. Amit Dey
M.Sc., LLB, MBA

Dr. Gautam Dutta
Ph.D, MBA, BE

QUANTITATIVE TECHNIQUES

Mr. Anupam Basu
M.Sc. (Indian Statistical Institute)

Dr. Pankaj Roy
PhD (Management), M.Com.

Mr. Saibal Kr. Sen
MBA, B.Tech. (IIT)

Mr. Partha Sinha
PDGBM (IIM-C), BE

Ms. Aparna Banerjee
M.Sc., B.Sc.

IPR

Dr. Ayan Roy Choudhury
Ph.D, LL.M

Mr. Navneet Bhushan
PGD, M.Tech, M.Sc, B.Sc

INTERNATIONAL TRADE

Prof. Anil K. Bandhopadhyay
MBA (IIFT)

Mr. Saptarshi Banerjee
B.Sc. (Eco.), Foreign Trade Mgmt.

Mr. K. K. Sinha
M.Sc, Port Mgmt. & Operations

Mr. M. K. Sil
Ex-Jt. Director,
National Academy of Customs
Excise & Narcotics, Govt. of India

HUMAN RESOURCE

Mr. A. N. Singh
MBA (XLRI)

Ms. Arundhati Das Chatterjee
M.Sc., B.Sc.

Mrs. Madhumita Roy
MBA (HR)

Mrs. Bijoyini Roy
MA (Psychology)

Ms. Sanjukta Mukherjee
M.Phil, MBA, B.Ed, BA

OTHERS

Mrs. Lopamudra Mitra
MBA, MCA, B.Sc. (Mathematics), SAP

Mr. Nilay Chatterjee
MSc. (IT), B.Com.

Mr. Victor Mukherjee
M.A, B.A

Ms. Ajanta Bagchi
MHM, B.Sc

Ms. Parmita Dhar
MA, BA

GOVERNING BODY & ADVISORY COUNCIL



Dr. K. M. Bhattacharya
Former MD, Bank of Rajasthan Ltd.

Prof. Fr. Felix Raj
Principal, St. Xaviers College, Kolkata.

Mr. Biswajit Choudhuri
Former Chairman, UBI

Dr. D. R. Agarwal, Director
Chartered Accountant.

Mr. U. P. Singh
Former Chairman, Income Tax Settlement Commission

Dr. Somasri Mukhopadhyay
Former Consultant, SAARC Chamber of Commerce

Dr. R. K. Sen
Professor of Economics, Rabindra Bharati University

Prof. Dilip Halder
Former HoD of Economics, Jadavpur University

Mr. M. G. Todi
Founder Chairman & Mentor, Coastal Roadways Ltd.

Mr. Subhash Saraf
Chairman - EIRC, ICAI

Mr. Narendra Sabharwal
Chair, FICCI-IPR Committee

Mr. B. Raj Bhandari
Former Principal Advisor, UNCTAD, WTO

Dr. Prabuddha Ganguli
CEO, Vision IPR

Prof. N. L. Mitra
Chancellor, KIIT University

Mr. B. L. Chandak
Vice President - Corporate Finance, RPG Enterprises.

Dr. T. K. Bhaumik
Chief Economic Advisor, Reliance Group.

Prof. D. K. Madaan
M.A., Ph.D., Principal of Punjabi University.

Prof. Sudipti Banerjee
Former HoD of Commerce, Calcutta University.

Mr. Kamal Somani
Chartered Accountant.

Dr. Ajay Singhal
Professor, Nutan Maharashtra
Institute of Engg. & Tech.

Dr. Aravind Chinchure
Chair Professor of Innovation and Entrepreneurship,
Sybosis International University

Dr. Pinaki Ghosh
AVP & Chief IP Officer, Reliance Industries Ltd.



INSTRUCTIONS

- ▶ Use BLOCK letters to fill the form.
- ▶ Application must be supported by copies of Graduation and class XII mark sheets and admit card duly attested by a Gazetted Officer.
- ▶ Original mark sheets and admit cards must be shown at the time of admission.

ALL FIELDS ARE MANDATORY

Course Applied Date

Name of Applicant

Phone Date of Birth

Address

..... Pincode

Nationality Email Gender

Religion Category (tick) ☐ General ☐ SC ☐ ST ☐ OBC ☐ Minority

Father's Name Occupation

Mother's Name Occupation

AFFIX
PASSPORT SIZE
PHOTO

PROFESSIONAL / ACADEMIC QUALIFICATION

| Examination Passed | Year of Passing | Stream | Name of School & Board / College & University | Location | % |
|--------------------|-----------------|--------|---|----------|---|
| Class X | | | | | |
| Class XII | | | | | |
| Graduation | | | | | |
| Entrance Exam | | | | | |

TO BE ATTACHED

Attach 4 passport size photo (tick) ☐

Attach 2 attested copies each (tick)

Mark Sheet

Admit Card

Pass Certificate

Class X

☐☐☐

Class XII

☐☐☐

Graduation

☐☐☐

CET

☐☐☐

Others

☐☐☐

OPTIONAL DETAILS

Do you wish to avail*

☐ Accommodation Facility

☐ Educational Loan

☐ Scholarship

PAYMENT DETAILS

Mode of Payment (tick)

☐ Cash

☐ Demand Draft/Cheque

(in favor of "INSTITUTE OF INTERNATIONAL TRADE", payable at Kolkata)

Amount in figures

Amount in words

Drawn on Bank

Branch

City

SOURCE OF INFORMATION OF IITRADE

☐ Google

☐ Shiksha

☐ Education Consultant

☐ Newspaper

☐ Friends/Relatives

☐ Social Networking

☐ Hoarding

☐ IITrade.com

☐ Others (Specify)

DECLARATION

I declare, undertake, and understand that:

- ▶ The statement made above by me is true and correct. If any error / misinformation is detected my admission shall be treated as canceled without any obligation on the part of the institute.
- ▶ On admission I will be a full time student of the College and agree to abide by all the rules and regulations framed by the institute and the affiliated university from time to time.
- ▶ Admission will be confirmed based on the University's acceptance of your application.
- ▶ Fees once submitted is non-refundable.
- ▶ IITrade is not related to ICAI / ICSI in any manner.

Date

Signature of Applicant

Place

Signature of Parent

ACTIVITIES CO-CURRICULAR MEDIA



10 Celebrating
Years of
Commitment

CREATING OPPORTUNITY WORLDWIDE



iitrade

Institute of International Trade

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🌐 www.iitrade.com

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