



iitrade
Institute of International Trade

www.iitrade.com



PROSPECTUS 2014

AFFILIATED TO:



- BBA
- PGPM | MBA
- EXECUTIVE EDUCATION

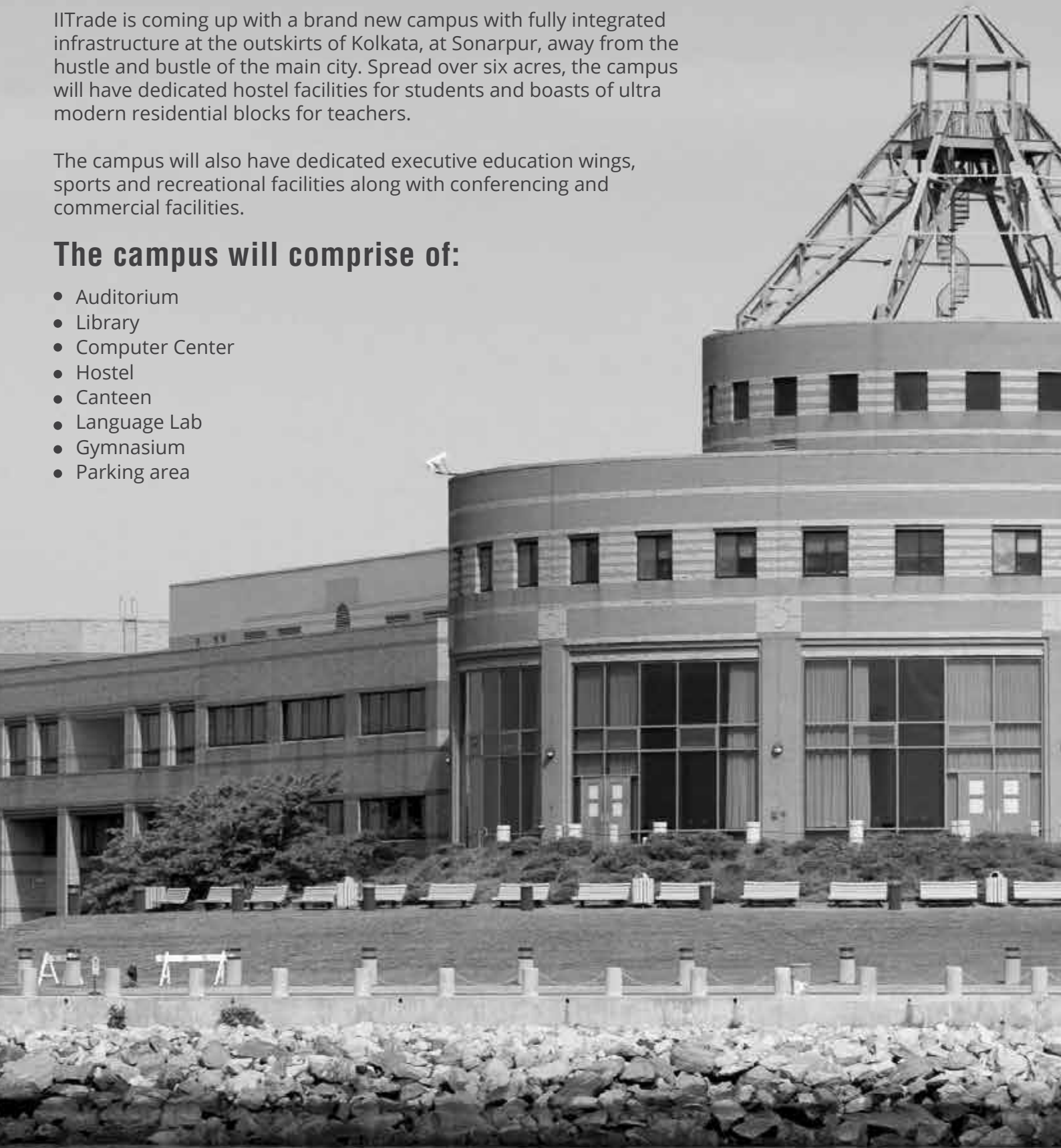
Upcoming campus at Sonarpur

IITrade is coming up with a brand new campus with fully integrated infrastructure at the outskirts of Kolkata, at Sonarpur, away from the hustle and bustle of the main city. Spread over six acres, the campus will have dedicated hostel facilities for students and boasts of ultra modern residential blocks for teachers.

The campus will also have dedicated executive education wings, sports and recreational facilities along with conferencing and commercial facilities.

The campus will comprise of:

- Auditorium
- Library
- Computer Center
- Hostel
- Canteen
- Language Lab
- Gymnasium
- Parking area



A black and white portrait of Dr. Dhanpat Ram Agarwal, the Director. He is a middle-aged man with dark hair, a mustache, and glasses, wearing a light-colored button-down shirt. He is smiling slightly and looking towards the camera. The background consists of horizontal window blinds.

Dr. Dhanpat Ram Agarwal, Director

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.

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. 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).



Affordability

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

COURSE OVERVIEW

UNDERGRADUATE

BBA Professional	3 Years	INR 1,65,000	Classroom
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POSTGRADUATE

PGPM + MBA	2 Years	INR 3,60,000	Classroom
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CERTIFICATE AND DIPLOMA

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
	3 Months	INR 15,000	Classroom

EXECUTIVE

Workshop	2 Days	INR 6,000	Classroom
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*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^

ELIGIBILITY



FEE STRUCTURE (INR)

- Admission Fee - 10,000
- Semester Fee - 25,000
- Security Deposit - 5,000
- **Total (3 Yrs) - 1,65,000**

SEMESTER 1

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

SEMESTER 3

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

SEMESTER 5

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

SEMESTER 2

English
Mathematics
Statistics
Economics
Psychology
Computer Applications
Financial Accounting
Law

SEMESTER 4

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

SEMESTER 6

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



BBA (PROFESSIONAL)

HOW OUR BBA DIFFERS

Particulars	General	II Trade
Corporate Interface	●	●
Professional Certificate**		●
Professional Internship		●
Port Visit		●
Avg. Course Fee	>2.25 LAKHS	1.60 LAKHS
Avg. Salary	10-15K	15-20K

Professional Certificate is awarded by ICAI/ICSI provided the candidate qualifies relevant examination. **Institute of International Trade is not related to ICAI/ICSI in any manner.

^Guaranteed Placement if the candidate qualifies 1st group of IPCC.

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

FEW RECRUITERS

HYUNDAI
GLOVIS

future group 
Udna hai. Aaj. Abhi.

**HDFC
Life**
Sar utha ke jiyo!


TATA

TATA CONSULTANCY SERVICES





POST GRADUATE PROGRAM IN MANAGEMENT

HIGHLIGHTS

- Guaranteed Placement
- Summer Internship
- Extended Specialization

ELIGIBILITY



AND



FEE STRUCTURE (INR)

- Admission Fee - 30,000
- Semester Fee - 80,000
- Security Deposit - 10,000
- **Total (2 Yrs) - 3,60,000**

SEMESTER 1

Management Theory:
Principles and Processes
Managerial Economics
Quantitative Methods
Accounting for Managers
Business Legislation
Business Communication
and Environmental Studies

SEMESTER 3

Computer Applications in Business
Corporate Governance and
Rural Management
Four Specialisation Papers

SUMMER INTERNSHIP

2 Months Industrial Training

RECOGNITION

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

SPECIALIZATION IN

Marketing & International Brand Management
Finance & International Taxation
Human Resource & Quality Management Systems
Information Technology & Information Security
International Business

SEMESTER 2

Organisational Behaviour and
Management of Change
Financial Management
Marketing Management
Human Resource Management
Production and Operations
Management
Business Policy and Strategic
Management

SEMESTER 4

Six Specialisation Papers:
Project Work



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

CERTIFICATION

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



HIGHLIGHTS

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

ELIGIBILITY



FEE STRUCTURE (INR)

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



CERTIFICATE & DIPLOMA

CORPORATE ASSOCIATION

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

KNOWLEDGE PARTNER OF

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

DURATION

- 2 - 3 Months

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



FACULTY

BANKING & FINANCE

Mr. Rupnarayan Bose
Author and Consultant

Dr. V. Alagesan
B.Sc., MBA., M.Phil., PhD

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

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

Ms. Shruti Kedia
PGDM, BBA

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

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

ECONOMICS

Dr. Somasri Mukhopadhyay
M.Sc., M.Phil., PhD

Mr. Gautam Dutta Gupta
MBA

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

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
B.Sc., PGDBM

Mrs. Paramita Sarkar
PGDBM, B.Sc.

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

QUANTITATIVE TECHNIQUES

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

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

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

Mr. Partha Sinha
PDGBM, BE

Ms. Aparna Banerjee
M.Sc, B.Sc

IPR

Dr. D. R. Agarwal
B.Com(H), LLB, FCA, PhD

Dr. Ayan Roy Chowdhury
Ph.D LL.M

Mr. Navneet Bhushan
PGD, MTech, MSc, B.Sc

INTERNATIONAL TRADE

Prof. Anil K. Bandhopadhyay
MBA (IIFT)

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

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

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

HR

Mr. A. N. Singh
MBA (XLRI)

Ms. Sujoya Roy Moulik
B.Sc., MBA

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

Mrs. Madhumita Roy
MBA

OTHERS

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

Mr. Nilay Chatterjee
MSc. (IT), BCom.

Mr. Victor Mukherjee
M.A, B.A

Ms. Ajanta Bagchi
MHM, B.Sc



GOVERNING BODY & ADVISORY COUNCIL



Prof. Shyamal Banerjee, *Chairman*
Former President, ICWAI

Dr. K. M. Bhattacharya, *Vice-Chairman*
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



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.



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

Narendra Sabharwal
Chair, FICCI-IPR Committee

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

Dr. Prabuddha Ganguli
CEO, Vision IPR

Mr. P. C. Sinha
Former Chief Commissioner of Income Tax

Prof. N. L. Mitra
Chancellor, KIIT University



Mr. Kamal Somani
Chartered Accountant.

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

Dr. Aravind Chinchure
AVP - Innovations, Reliance Industries Ltd.

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

APPLICATION NO

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



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.
- Security Deposit will not be refunded if the candidate drops out of the course.
- **Fees once submitted is non-refundable.**
- **IITrade is not related to ICAI in any manner.**

Date

.....
Signature of Applicant

Place

.....
Signature of Parent



iitrade

Institute of International Trade



BBA
PGPM • MBA
EXECUTIVE
EDUCATION

CREATING
OPPORTUNITY
WORLDWIDE



iitrade
Institute of International Trade

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