

# FACULTY DEVELOPMENT PROGRAMME (FDP) ON EXPORT BUSINESS OPPORTUNITIES

15th February 2023

In association with :

**AIMS**

ASSOCIATION OF  
INDIAN MANAGEMENT SCHOOLS

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## SAI RAM ENGINEERING COLLEGE

An Autonomous Institution | Affiliated to Anna University & Approved by AICTE, New Delhi

Accredited by NBA and NAAC "A+" | An ISO 9001:2015 Certified and MHRD NIRF ranked institution

Sai Leo Nagar, West Tambaram, Chennai - 44, Tamil Nadu, India.

[www.sairamgroup.in](http://www.sairamgroup.in)

**ABOUT US**

SIMS was established with the motto of “ Prosperity through Innovative management” by the founder Chairman Shri.M.J.F.Ln.Leo Muthu. Institute offers post graduate programme leading to the award of MBA degree .The department is well equipped with all modern facilities such as syndicate room, seminar hall, computer centre, department library, audio & video facilities and a central library with latest books, national and international journals. The highlights of the institute is that it was rated with prestigious AAA status by the Career 360 during 2018, and also categorized as A++ Grade institution by Business India, A3 rated B school by AIMA, Platinum category for the past 4 years by AICTE-CII survey, Business today India's best B school survey rated among Top 150 b schools, and Business standard rates our Institution with A4 category, career 360 magazine has rated SIMS as one of the Top 100 B- schools in India for 2019.The Institute has been ranked one of the top among 100 by the Times B school Survey 2021.We engage our students in various societal development activities to provide them the overall exposure to world of business and management by regularly organizing National level seminars, International conferences, Conduct workshops and International Student Exchange programs. We also arrange faculty development programs and Workshops sponsored by AICTE and leading well known management associations.

**ABOUT FDP**

The FDP on Export Business Opportunities aims to equip educators with comprehensive knowledge and practical insights into the global trade landscape. This program covers critical aspects such as international market analysis, with global trade regulations, and effective marketing strategies for international audiences. By participating in the FDP, faculty members enhance their ability to teach export management, fostering a new generation of business professionals adept at navigating the complexities of global commerce.

The program typically includes interactive workshops, case studies, and expert-led discussions, providing a robust platform for faculty to exchange ideas and experiences. Additionally, it may feature collaborations with industry experts, government agencies, and trade organizations, offering participants a well-rounded perspective on the opportunities and challenges in export business. Ultimately, the FDP aims to bridge the gap between academic knowledge and practical expertise, ensuring that educators can effectively mentor students aspiring to succeed in international markets. By fostering a deeper understanding of export dynamics, the FDP empowers educators to inspire and guide students towards successful careers in global trade. This, in turn, contributes to the economic growth and international competitiveness of businesses originating from their regions.

**OBJECTIVES**

Equip faculty with advanced knowledge of global trade regulations and export documentation.

Enhance educators' ability to teach international market analysis and export strategies.

Foster collaboration between academia, industry experts, and trade organizations.

Bridge the gap between theoretical knowledge and practical expertise in export business.

**WHO WHOM ?**

Marketing & Sales Executives, Management Faculty.

**REGISTRATION FEE : INR.5,000/- per participant.**

**Convenor**

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