



Post Graduate Diploma in Export-Import Management (PGD EXIM)

Duration of the Course : One-Year

Eligibility : Graduate in any discipline

Medium of Instruction : English

Examination: As per the university rules, there will be provision of internal assessment for each paper which will carry 20% weightage. The final term-end examination will be held on yearly basis and will carry 80% weightage.

Course structure:

Paper 1: International Trade & Business Environment

Paper-2: Marketing & Sourcing

Paper-3: International Trade Finance & Risk Management

Paper-4: Operations & logistics Management

Paper-5: Regulatory Framework for International Trade

Paper-6: Project, Project presentation & viva-voce (50+50)

Full marks of the course:600.

Detailed Syllabus

Paper 1 : International Trade & Business Environment:

Unit 1: Theories of foreign trade

Absolute and comparative advantage theories, modern theory of trade, terms of trade, theory of international trade in services, balance of payments and adjustment mechanism.

Unit 2: Commercial Policy Instruments

Tariffs, quotes, anti-dumping/countervailing duties, technical standards, exchange controls and other non-tariff measures.

Unit 3: India's Foreign trade and Policy

Direction and composition of India's Foreign Trade. Export – Import Policy, Export Promotion and Institutional set up. Deemed exports, Rupee convertibility.

Unit 4: Instruments of Export Promotion

Role of different Export Promotion bodies; Export assistance and promotion measures, including various export promotion scheme and assistance; Role of export houses, trading houses and state trading organization, EPZs and SEZs.

Unit 5: International Business Environment

World economic and trading situation, impact of globalization, International institutions and agreement; WTO/GATT/other international trade bodies, trading block, multilateral trade negotiation/agreement, bilateral trade agreement, GSP.

Paper-2: Marketing & Sourcing

Unit 1: Concept of International Marketing

Concept of marketing in international scenario marketing objectives; Review the international marketing tasks; Export Vs global marketing

Unit 2: International Marketing Environment

Effect of environment in international marketing; Marketability and Culture; Managing environmental differences.

Unit 3: Market selection process for export

International Market Selection Approach; Criteria for screening markets; Information requirement and availability

Unit 4: Selected market and Entry Choices

Different entry modes ; Factors effecting entry mode; Entry mode and marketing

Unit 5: Marketing Mix decision for International Markets

Product decision; Pricing decision; Distribution decision; Communication decision

Unit 6: Sourcing Globally

Sourcing environment; Types of sourcing; Sourcing need analysis

Unit 7: Role of information in international Marketing

Information need; Source of information. Website, links etc.; Trade and information data base : usability , availability and accessibility.

Paper-3: International Trade Finance and Risk Management

Unit 1: Working Capital Management

Concept of Working Capital; Important financial ratios; Computation of permissible bank finance – 1st & 2nd method of lending.

Unit 2: Export Finance

Type of pre and post – shipment finance – fund and non-fund based; Provisions relating to sanction, disbursal, quantum, interest rate, repayment; Factoring.; Forfaiting; Financing deemed exports; Export finance in foreign currency.

Unit 3: Import Finance

Types of import finance including LC's, supplier's credit, buyer's credit, Trust Receipt; Term Loan & Cash credit; Provisions relating to sanction, disbursal, quantum, interest rate, repayment; Foreign Currency Loans.

Unit 4: Preparation of project report

Areas to be covered, e.g. marketing, finance, operations, etc.; Annexures relations to financials; Checklist of documents to be enclosed.

Unit 5: Exchange Rate Mechanism

Factors determining exchange rate; Central banks' policy of currency management; Direct & indirect quotes; Spot & forward rates, premium & discount, relation between forex and money market; Merchant rates quoted by banks – methods of computation.

Unit 6: Risk Management

Types of Risk; Management of Risk; Financial derivatives – forward contracts, futures, options, interest rate swaps; Techniques of hedging.

Paper -4: Operations & Logistics Management

Unit 1: Introduction to international trade logistics

Conceptual framework of trade logistics; The stakeholders in international trade logistics; Trade logistics as a separate branch of study, its objectives; Evolution of international trade logistics; Interfaces between marketing and logistics, importance of trade logistics to nation and industry; The concept of Logistics Performance Index (LPI) and its interpretation; India's trade logistics: Present state, competitiveness, factors responsible for poor performance, way forward, for exporters and importers – ways to overcome (or get around) current constraints; The various elements of trade logistics, their relative importance in supply chain management.

Unit 2: Warehousing, material handling, inventory control

The conceptual framework of warehousing; Definition, purpose and type of warehouses; The various elements of warehousing; factors in selection; The conceptual framework of material handling; The various elements and principles of material handling, types of material handling equipment; factors affecting choice of material handling equipment; The types and choice of equipment for material handling; The conceptual framework of inventory control; Definition, purpose and types of inventory control techniques; The various techniques of inventory control- JIT concepts, inventory control decision making framework.

Unit 3: Packing, labelling and marking in logistics operations

Conceptual framework of packing and packaging, packing vs. packaging; Packaging and transport hazards; Need of packing and packaging for international consignments; Differences in packing and packaging; the Kinds of packaging, need for protective packing of cargo, precautions taken by logisticians while packaging & packing the material for international consignments; Packing list/ packing note; The role of labelling and marking in international marketing & logistics decisions; Types of marking, increasing role of CE Marking; Issues in labelling and marking of export consignments; Precautions in use of packaging materials; Awareness about local customs, preferences & taboos on labelling colours, numbers and shapes. European Eco label for clothing and textiles; The role of labelling and marking as promotional, tools especially in developed economies & markets.

Unit 4: Transportation

Various mode of transportation for logistical operations; Importance of transportation decision, types of transport mode and modal characteristics; Issues shaping the choice of mode of transportation; The transportation principles, functionality, cost issues, participants in transportation decisions; Factors affecting the choice of mode of transportation; transport mode

selection for international transportation operations; Conceptual framework of multimodal transport; Advantages of multimodal transport; Forms of multimodal transport operations; Distinction and salient features of multimodal transport document (MTD), its status & contents Context & regulation of multi-modalism in India; Challenges in development of multi-modalism in India; suggestions for improving multi-modalism in India; MTD compared with Combined Transport Document (CTD).

Unit 5: Ocean transportation

History of ocean transportation, nature of shipping trade; Role in international trade & logistics operations in the era of globalization; Factors affecting the choice of ocean transportation; Factors determining ocean routes; Classification of vessels, types of ships used in international trade logistics operations; Major commodities traded in international shipping; Development in world shipping, types of cargo and its impact on shipping; Export and import cycle; port community system (PCS); Indian major & minor ports; problems & challenges.

Suggested reading:

Annual Report (latest) of Ministry of Shipping

Draft Policy on Maritime Development

Report on Reducing Cargo Dwell Time; Ministry of Shipping; Government of India

T.S. Sanjeeva Rao (Ch. VI-VIII) , A Short History of Modern Indian Shipping

Unit 6: Maritime frauds & risk management in international trade logistics

Types of maritime crimes, the salient process of their execution with relevant examples'; The procedure for preventing the maritime crimes for the sustainable and long term growth of India's international trade; Issues in risk management in international trade logistics; Strategies for exporters & importers; Banks and insurance companies in crimes prevention

Suggested reading:

Alfred Murr (Ch.1-3) Export Import Traffic Management

Indian Shipping Vol. 41, No. 10-11, maritime Fraud – An Acute Problem by MCJ Clement

Freight Forwarding Cart E. McDowell & Hewlen M Gibbs (Ch.8) , Ocean Transportation

Unit 7: Air transport

History and progress in infrastructure development of civil aviation and air freighting services in India; Challenges to air cargo industry in India; Factors affecting the choice of airfreight transport in India; The normal practices adopted by the airlines in deciding the air cargo rates, air freighting practices at Indian airports; Procedure involved in air freighting of goods; Regulatory system & conventions governing the conduct of air waybill in international carriage of goods; Airfreight rates, chartering information, legal aspects of air waybill

Suggested reading:

Annual Report of Ministry of Civil Aviation

IATA Annual Report

H. Haward T. Lewis & James W. Cillinton (Ch. 1 to 5)

Characteristics of Air Transport , A.W. Nawab (Ch. 2)

Economic Development of Indian Air Transport

K. Nawal K Taneja (Ch. 14) The Commercial Airline Industry

Unit 8: Role of Freight Forwarder and clearing agents

The role and functions of freight forwarders and clearing agents; Types of freight forwarders and clearing agents; Services offered, and benefits to, exporters and importers.

Unit 9: Import & Export Procedure

IMPORT PROCEDURE

How to import – introduction; Principal law & import-export policy (under ‘regulatory framework’); Registration with regional licensing authority and obtaining IEC code ; Licence application fees ; Validity of licence ; Conditions of licence; Imports under special scheme for exporters ;Selecting the overseas supplier; Negotiation and finalising the terms of import ; Payment against imports ; Scrutiny of documents and retirement of documents; Evidence of import; Mode of payment & time limit for import remittance (under ‘regulatory framework’); Customs clearance of imported goods; Classification of customs tariff and levy of customs duty Warehousing of imported goods; Import by export of services; Import through courier; Import for personal use ; Import of samples, prototype; Import of computer, computer parts and computer software

EXPORT PROCEDURE

How to export; Preliminaries for starting export; Regulatory framework for exporters; Registration; Register with export promotion council; Despatching samples; Appointing agents – issues; Negotiation, sales agreement – terms of payment and other components; Export license Export credit insurance; Finance for exports; Exchange rates & risk management; Procuring/manufacturing goods for export, their statutory inspection; Labelling, packaging, packing & marking goods; Excise and customs procedure; Using freight forwarders, Exporting through export houses

Paper -5: Regulatory Framework for International Trade

Unit 1: Introduction to regulatory framework for export and import

Introduction, evolution of India’s trade policy; Economic scenario in India; India’s external sector - an overview ; Trends in India’s exports and imports, trade balance, degree of openness to trade, composition and direction of India’s trade etc will be discussed; Institutional framework for export promotion in India; Foreign Trade Policy (2009-2014); Infrastructure for export promotion in India; export promotion schemes including export houses, capital good scheme, market development assistance etc.

Suggested reading:

India’s shifting Trade Policy: South Asia and Beyond, by Vinod K. Aggarwal and Rahul Mukherji.

Changing face of India’s External Trade, by V S Sheshadri.

SEZs in India: Analyzing Export Performance, by Aradhana Aggarwal.

SEZs: Revisiting the Policy Debates, by Aradhana Aggarwal.

The New Foreign Trade Policy (2009-2014), Ministry of Commerce and Industry, Government of India.

Unit 2: Central Excise Clearance

Understanding registration procedure for ECC; Understanding procedure for excise clearance therein under various schemes; Studying documentary procedure for excise clearance of export cargo ;Central excise clearance procedures; Procedure for excise clearance in case of exempted units & un-exempted units; Excise clearance with or without examination of goods; Documentary requirement for clearance of excise.

Suggested Readings:

Export documentation and procedure A-Z, by Paras Ram, Ch. 22 & 26

Unit 3: Customs clearance of exports and import cargo

Studying the role and responsibilities of customs in India; Studying customs clearance of export & import cargo; Understanding role of EDI initiatives and facilities therein for customs clearance; Legal framework: Customs Act 1962 and Customs Tariff Act 1975; Customs clearance – documentary requirements; Custom clearance for shipment through air, ship, ICDs, post parcel, and courier; EDI and customs operations; Shipping & port formalities for export and import.

Suggested Reading:

Export Documentation and Procedure A-Z by Paras Ram Ch. 29

Unit 4: Duty Drawback

Are duty drawbacks required and reasons therein; Understanding the procedure for duty drawback in India; Studying duty drawback through EDI system; concept and rationale; Monitoring authority; Types and rate; Mechanism of rate fixation; Settlement of claims - including under EDI; Procedure and documentation

Suggested reading:

Sandeep Abuja , Duty Drawback Manual 2006

Export Documentation and Procedure A-Z by Paras Ram Ch. 48

Unit 5: FEMA and RBI rules for import of goods and services

General guidelines issued by the RBI for importers; Form A-1; Import licenses; Obligation of purchaser of foreign exchange; Time limit for settlement of import payments; Advance remittance; Interest on import bills – limits set by RBI; Remittances against replacement imports Guarantee for replacement import; Receipt of import bills/documents; Evidence of import and issue of acknowledgement; Verification and preservation of evidence of import ; Follow up for import evidence; Issue of bank guarantee; Import factoring; Merchanting trade; Specimen forms [Ref.: RBI/2010-2011/4 Master Circular no. 04/2010-11 July 01, 2010]

Unit 6: KYC, AML

Extracts from the RBI Master Circular (RBI/2010-11/75, DBOD. AML. BC. No. 2 /14.01.001/2010-11 July 1, 2010) titled *Know Your Customer (KYC) Norms/Anti-Money Laundering (AML), Measures/Combating of Financing of Terrorism (CFT)/Obligations of banks under PMLA, 2002* only to the extent that they are applicable to the exporters and importers.

Unit 7: FEMA and RBI rules for guarantees

Norms for unsecured advances & guarantees; Bank guarantee scheme of Government of India; Guarantees governed by regulations issued under Foreign Exchange Management (Guarantees); Regulations; Bid bonds and performance bonds or guarantees for exports; Unconditional guarantees in favour of overseas importers on behalf of Indian exporters; Certain precautions in case of project exports; Guarantees for export advance; Other guarantees regulated by FEMA Rules; Payment of invoked guarantees; Co-acceptance of bills; Precautions to be taken in the case of letters of credit; Model form of bank guarantee bond.

Unit 8: Overview of other Acts and Rules

Negotiable Instruments Act, 1881,

The Indian Contract Act, 1872,

Unit 9: Relating to ICC Rules & Procedure

UCP 600, URC 522; ISBP 681; Incoterms 2010; URDG 758; ISP 98; Terms and methods of payment; Collection bills, bills under LC; Documentary credits; Documents and documentation under ICC Rules.