

Program Curriculum

SEMESTER I

Principles & Practices of Management

1. Business - the Purpose of Management
2. Designing Organization for Business
3. Need for Managing Organization & Business
4. Management of Standard Functions
5. Managing Resources
6. Planning
7. Decision Making
8. Organizing
9. Staffing
10. Leading: Directing • Communicating • Motivating
11. Controlling
12. Coordinating (Synchronizing)
13. Evolution of Management Thought
14. Pursuing Managerial Career

EXIM Policy Framework

1. Foreign Trade Policy
2. Export & Import Procedures
3. Documents Related to Export & Import
4. Instruments & Terms of Payment in Export – Import
5. Methods of Export - Import Financing
6. Letter of Credit & Bill of Exchange
7. Foreign Exchange Regulations & Formalities
8. Cargo Insurance
9. International Commercial Terms
10. Procedure & Documentation for Availing Export Incentives

International Business Environment

1. Theories of International Trade
2. Globalisation
3. Trade Barriers & Trade Block
4. Country Risk Analysis
5. Export-Import Finance
6. Balance of Payments
7. Multi-National Corporations
8. Export Promotion Schemes in India
9. Raising Money in International Markets
10. World Trade Organization
11. International Marketing - Entry Strategies
12. International Monetary Fund
13. World Bank

International Marketing

1. Introduction to International Marketing
2. Challenges of Globalisation
3. Why Firms Go International
4. The Task of International Marketing
5. Environmental Factors Affecting International Marketing
6. Foreign Market Entry Strategy
7. International Product Strategy
8. International Distribution Strategy
9. International Promotion Strategy
10. International Pricing Strategy
11. Outsourcing & Strategic Relationships
12. International Marketing Research
13. E-Marketing & E-Commerce
14. Future Trends

Business communication

1. Communication in Business
2. Process of Communication
3. Psychological & Cultural Dimensions of Business Comm.
4. Listening
5. The Writing Process – Planning
6. Writing Process: Organizing, Composing & Revising Business Messages
7. Writing Routine, Good News & Goodwill Messages
8. Writing Indirect Messages
9. Short & Long Reports
10. Developing & Delivering Effective Presentations
11. Interviews & Meetings
12. Group Communication Strategies
13. Resumes & Employment Letters
14. Communicating with Technology
15. Formats for Business Documents
16. International business Communication

Program Curriculum

SEMESTER II

International Supply Chain Management

1. Introduction to Supply Chain Management (SCM)
2. International Supply Chain Management
3. Scientific Purchasing
4. Strategic Sourcing for Effective Global SCM
5. Inventory Management
6. Warehouse Management
7. Transport Management
8. Warehouse Management
9. Supply Chain Integration Coordination & Collaboration
10. Packaging & Labeling for Global Supply Chain
11. Information Technology & Information Systems in SCM
12. Current Trends in SCM & SCM performance Measures

Procedures & Practices in EXIM Mgmt.

1. Overview of International Marketing
2. Starting the Exim- Registering for Exim/ Exim Duties (Customs) & Valuation
3. Export Financing
4. Import Financing
5. Export Contracts
6. Preparing Goods for Export Packaging /Inspection/ Fumigation
7. Export Material Flow Process
8. Exim Documents & Document Flow Process
9. Customs Process for Export
10. Customs Process for Import
11. Warehousing in Customs
12. Provisions Related to Export
13. Baggage Import & Export
14. Offences & Penalties in Customs

Export Import Regulations

1. Regulations Related to Export
2. Regulations Related to Import
3. Foreign Trade (Development & Regulation) Act, 1992
4. Foreign Trade Policy
5. Regulations Related to Excise & Customs
6. International Regulations in Exim
7. Export Promotion Councils & Commodity Boards
8. Trade Barriers
9. International Chamber of Commerce
10. GATT-1947 & WTO-1995
11. Exim Regulations of Emerging Markets
12. Future Trends in Exim
13. Supplies to Nepal & Bhutan

Risk Management in Import Export Business

1. Introduction
2. Evaluation of Risk
3. Classification of Risk
4. Export Credit Guarantee Corporation
5. Marine Insurance Policies to Cover Transit Risk Against Loss or Damage of Goods
6. Method of Claim Under Marine Policies
7. Project Export
8. Quantitative Techniques for Risk Management
9. Hedging Techniques
10. Exchange Rate Forecasting
11. Regulations Governing Derivatives in India
12. Risk Related to Service Export & Import
13. Derivative Disasters

Program Curriculum

SEMESTER III**Export Import promotional schemes in India**

1. Advance Authorisation Scheme (Duty Exemption Schemes)
2. Export Promotion of Capital Goods Scheme (EPCG)
3. Duty Drawback Scheme
4. SEZ
5. Export Oriented Units (EOUs), Electronics Hardware Technology Parks (EHTPs), Software Technology Parks (STPs) & Bio-Technology Parks (BTPs)
6. EOU Procedures
7. Trade Facilitation & Ease of Doing Business
8. Merchandise Export from India Scheme (MEIS)
9. Service Exports from India Scheme (SEIS)
10. Schemes for Exporters of Gems & Jewellery
11. Deemed Exports
12. Supplies to SEZ
13. Directions & Compositions schemes of India's Foreign Trade

Foreign Exchange Management

1. Foreign Exchange Markets
2. The International Monetary System
3. Exchange Rate Determination
4. Regulatory Framework in India
5. Imports
6. Exports
7. Financing Exports
8. Methods of Payments
9. Facilities for Non-Residents
10. Export Credit Guarantee Corporation & Exim Bank
11. Exchange rate calculation

International Trade logistics

1. Marketing Logistics: An Introduction
2. International Commercial Terms (Incoterms)
3. Organisation of Overseas Transport Services
4. Liner Shipping Services
5. Chartering Principles & Practices
6. Containerisation & Multi-modal Transportation of Goods
7. Ports System & its Role in India's Foreign Trade
8. Air Transport
9. Transport Intermediaries
10. Carriage of Goods by Sea & Multimodal Transport - Legal Aspects
11. Maritime Fraud

Entrepreneurship Development & Management

1. Introduction to Entrepreneurship
2. Business Ideas
3. Developing a Business Plan
4. Exchanging a Small-Scale Enterprise
5. Functional Strategies for a new business
6. Enterprise Planning
7. Issues & Challenges
8. Human Resource Management
9. E-Commerce & E-Business

SEMESTER -IV**Insurance & Inspection in Foreign Trade**

1. Introduction to Risk & Insurance
2. Legal Aspects of Insurance with Specific Reference to Marine Insurance
3. Introduction - Marine Cargo Insurance
4. Marine Cargo Insurance
5. Marine Insurance Policies
6. Marine Insurance Clause
7. Marine Cargo Claims
8. Export Quality Control & Pre-Shipment Inspection
9. Export Credit Guarantee Corporation
10. Reinsurance 2
11. Piracy Insurance & Marine Case Laws
12. Aviation - Risk Exposures & Insurance

Research Methodology

1. Understanding Research
2. Scientific Methods & Research
3. Formulating Research Problem & Hypothesis
4. Research Design
5. Data Collection & Measurement
6. Sampling & Sampling Technique
7. Observation
8. The Interview Method
9. The Questionnaire Method
10. The Survey Method
11. The Experimental Method
12. Scaling Techniques & Attitudes Measurement Techniques
13. Data Presentation, Processing & Analysis
14. Hypothesis Testing & Interpretation of Data

EXIM process Flow

1. Introduction to Import & Export Procedures
2. Packaging, Labelling of goods
3. Clearing & Forwarding Agents 05
4. Description of goods with Marks & Nos.
5. General Landing date: Free Days & Demurrage, Free days, Demurrage
6. SGS / EIA, GSP & Legalisation Procedures
7. Optimum space utilisation of Containerised Cargo
8. Master Ocean Bill of Lading / Air Waybill
9. House Bill of Lading/Air Waybill
10. Invoice, Packing List, Declarations etc.
11. Definition of Import & Export
12. Export Promotions
13. Import & Export Policy Hand-Book Procedures
14. INCO TERMS
15. Banned items
16. Negotiations with Bank for Packing Credit
17. Negotiations with Insurance Company for Premium

Project

Student is required to submit a project by the end of the semester 4 depend on all courses learning.