

C P Patel & F H Shah Commerce College
SARDAR PATEL UNIVERSITY
MASTER OF VOCATION
Export & Import Management
SEMESTER – I

	Sr No.	Paper Code	Name of Paper	Credit	Internal	External
General component	1	PB01EIMG01	Export Management	4	12/30	28/70
	2	PB01EIMG02	Custom Valuation & classification	4	12/30	28/70
	3	PB01EIMG03	Foreign Exchange Market	4	12/30	28/70
Skill component	1	PB01EIMS01	International Trade	6	12/30	28/70
	2	PB01EIMSO2	Export Import Regulations	6	12/30	28/70
Total				30	180	168/350

Paper Code:	Total Credit:
Title of Paper: Export Management	

Unit	Description in detail	Weighting (%)
1.	<u>INTRODUCTION TO EXPORT MANAGEMENT:</u> <ul style="list-style-type: none"> • Definition • Needs • Need for export or import management at business level • Features of export management • Functions of an export manager • Organisation structure of an export firm 	25%
2.	<u>INDIA'S EXPORT TRADE:</u> <ul style="list-style-type: none"> • Composition of foreign trade • Direction of India's foreign trade • Service sector export • Reasons for poor share of India's Export 	25%
3.	<u>INTERNATIONAL TRADING ENVIRONMENT:</u> <ul style="list-style-type: none"> • Importance of International trade/Marketing • Factors influencing international trade and marketing • Problems in international trade/marketing • Trade Barriers • Implications of WTO(World Trade Organisation) Agreement/Uruguay round 	25%
4.	<u>INTERNATIONAL MARKETING:</u> <ul style="list-style-type: none"> • Implication of trading BLOCS • European Union(EU) • North American Free Trade Agreement(NAFTA) • Association of South East Asian Nations(ASIAN) • Trading Blocs 	25%

Reference books

- International Trade and Export Management – By Francis Charunilam
- Export Mangement – By T.A.S.Balagopal
- Export & Import Policy – By Bhatrat Law House
- Export Marketing – By B.S.Rathor & J.S.Rathor
- Export Promotion & Incentives – By A NABHI Publication
- Export Performance and Export marketing Strategies – By sanjay.k.Jain
- Beyond Consumer Marketing – By J.S.Panwar
- Input Output and Value addition Norms – By A NABHI Publication

Paper Code:	Total Credit:
Title of Paper: Custom Valuation & classification	

Unit	Description in detail	Weighting (%)
1.	<p><u>OVERVIEW OF CUSTOMS FUNCTIONS:</u></p> <ul style="list-style-type: none"> • Statutory provisions for levy of customs duty • Control and Regulatory provisions • Role of custodians • Obligations of carriers • Customs preventive control • Customs clearance of cargo • Smuggling and other violations and penal provisions 	25%
2.	<p><u>PROCEDURE FOR CLEARANCE OF IMPORTED AND EXPORT GOODS:</u></p> <ul style="list-style-type: none"> • Import procedure- Bill of Entry • Self-Assessment of imported and export goods • Examination of goods • Risk management system in Import • Risk management system in Export • Risk management division 	25%
3.	<p><u>CLASSIFICATION OF PROJECTS IMPORT, BUGGAGE AND POSTAL IMPORTS:</u></p> <ul style="list-style-type: none"> • Project Imports • Registration of contract • Clearance of goods after registration • Finalization of contracts • Buggage • Postal Imports for personal use 	25%
4.	<p><u>CUSTOM VALUATION:</u></p> <ul style="list-style-type: none"> • Tariff value • Valuation of Imported/Export Good in General • Transaction value • Valuation factors • Cases where transaction value may be rejected • Valuation of Imported goods in case of related party transaction • Methods of valuation of export goods 	25%

Reference books

- International Trade and Export Management – By Francis Charunilam
- Export Mangement – By T.A.S.Balagopal
- Export & Import Policy – By Bhatrat Law House
- Export Marketing – By B.S.Rathor & J.S.Rathor

- Export Promotion & Incentives – By A NABHI Publication
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Paper Code:	Total Credit:
Title of Paper: Foreign Exchange Market	

Unit	Description in detail	Weighting (%)
1.	<p><u>INTRODUCTION:</u></p> <ul style="list-style-type: none"> • Meaning • General features • Size of the market • Participants of the market • Settlement of transaction • SWIFT,CHAPS,CHIPS,Transactions in interbank Markets 	25%
2.	<p><u>TRANSACTION:</u></p> <ul style="list-style-type: none"> • Spot exchange rates • Factors affecting spot exchange rates • Transfer of purchasing power • Transactions: Spot, Forward, Features, Options, Swap, Arbitrage, Cross rates and chain rule, Role of FEDAI. 	25%
3.	<p><u>FOREIGN EXCHANGE RATE DETERMINANTS:</u></p> <ul style="list-style-type: none"> • RBI Act 1934 • Approach of balance of payment • Prices and exchange rate • Purchasing power parity • Interest rate and exchange rates 	25%
4.	<p><u>EXCHANGE CONTROL:</u></p> <ul style="list-style-type: none"> • Currency control measures • Objectives • Under & over valuation • Forms of exchange control • Exchange control regulations • Forex Risk Management 	25%

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- International Trade and Export Management – By Francis Charunilam
- Export Mangement – By T.A.S.Balagopal
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Paper Code:	Total Credit:
Title of Paper: International Trade	

Unit	Description in detail	Weighting (%)
1.	<p><u>INTRODUCTION TO INTERNATIONAL TRADE:</u></p> <ul style="list-style-type: none"> • Meaning • Merchandise Trade • Trade in Services • LDC(Least Developed Countries) v/s MDCS(More Developed Countries) • Global sourcing • Countertrade • Forms of countertrade • Drawbacks • Global trade and developing countries 	25%
2.	<p><u>WORLD TRADE ORGANIZATION:</u></p> <ul style="list-style-type: none"> • KATT • Objectives • An evaluation of KATT • The URUGUAY Round • WTO • GATT & WTO • Function of WTO • GATS, TRIMS, TRIPS, Indian Patent Law 	25%
3.	<p><u>INTERNATIONAL INVESTMENTS:</u></p> <ul style="list-style-type: none"> • Meaning • Types of foreign investments • Significance • Limitations • FDI(Foreign Direct Investment) • Dispersion of FDI • Portfolio investments • Cross border Mergers and Acquisitions 	25%

	<ul style="list-style-type: none"> Indian Scenario 	
4.	GLOBALISATION: <ul style="list-style-type: none"> Meaning, Types of foreign investment, Significance, Limitations, Factors affecting International Investments, FDI, Dispersion of FDI, Portfolio Investments, Cross border mergers and acquisitions, Indian scenario. 	25%

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- International Trade and Export Management – By Francis Charunilam
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Paper Code:	Total Credit:
Title of Paper: Export Import Regulations	

Unit	Description in detail	Weighting (%)
1.	<u>INSTITUTIONAL INFRASTRUCTURE FOR EXPORTS:</u> <ul style="list-style-type: none"> Department of commerce Director general of International Trade Board of Trade Zonal Export and Import Advisory Committes Export promotion Councils Export Import 	25%
2.	<u>EXPORT IMPORT POLICY:</u> <ul style="list-style-type: none"> Objectives Import policy for registered exporters Export Trading Houses 	25%

	<ul style="list-style-type: none"> • Current EXIM policy & Implications • Duty Exemption scheme • Measures to prevent misuse of import facilities • Export Licensing policy • Evaluation of current EXIM policy 	
3.	<p><u>MULTINATIONAL MARKETING:</u></p> <ul style="list-style-type: none"> • Meaning of Multinational corporation • Advantages & opportunities • Marketing Environment • Methods of operation • Process • Joint venture • Indian scenario 	25%
4.	<p><u>DOCUMENTATION:</u></p> <ul style="list-style-type: none"> • Mechanism • Master document • Bill of lading • Types, Bills of exchange, Advantages, • Specimen Shipping bill for Export • Shipping order 	25%

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- International Trade and Export Management – By Francis Charunilam
- Export Management – By T.A.S.Balagopal
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SARDAR PATEL UNIVERSITY
Master of Vocation (MVOC)
Export & Import Management
Semester II (CBCS)

	Sr No.	Paper Code	Name of Paper	Credit	Internal	External
General component	1	PB02EIMG01	International Trade Mechanism	4	12/30	28/70
	2	PB02EIMG02	International Business Assistance	4	12/30	28/70
	3	PB03EIMG03	Export Import strategy	4	12/30	28/70
Skill component	1	PB02EIMS01	Export finance & Exchange control regulations	6	12/30	28/70
	2	PB02EIMS02	Export Incentives & Promotion	6	12/30	28/70
Total				30	180	168/350

Paper Code:	Total Credit:
Title of Paper: International Trade Mechanism	

Unit	Description in detail	Weighting (%)
1.	<p><u>REGIONAL ECONOMIC INTEGRATION(Trade Blocs) AND CO-OPERATION:</u></p> <ul style="list-style-type: none"> • Types of integration • European Union • Indo-Eu Trade • Economic Integration of Developing countries • Functional Areas of Cooperation • SAARC • SAPTA • INDO-LANKA free Trade Agreement 	25%
2.	<p><u>INTERNATIONAL COMMODITY AGREEMENTS,CARTELS AND STATE TRADING:</u></p> <ul style="list-style-type: none"> ➤ COMMODITY AGREEMENTS <ul style="list-style-type: none"> • Quota Agreements • Buffer stock Agreements • Bilateral/multilateral contracts ➤ CARTELS ➤ STATE TRADING <ul style="list-style-type: none"> • State trading in India • Reorientation of the Role • Canalisation 	
3.	<p><u>BALANCE OF PAYMENTS:</u></p> <ul style="list-style-type: none"> ➤ COMPONENETS OF BALANCE OF PAYMENTS <ul style="list-style-type: none"> • Current Account • Capital Account • Unilateral payments accounts • Official reserves Assets Accounts ➤ BALANCE OF PAYMENTS DISEQUILIBRIUM ➤ CORRECTION OF DISEQUILIBRIUM ➤ FINANCING OF BOP DEFICIT 	25%
4.	<p><u>INTERNATIONAL MONETORY SYSTEM:</u></p> <ul style="list-style-type: none"> • Pre-bretton woods period • Bretton woods system • Managed floating • EMU, ECU and EURO • Impact of EURO • Implication of EURO for INDIA. 	25%

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Paper Code:	Total Credit:
Title of Paper: International Business Assistance	

Unit	Description in detail	Weighting (%)
1.	<p><u>RISK MANAGEMENT:</u></p> <ul style="list-style-type: none"> • Concept, Principles, Process, Identification, Assessment • Risk treatments, Risk Avoidance • Process of Risk Management plan • Areas of Risk Management. • Case Study, Indian Scenario 	25%
2.	<p><u>EXPORT ASSISTANCE :</u></p> <ul style="list-style-type: none"> • Concept, Objectives, Importance, Export Promotion measures in India • Expansion of production • Export processing Zones, Eligibility criteria • Fiscal Incentives 	25%
3.	<p><u>MARINE INSURANCE:</u></p> <ul style="list-style-type: none"> • Meaning, Definition, Concept, Principle • Features, Types of Marine Insurance • Insurance claim, procedure • Documents for claims • Indian scenario 	25%
4.	<p><u>TRADE BARRIERS:</u> Meaning, Definition, Objectives, Types of tariff barriers Trade tariff, Government participation in trade Documentation, Case study Ad Valorem duty v/s Specific duty Indian scenario</p>	25%

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- International Trade and Export Management – By Francis Charunilam
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Paper Code:	Total Credit:
Title of Paper: Export Import strategy	

Unit	Description in detail	Weighting (%)
1.	<p><u>FOREIGN MARKET ENTRY STRATEGIES:</u></p> <ul style="list-style-type: none"> • Licensing and franchising, Contract manufacturing • Management contracting • Turnkey contract, Wholly owned manufacturing facilities • Assembly Operations, Joint ventures, • Third-country location • Mergers and acquisition, Strategic Alliance • Countertrade 	25%
2.	<p><u>PRODUCT STRATEGIES:</u></p> <ul style="list-style-type: none"> • Business environment and product strategies • Product communication strategies • Globalization v/s Localization • Branding • Packing and Labeling 	25%
3.	<p><u>PROMOTION STRATEGY:</u></p> <ul style="list-style-type: none"> • Marketing environment and promotion strategies. • Factors influencing promotion strategies. • Promotion mix • Export promotion organisation • Trade fairs and exhibitions • Personal selling • Problems in International Promotion 	25%
4.	<p><u>PRICING STRATEGY:</u></p> <ul style="list-style-type: none"> • Factors affecting pricing • Pricing methods and approaches • Steps in pricing • Retrograde pricing • Export Price Quotations and incoterms 	25%

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- International Trade and Export Management – By Francis Charunilam
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Paper Code:	Total Credit:
Title of Paper: Export finance & Exchange control regulations	

Unit	Description in detail	Weighting (%)
1.	<p><u>FOREIGN EXCHANGE AND EXCHANGE CONTROL:</u></p> <ul style="list-style-type: none"> • Foreign exchange market • Means of setting international transaction • Effects of exchange fluctuations • Factors affecting exchange rate fluctuations • Administrations of exchange restrictions • Effects of exchange restrictions • Exchange control regulations relating to Exports • Recent trends 	25%
2.	<p><u>MANAGEMENT OF RISK AND EXPORT FINANCING:</u></p> <ul style="list-style-type: none"> • Finance and export trade • Terms of credit in export trade • Types of letters of credit • Lending programmes for Indian companies • Lending programme for foreign governments companies and financial institutions. 	25%
3.	<p><u>CURRENT PATTERNS OF INDIA'S FOREIGN AND WORLD TRADE:</u></p> <ul style="list-style-type: none"> • Trends in India's foreign trade • Adjustment strategy • Direction of India's exports • Volume of trade various five year plans • Export processing zones 	25%

4.	<u>EXPORT MARKETING PLANNING AND STRATEGY FORMULATION:</u>	25%
	<ul style="list-style-type: none"> • The information base for planning • Comparative marketing analysis and the international marketing information systems. • Plan for export marketing • Export marketing strategy • Micro Approach • Macro Approach 	

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Paper Code:	Total Credit:
Title of Paper: Export Incentives & Promotion	

Unit	Description in detail	Weighting (%)
1.	<u>INCENTIVES FOR DEEMED EXPORTS:</u> <ul style="list-style-type: none"> • Meaning, categories of supply, benefits, process • General instructions for claiming Duty drawback and Refund • Application for incentives forms • Documents required • Indian scenario 	25%
2.	<u>INCENTIVES TO SMALL AND MEDIUM EXPORTERS :</u> <ul style="list-style-type: none"> • Concept, small Industries Development Corporation • Rebate duty process, Export process for Exempted Units • Process for Export of excisable goods under claim of Rebate • AR4 Form, Special process for acceptance of proof for inland export • Bank certificate, Indian Scenario 	25%
3.	<u>SPECIAL IMPORT LICENCES:</u> <ul style="list-style-type: none"> • Meaning, grant process, Application for licence, • Duty free Licence, Application for duty free licence • Advance Licensing, Third party exports • Bank guarantee form, Performa of form of application for Export- 	25%

	Import	
4.	<p><u>EXPORT PROMOTION ORGANISATIONS:</u></p> <ul style="list-style-type: none"> • Concept, Objectives, Importance, Government policy • Indian trade promotion organisation, Indian Institute of foreign trade • Indian Institute of Packaging, Indian council of Arbitration • Federation of Indian Export Organisation • Chamber of commerce 	25%

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- International Trade and Export Management – By Francis Charunilam
- Export Mangement – By T.A.S.Balagopal
- Export & Import Policy – By Bhatrat Law House
- Export Marketing – By B.S.Rathor & J.S.Rathor
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