

SYLLABUS

International Business – (Paper – I)

1) Import-Export Management: Overview

(4hrs)

Import Export Management Introduction; Concept Key Feature; Foreign Trade - Institutional Framework and Basics; Trade Policy; Foreign Trade; Simplification of Document; Reduction in Document to Five for Custom Purpose; Exporting; Importing Counter Trade; the Promise and Pitfall of Exporting; Improving Export Performance; Counter Trade.

2) International Marketing: Environmental and Tariff Barrier

(4hrs)

International Marketing: Definition, Components of International Marketing Management; Trade Barrier Definition: Components of Trade Barrier, Objectives of Trade Barrier.

3) Non-Tariff Barrier

(4hrs)

Non-Tariff Barriers; Government Participation in Trade; Quota; Advalorem Duty; Specific Duties and their Differences

4) Export and Import Financing, Procedure, and Primary Consideration

(4hrs)

Export and Import Financing Procedures; 14 Steps for Conducting Export Transaction; Export Assistance; Export-Import Primary Consideration Import Export Documentation

5) Import and Export Documentation:

(4hrs)

Introduction, Freight Forwarder's Powers of Attorney, Bill of Lading, Certificates of Origin, Letter of Credit.

6) Processing of Export Order

(5hrs)

Processing of Export Order; Nature and Format of Export Order; Examination and Confirmation of Export Order; Manufacturing or Procuring Goods; Central Excise Clearance; Pre Shipment Inspection; Appointment of Clearing and Forwarding Agents; Transportation of Goods to Port of Shipment; Port Formalities and Customs Clearance; Dispatch of Documents by Forwarding Agent to the Exporter; Certificate of Origin and Shipment Advice; Presentation of Documents to Bank; Claiming Export Incentives; Excise Rebate; Duty Drawback.

References:

1. Export Import Policy, Publisher: Ministry of Commerce, Government of India, New Delhi.
2. Electronic Commerce by N. Janardhan, Publisher: Indian Institute of Foreign Trade, New Delhi.
3. Nabhi's Exporters Manual and Documentation, Publisher: Nabhi Publication, New Delhi.
4. Nabhi's New Import Export Policy, Publisher: Nabhi Publication, New Delhi.
5. Export-What, Where, How by Ram Paras, Publisher: Anupam, Delhi.

Course Work

50 Marks

Theory Examination

50Marks

International Business - (Paper - II)

7) Marine Insurance

(4hrs)

Marine Insurance Introduction and Meaning; Principle of Marine Insurance; Features & Types of Marine Insurance; Insurance Claim Procedure for Filing Marine Insurance; Documents for Claim; ISO-9000

8) Export Assistance of India

(6hrs)

Export Assistance of India: Introduction, Importance of Export Assistance, Export Promotion Measure in India, Expansion of Production Base for Exports; Relaxation in Industrial Licensing Policy / MRTP / FERA / Foreign Collaborations; Liberal Import of Capital Goods; Export Processing Zones (EPZ); Export Oriented Units (EOU); Special Economic Zones (SEZs); Electronic Hardware Technology Parks (EHTP) and Software Technology Park Units (STP); Assured Supply of Raw-Material Imports; Eligibility for Export / Trading / Star Trading / Super Star Trading Houses; Export Houses Status for Export of Services; Rendering Exports Price Competitive; Fiscal Incentives; Financial Incentives; Strengthening Export Marketing Effort

9) Export Promotion Organization

(5hrs)

Export Promotion Organization; its Objectives; Importance of Institutional Infrastructure; Govt. Policy Making and Consultations; Indian Trade Promotion Organization (ITPO); Indian Institute of Foreign Trade (IIFT); Indian Institute of Packaging (IIP); Indian Counsel of Arbitration (ICA); Federation of Indian Export Organization (FIEO); Marine Products Exports Development Authority (MPEDA); Export Processing Zones (EPZ); Export Oriented Units (EOUs); Facilities for Units in EOUs, EPZs, EHTPs & STPs; M. Visvesvaraya Industrial Research & Development Center (MIRDC); Chamber of Commerce (COC).

10) Export Import Policy of India

(4hrs)

Export Import Policy of India; its Meaning; General Objectives; Highlight and Implication of Export-Import Policy 1997-2000 and Export-Import Policy 2002-2007.

11) Risk Management and Business Continuity

(4hrs)

Meaning of Risk Management; its Principle; Process; Identification; Assessment; Potential Risk Treatment; Risk Avoidance; Risk Reduction; Risk Retention; Risk Transfer; Creating a Risk Management Plan; Implementation; Review and Evaluation of the Plan; Area of Risk Management; Enterprise Risk Management; Risk Management and Business Continuity; UCP600: Opportunity or Challenges.

References:

1. Export Import Policy, Publisher: Ministry of Commerce, Government of India, New Delhi.
2. Electronic Commerce by N. Janardhan, Publisher: Indian Institute of Foreign Trade, New Delhi.
3. Nabhi's Exporters Manual and Documentation, Publisher: Nabhi Publication, New Delhi.
4. Nabhi's New Import Export Policy, Publisher: Nabhi Publication, New Delhi.
5. Export-What, Where, How by Ram Paras, Publisher: Anupam, Delhi.

Course Work	50 Marks
Theory Examination	50Marks

International Business - (Paper - III) Project report and viva voce

Objective: To expose the students to practical application of theoretical concepts, which they have learnt during the course. Student should decide the topic for the project under the guidance of a teacher in the first month of the course.

Student can carry out the project work after college hours/ holidays. The student should take regular guidance from the teacher while carrying out project work. The project should be ready in the last month of the course.

The guidelines for the project report are as follows:

- Declaration from the student that his research work is not copied from any other existing reports.
- Certificate of the guide: The guide should certify that the research work is original and completed satisfactorily under his guidance.
- The Chapter Scheme for the Project Report will be as follows:

IN SHORT THE FORM OF PROJECT REPORT IS AS GIVEN BELOW:

PREFACE:

- a) Certificate of the organization
- b) Declaration by Guide
- c) Declaration of Students
- d) Acknowledgement

CONTENTS/ INDEX:

Heading of the chapter, page numbers, sub headings of the chapter;

Chapter I – Introduction to the study & Methodology

- 1.1 Introduction
- 1.2 Objective and importance of the study
- 1.3 Scope and limitations of study
- 1.4 Research Methodology

Chapter II – Theoretical Background

Chapter III – Introduction

- a. Name of the unit
- b. Location or address of the unit
- c. Brief history of the unit and present position
- d. Financial position
- e. Organization chart

Chapter IV – Analysis or Interpretation of Data

Chapter V – Findings, Suggestions and Conclusions

Appendices

Bibliography

APPENDICES:

The document charts, questionnaires, tables, and schedules etc which are actually referred to in the body of the project report (this consists of chapters I to V) are to be included under appendix or appendices. So, the appendices may include;

- a. Questionnaires used for collecting information.
- b. Schedules used for collecting information.
- c. Tables formed for presenting the data.
- d. Documents/forms etc., referred to in the body of the project report.
- e. Guide student meeting record form.

BIBLIOGRAPHY:

Bibliography means list of books, journals, published work actually referred to or used in the writing of the project report. This is not a separate chapter. The bibliography has to be written in a specific manner. It must be in the following manner.

The name of author (surname followed by initials), title of the book (is to be underline), year of publication, place of publication, number of the edition, name of the publisher in full (address), pages referred to.

MARKING SCHEME:

Project Work	50 Marks
Viva - Voce	50Marks

METHODS OF INSTRUCTION

The training methodology utilized in this Course includes, inter alia, formal class-room lectures, group discussions and case studies relevant to Indian business marketing situations. Audio-visual aids are also extensively used for simulating live marketing situations in the class-room.

FACULTY

The Institute has a well-qualified and experienced Faculty with specialization in various areas of international marketing, commerce, marketing research, trade procedures and documentation, international trade logistics, export finance and costing & pricing. In addition, specialist guest faculty is also invited to cover a few operational areas in this Course.

ADMISSION PROCEDURE

Eligibility

- 1) **Minimum Bachelor's Degree or equivalent from a recognized Indian or a foreign university**
OR
- 2) **Diploma holders with two years full time work experience at executive/supervisory level as on April 31st, 2019.**

Note: Organizational sponsorship is preferred. Non-sponsored employed candidates may also be considered provided their applications are accompanied by a "No Objection Certificate" from their employers.

FEE STRUCTURE

Rs 8,000/- per participant payable at the time of admission.

EXAMINATION AND AWARD OF CERTIFICATE

Details of the system of evaluation and grading will be given to the students at the time of Registration. The examination will be held at the end of the Course. Participants are required to attend at least 70 per cent of the total number of sessions in the Course to make them eligible to appear in the examination. Participants are required to carry out final project work in any business organization engaged in import export business.

DURATION/VENUE/TIMINGS OF THE PROGRAMME

Classes will be conducted at CIMDR Campus, Sangli on weekends
(Saturday: 10:00 am - 1.00pm and Sunday: 10:00 am - 1.00pm)

LIBRARY FACILITY

The Institute has a well-equipped Library. It has a wide collection of books, journals and newspapers relating to Foreign Trade and Export Marketing. Library timings are 8.00 am to 2.30 pm on working days. Students are welcome to use the Library. They are permitted to borrow books against a security deposit of ` 1,000/- refundable after the completion of the Course. Rules governing utilization of library facilities, etc. can be had from the Librarian.

HOW TO APPLY

Prospectus and Application Form can be obtained by making cash payment of 50/- in person. Application form can also be downloaded from our website: www.imesangli.net

Last Date for sale & receipt of filled-in application form: _____, 2019.