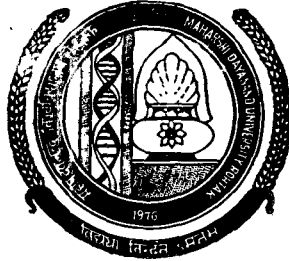


Maharshi Dayanand University Rohtak



Ordinances, Syllabus and Courses of Reading for P.G. Diploma in Export-Import Procedures and Documentation Examination

Session—2002-2003

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Scheme of Examination
ADVANCED POST-GRADUATE DIPLOMA IN
EXPORT-IMPORT PROCEDURES AND DOCUMENTATION
SESSION 2002-2003

SEMESTER-1

Paper Code	Paper	Written Exam.	Internal Assessment
EPID-101	Conceptual Foundations of Management	75	25
EPID-102	India's Export-Import Policy	75	25
EPID-103	Practical Export Marketing	75	25
EPID-104	Trade Financing	75	25
EPID-105	e-Commerce and Internet Export-Import Trade-I	50	50
EPID-106	Comprehensive Viva		100

One month Winter Training in January

SEMESTER-2

EPID-201	Export Procedures and Documentation	75	25
EPID-202	Import Procedures and Documentation	75	25
EPID-203	e-Commerce and Internet in Export Import Trade-II	50	50
EPID-204	Training Report (To be submitted two weeks before exam)	50	50 (Viva voce)
EPID-205	Comprehensive Viva-Voce	100	

Note :

The institute shall arrange the following visit for the students during the course.

- (i) Visit to a port (sea, air or dry-port).
- (ii) Visit to an export house/trading house.

- (iii) Visit to an export promotion council or commodity board.
- (iv) Visit to an EPZ, SEZ, Technology park or 100% EOU.

There should be one visit in each of the above categories, two in each semester.

Students would be required to submit a written report of the visit.

The visit report will have a non-credit qualifying character and it will be evaluated as 'satisfactory' or 'not satisfactory' by the concerned college/institute.

A student must have at least two satisfactory reports to his/her credit in order to qualify the Diploma.

Comprehensive Viva Voce will cover written papers training report and visit reports.

CONCEPTUAL FOUNDATIONS OF MANAGEMENT

Paper Code : EPID-101

External Marks :75

Internal Marks: 25

Time : 3 hrs.

Unit-I

Nature and purpose of management; functions of a manager, approaches to management; the art and science of managing; types and steps in planning; the planning process; approaches to setting goals and targets; elements of business strategy; basic competitive strategies and their implementation.

Elements of rational decision making; evaluation and selection of alternatives; modern approaches to decision-making;

Unit-II

Formal and informal organisations; organisational divisions and levels; span of management; effective organising; methods of departmentation; line and staff concepts and their relationships; delegation of authority; conflict resolution methods.

Unit-III

Determining staffing requirements; selection process; techniques and instruments; basic measures of performance appraisal.

Unit-IV

Methods of motivation :- basic approaches; significance and approaches to leadership; the communication function and its effectiveness; the basic process of managerial control; controlling overall performance; preventive controls. Managerial functions in international business.

Reference Books

1. Harold Koontz and Wierich : Management, Mc-Grawhill, Tokyo
2. Stonier and Wankel : Management, Prentice Hall of India, N.D
3. Richard M. Hdgets : Management, Academic Press, N.Y.
4. Peter F. Drucker : Practice of Management, Pan Books, London.

INDIA'S EXPORT-IMPORT POLICY

Paper Code : EPID-102

External Marks :75

Internal Marks: 25

Time : 3 hrs.

Unit-I

Role of foreign Trade in Indian economy; Trends in volume, composition and direction of trade flows in relation to overall BOP.; Export thrust areas and their share in world trade; Implications of WTO agreement for India's foreign trade; trade liberalization under economic reforms.

Unit-II

Major provisions of Foreign Trade (Development and Regulation) Act major export promotion Schemes-EPOG, Duty Exemption Scheme, EOU, EPZ, EHTP and STP schemes, deemed Export, Export houses and trading houses, export Promotion schemes for specific export items; incentives for participation in international trade fairs and exhibitions.

Unit-III

Institutional support system for Indian exporters- Board of Trade, DGFT commodity boards, export promotion councils - MPEDA, APEDA Trade Development Authority, ITPO, NCTI EXIM Bank, ECGE, Export Inspection Council, Directorate General of shipping, Freight Investigation Bureau. FIEO, DGCIS, Indian Institute of Packaging and IIFT.

Unit-IV

India's Major trade problems; competitiveness of India's exports; adequacy of incentive and support structure; measures for overcoming trade barriers.

Reference Books

1. Sengupta, N.K. : Govt. and Business, Vikas Publications, N.D., Latest edition.
2. Govt. of India : Economic Survey, Govt. of India, N.D. Latest issue.
3. Aggarwal, Raj : Indian Foreign Trade, Excel Books, N.D. Latest Edition.
4. Govt. of India ; Export - Import policy and Procedures, Vol. 1 and 2

PRACTICAL EXPORT MARKETING

Paper Code : EPID-103

External Marks :75

Internal Marks: 25

Time : 3 hrs.

Unit-I

Market selection and market research; export pricing procedure; retrograde pricing, methods of quoting export prices; INCOTERMS

Business correspondence for exports and Imports; designing and distributing export promotion literature; managing participation in trade fairs and exhibitions

Unit-II

Intermediaries in indirect channels of exports and imports — brokers, export-agents, EXCs, co-operative exporters, Web-Pomerene associations, buying agents; export merchants, export drop shippers and distributors and export trading companies; channels selection and channel cost; role of freight forwarders and custom house brokers.

Unit-III

Export order execution; product sourcing; product quality; packaging and pallet standards; alternative modes of transportation in imports and exports; types of carriers and vessels-choice of the mode of transport.

Unit-IV

Promotional strategies; international advertising decisions; problem concerning international sales promotion and personal selling.

Reference Books

1. Ramu, S. Shiva : Export Marketing - A Practical Guide to Exporters, Wheeler Publishing, N.Delhi.
2. Onkvisit, S and Shaw, J.J.: International Marketing - Analysis and Strategy P.H.I. N.Delhi
3. Bennett, Roger : International Marketing; Strategy, Planning, Market Entry and implementation, Kogan Page, London.
4. Raghuram, Asopa et.al. : Shipping Management Concept and Cases McMillan, N.Delhi.

TRADE FINANCING

Paper Code : EPID-104

External Marks :75

Internal Marks: 25

Time : 3 hrs.

Unit-I

Nature and sources of trade finance; instrument and institutions of trade finance; nature of euro-markets, role of commercial Banks.

Unit-II

Nature of Pre-shipment finance; eligibility criteria of granting packing credit; purpose, form and quantum of pre-shipment credit; period of credit and rate of interest; packing credit for export of goods, consultancy

services, imports meant for export production and deemed exports; procedure and documentation for availing pre-shipment finance; advances against incentives receivable from Government; ECGC formalities.

Unit-III

Nature, purposes, forms and sources of post-shipment finance; RBI guidelines and norms for post-shipment finance; post shipment credit in foreign currency; procedure and documentation concerning post-shipment credit; role of ECGC.

Unit-IV

Negotiation of export documents drawn under export letter of credit; purchase/discount of export documents drawn under confirmed orders; advances against export bills, consignment exports; undrawn balances and against receivable from Government; post-shipment finance under deferred payment arrangements.

Reference Books

1. Chaudhary, B.K. : Export Finance, Himalayan publishing House, Bombay.
2. Dow, F. : Understanding Documetary Bills and Credits : A Practical Guide for Exporter, Importers, Forwarders and Bankers, Croner Publications Surrey.
3. Nabhi's Exporters Manual and Documentation.
4. Apte, P.G. International Financial Management, Tata McGraw Hill, N. Delhi.

E-COMMERCE AND INTERNET IN EXPORT-IMPORT TRADE-1

Paper Code : EPID-105

External Marks :75

Internal Marks: 25

Time : 3 hrs.

Unit-I

Introduction to computers : types of computers, computer system organization, operation system; graphic presentations in buyer/seller meets for exports and imports; application of computers in export management.

Unit-II

Networking : types of computer network; topology; protocols; Teletext and Videotext networks:

Unit-III

Introduction to Internet : Hardware and software requirements, audio and video communication; Internet addressing scheme; WWW, automated web search; E-mail; new groups; gopher; Archie; multimedia application in exports.

Unit-IV

Cyber crime; IT Act 2000 with special reference to digital signatures and its certification; duties of subscribers, offences.

Reference Books

1. V. Rajaraman : Fundamental of Computers, P.H.I.
2. Sanjeev Gupta : Internet for Business Managers, Excèl Books
3. Tannenbaum : Computer Networks, P.H.I.
4. Krishan Kumar : Cyber Laws, Dominant Publishers and Distributors.

EXOPORT PROCEDURES AND DOCUMENTATION

Paper Code : EPID-201

External Marks : 7

Internal Marks: 2

Time : 3 hr

Unit-I

Pre-requisites for successful exporting; starting an export business; choosing an appropriate business organisation and product lines, selecting prospective markets and locating prospective buyers; negotiation skills; skills; export order processing; export contracts.

Unit-II

Registration of Exporters; export of samples, obtaining an export-import license; quality control and pre-shipment inspection of export consignment; self-certification scheme; labelling, packaging, packing and marking of goods for exports; cargo insurance and claim procedure.

Unit-III

Procedure for rebate on excise duty on exported goods; various types of export documents and their preparation; procedure for custom clearance of exports by air, sea and post-parcels; documents under aligned documentation system; electronic data interchange.

Unit-IV

Availing concessions and facilities under various export promotion schemes; facilities for export/trading houses and deemed exporters; availing Marketing Development Assistance; procedure for settlement of trade disputes.

Reference Books

1. Govt. of India : Export-Import Policy and Procedures, Vol 1 and 2
2. Jitender, M.D. : Export Procedures and Documentation, Raj Publications N.D.
3. Nabhi's Exporters Manual and Documentation.
4. Paras Ram : Export What, Where and Why, Anupam Publication N.D.
5. Nabhi's New Export — Import Policy and Procedures.

IMPORT PROCEDURES AND DOCUMENTAION

Paper Code : EPID-202

External Marks :75

Internal Marks: 25

Time : 3 hrs.

Unit-I

Pre-requisites and preliminaries for starting Import business; regulatory institution in Import trade - Ministry of Commerce, DGFT and Custom authorities; categories of imports and importers under the current Exim Policy.

Unit-II

Procedure for registration of Importers; licensing authorities - jurisdiction and functions, retirement of import documents, procedures and formalities, operating procedure for authorized dealers; procedure for making import payments and RBI guidelines.

Unit-III

Imports under special scheme for exporters - EPCGS, Duty Exemption Scheme, SIL (special Import Licensing) scheme. Diamond, gem and jewellery export promotion schemes, 100% EOU/EPZ/FTZ units scheme; procedure for personal imports, import of gifts and import of automobiles; procedure for import of gold and silver and technology drawing and design, samples and prototypes; special Import facilities for NRI's and PIO's.

Unit-IV

Custom clearance of import; Indian customs tariffs classification; types of customs duties; valuation of goods and assessment of customs duty; nature types and salient features of bill of entry, presentation of bill of entry, warehousing of imported goods, and their clearance, self assessment scheme and green channel facility.

Reference Books

1. Govt. of India : Export-Import Policy and Procedures, Govt. of India, N.D.
2. Paras Ram : Export-Import Procedures, Anupam Publication
3. Bowersox, Donald. J. : Logistical Management, Mc-millan, N.Y. Latest ed.
4. Govt. of India : ITC(HS) Classification of Export and Import items, Govt. of India, N. Delhi;

E-COMMERCE AND INTERNET IN EXPORT-IMPORT TRADE-II

Paper Code : EPID-203

External Marks : 75

Internal Marks: 25

Time : 3 hrs.

Unit-I

Internet based e-commerce : issues, problems and prospects; Internet commerce architecture, getting and retaining customers for international business; use of e-commerce in export marketing.

Unit-II

Customer relationship management : definition, architecture and infrastructure of CRM, challenges and trends in CRM, obtaining foreign trade statistics on internet, locating buyers, international sources on prices.

Unit-III

E-commerce resources : electronic payment system, value added services, e-commerce laws and security implications.

Unit-IV

Internet marketing and advertising; digital marketing tool, IT and distribution; marketing information system, advertising process, marketing process, market research, cost of web presence, interactive promotion and consumer behavior, Effective demonstration of product samples on the web.

Reference Books

1. David Whiteley : E-commerce, Tata Mc-Graw Hill
2. Dr. Ravi Kalakotia : E-Business, Addison Wesley.
3. Daniel Amor : The E-Business Revolution. P.H.I.
4. Sunil Sharma : E-Commerce, Excel Books, New Delhi.