

Programme Project Report (PPR)
Post Graduate Diploma in Export-Import Management (PGD EXIM)
School of Vocational Studies

a) Programme's mission & objectives:

With the rapid growth in international trade in various countries, several highly rewarding job opportunities have opened up for individuals who are trained in export-import transactions. Some of the sectors that offer ample scope in export management include Trading Houses, Export Department of Companies, Development Authorities & Commodity Boards, Marine Insurance Companies, Export Processing Zones, Export Promotion Councils and Export Oriented Units etc. The course on Export-Import Management is designed to give students an advanced training in handling any trend, strategy or situation in the current scenario of national and international trade. The basic aim of this particular course is to equip young graduate to make a successful career in different departments of trade management.

b) Relevance of the Programme with HEI's mission and goals:

The mission of the university is to spread higher education in different parts of the state and to provide access to different skill enhancing educational programmes at affordable cost to the disadvantaged and to provide the facility for lifelong learning to intending learners. This particular course/ programme may give an opportunity to gain knowledge in the area of international trade and business.

c) Nature of prospective target group of learners:

The pass out fresh graduates may join this course to increase their employability in the field of export-import sector/ international trade. The working persons may take this course for their vertical/ horizontal mobility in their work place.

d) Appropriateness of programme to be conducted in open and distance learning mode to acquire skills and competence

The PG Diploma in Export-import Management is a tailor-made programme specifically designed for the workforce of international trade and business. The fresh graduates and existing workforce can take the advantage of ODL system to increase their skills and competence in this particular field without disturbing their work schedule.

e) Instructional Design:

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 : 48 credits (600 marks).

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, quotas, 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, disbursement, quantum, interest rate, repayment; Factoring.; Forfaiting; Financing deemed exports; Export finance in foreign currency.

Unit3: 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, disbursement, quantum, interest rate, repayment; Foreign Currency Loans.

Unit 4: Preparation of project report

Areas to be covered, e.g. marketing, finance, operations, etc.; Annexures relating 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

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.

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

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

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.

Duration of the programme: 1-year

Instructional delivery mechanism: Face to face counseling session, Print course materials (SLM) and A/V lecture through website. Internal faculties of the school are engaged to conduct the programs.

f) Procedure for admission, curriculum transaction and evaluation

Admission: Through Admission Notification which is published in leading news papers and through university website. Minimum eligibility: Any graduate (10+2+3); Course fees: Rs.12000/-;

Curriculum transaction and Evaluation: Face to face counselling is arranged at the respective study centre. There are two components of evaluation. Internal assessment/ home assignment for each paper carries 20% weightage. The final term-end examination will be held on yearly basis and carries 80% weightage.

g) Requirement of Laboratory support & library resources:

The students may avail the library facilities at their study centres.

h) Cost estimate of the programme and provisions:

Estimated cost of development of programme Rs.17160/-

i) Quality assurance mechanism and expected programme outcomes:

NSOU has constituted the Centre for Internal Quality Assurance (CIQA) as per UGC (Open and Distance Learning) Regulations, 2017 to ensure the delivery of high quality programmes to its learners.

(a) Objectives of the CIQA:

- It tries to ensure quality service to the learners of the subject through development of good and appropriate standard Study Learning Material or SLM, integration of modern methods of teaching learning including usage of ICT and credibility of evaluation procedures.
- It also tries to identify the key areas in which the concerned School of the University should maintain quality.
- Another important function of the CIQA is to prepare Program Project Report(PPR) of the programs/courses being offered by the concerned School or proposed to be launched in the near future with due approval of competent authority.

(b) Function: The CIQA shall have the following functions:

- É Organization of inter and intra Schools/ Institutional workshops, seminars on quality related themes and promotion of quality circles.
- É Documentation of the various programmes / activities of the School leading to quality improvement
- É Acting as a nodal agency of the institution for quality-related activities, including adoption and dissemination of good practices.
- É Facilitating the creation of a learner-centric environment conducive for quality education and faculty maturation to adopt the required knowledge and technology for participatory teaching and learning process.
- É Arrangement for feedback responses from students, parents and other stakeholders on quality-related institutional processes.
- É Dissemination of information on the various quality parameters of the University.
- É Development of quality culture in the University, and encourage creativity and innovation among the faculty and staff.
- É Record activities undertaken on quality assurance along with preparation of the PPRs and Annual Reports.

After successful completion, the trainees may find a job in the export houses or in an international trade / business house.