

Syllabus

Program Name: Certificate Course in Export and Import Management

Proposed by: Rayat Shikshan Sanstha's, Karmaveer Bhaurao Patil College, Vashi, Navi Mumbai (An Autonomous College)

Batch size proposed: 60 students

Proposed Program Duration: 2 months- 30 hrs theory

Program co-ordinator: Prof. Vivek Bhoir

A. Overview of program

This course will help the students to understand basics of Export, import. This short term course is a perfect for those who are interested to know basics of EXIM Mgt. Jobs for the students are available in the vicinity of the college because there are three International Ports namely Jawaharlal Nehru Port Trust (JNPT), Gateway Terminals India Pvt. Ltd. (GTI) and DP World (NSICT).

1. Program Objectives:

- To provide you with an overview of export marketing
- To understand the meaning of export marketing
- To explain the features of export marketing
- To know the importance of export marketing at national level and firm level
- To distinguish between domestic marketing and export marketing
- To elaborate the motivations for export marketing
- To find out the present problems / Difficulties faced by Indian exporters

Learning Outcomes:

After completion of this course student will be able to:

- Demonstrate a thorough understanding of Import Export procedures.
- Gain an awareness of functioning of CFS/ICD
- Explain the export marketing including online marketing
- Enumerate steps in customs clearance procedure for imports and exports
- Identify various methods of packaging of Agri products
- Explain practical aspect of exports of Agri products including cold storage operations
- Gain an awareness of WTO agreements

2. Target group of learners: 12th pass students who are interested to pursue the career in Export Import Management

B. Curriculum and pedagogy

1. Curriculum

Module/Unit	Contents	Hours
Basics of Export Import Mgt	<ul style="list-style-type: none">• Concept, Types and Significance of Export and Import• Features of Marketing• Importance of Export Marketing• Factors influencing export marketing• Export Marketing Development through Internet• Prospects and Challenges of Export Marketing in India• payment terms• insurance• shipping terminologies• Import export procedures (steps from landing of the import goods till its clearance and for exports, despatch of cargo to the port till loading.• functions of CFS,ICD	10
EXIM Policy and Promotional Measures	<ul style="list-style-type: none">• Foreign Trade Policy – Highlights and Implications.• Privileges of Export and Trading House Status holders• Role of Directorate General of Foreign Trade• Negative List of Exports	05
Export Procedure Export Procedure	<ul style="list-style-type: none">• Registration with different authorities.• Role of Custom House Agents (CHA).• Quality Control and Inspection – Objectives and agencies.• Pre-shipment procedure including Central Excise Clearance and Custom Clearance• Shipment procedure and Realization of Export proceeds.• Main Documents used in Export Trade – Commercial Invoice, Shipping Bill, Certificate of Origin, Consular Invoice, Mate's Receipt, Bill of Lading, GR Form, Bill of Exchange.• Specimen/Proforma of Export Documents• Export Incentives, assistance and schemes extended to the Indian exporters – Duty Drawback, EPCG Scheme, MDA, MAI, ASIDE, IRMAC.• Packing and grading of Agri cargo, Cold Storage operations, Agri export procedures.	15

C. Requirement of the Resources:

- Expert trainer in Export Import Management

E. Assessment

The assessment will through online test of 50 marks