

BACHELOR OF COMMERCE PROGRAMME

**Under Choice Based Credit, Grading and
Semester System**

To be implemented from Academic Year 2018-2019

Faculty of Commerce

Board of Studies of Commerce

Rayat Shikshan Sanstha's
Karmaveer Bhaurao Patil College Vashi, Navi Mumbai
Autonomous College
[University of Mumbai]
Syllabus for Approval

Skill Based Course (B.Com.) 2018-2019

Certificate Course in Export and Import Management

Sr. No.	Heading	Particulars
1	Title of Course	Certificate Course in Export and Import Management
2	Eligibility for Admission	XII th Pass of any stream
3	Passing Marks	40%
4	Ordinances/Regulations (if any)	
5	Duration	30 Hrs
6	Level	U.G.
7	Pattern	Semester
8	Status	New
9	To be implemented from Academic year	2018-2019

AC – 01/09/2018

Item No.:



**Rayat Shikshan Sanstha's
KARMAVEER BHAURAO PATIL COLLEGE, VASHI.
NAVI MUMBAI
(AUTONOMOUS COLLEGE)
Sector-15- A, Vashi, Navi Mumbai - 400 703**

**Syllabus for Skill Based Course
Certificate Course in Export and Import Management**

Program: B.Com.

**Course: Certificate Course in 'Export and Import
Management'
(Choice Based Credit, Grading and Semester System
with effect from the academic year 2018-2019)**

Rayat Shikshan Sanstha's
KARMAVEER BHAURAO PATIL COLLEGE, VASHI, NAVI MUMBAI
Department of Commerce & Accountancy
Skill Based Course (B.Com.) 2018-2019
Certificate Course in 'Export and Import Management'
Corse Code:UGCOM EI 02

Details of the Certificate Course:

- | | |
|-------------------------|--------------------------|
| 1. Eligibility | : XII th Pass |
| 2. Duration | : Six Months |
| 3. Intake Capacity | : 60 Students |
| 4. Theory & Practical | : 30 Hrs |
| 5. Fees Structure | : Rs. 2,000 |
| 6. Examination Pattern: | |

I.	Theory: Theory Exam 50Marks	
	Theory paper shall be of one hour duration.	
	Multiple Choice Questions of 50 marks	
II.	Practical 50 Marks	The External examination will be conducted as per the following scheme.
Sr. No.	Particulars of Practical Examination	Marks%
1	Filling of Export/Import Documents	30
2	PPT	20
	TOTAL	50

Objectives of the Course:

- 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

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-I Export Procedure-II	<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

Reference Books:

1. Export: What, Where and How, Paras Ram, Anupam Publishers, Delhi
2. Exports – Do it Yourself, Mahajan M.I., Snow White Publications, New Delhi
3. Import – Do it Yourself, M. I. Mahajan, Snow White Publications, New Delhi
4. Export Marketing, TAS Balagopal , Himalaya Publishing House

5. Export Documentation and Procedures, , Nabhi Publications, New Delhi
6. International Marketing Management, R.L. Varshney, Sultan Chand
7. International Marketing, Terpstra, Holt Saunders
8. International Business, Concept, Environment and Strategy, Sharan V., –
9. Export Management, D.C. Kapoor, Vikas Publishing House