

SYLLABUS
ADVANCED CERTIFICATE IN INTERNATIONAL TRADE
(60 hours Course)

Paper I: International Marketing & Organizational Behavior (10 Hours)

Introduction:

- Basis of International Marketing
- Difference between International and Domestic market
- Impact of Globalization, Disintermediation and Liberalization on the International market.

India's Foreign Trade:

- Balance of Payment
- Recent trends in India's Foreign Trade
- Measures to boost India's Foreign Trade

Global Environment for Foreign Trade:

- Factors affecting World Trade
- World Trade Organization (WTO), UNCTAD and ICC
- Regional Economic Groupings- EU, LAFTA, NAFTA, SAFTA, SAARC, ASEAN, etc.

Principles of International Marketing:

- Market segmentation, Targeting positioning, Brand Image
- Identifying foreign markets
- Sources of Information and importance of data
- Overseas marketing research
- Promotion of products in global markets
- Product planning and Channels of distribution

Organizational Behavior Management:

- Definition, Its nature and scope
- Functions of Management- Planning, Staffing and Organization Leading and Directing, Control and Evaluation

The Human Resource Management:

- Its Management and Development
- New insights into Human Resource Management

Motivation:

- Morale and Productivity
- Relieving stress at work place (please include GST rules as applicable)

Paper II: Export Finance and Banking & Exchange Control Regulations (10 Hours)

Export Costing:

- Costs Concepts: Fixed, Marginal and Variable Costs
- Export Pricing, Break Even Analysis
- Cost Sheet for Exports, including Freight and Insurance
- International Commercial Terms (INCO 2010)
- Problems on Export Pricing

Export Finance:

- Preshipment and Post shipment Finance
- Export Finance in Foreign Currency
- Scrutiny of Export Letter of Credit and Negotiation of documents under LC
- Discrepant documents
- Export credit and Guarantee Corporation (ECGC)
- Deferred Payment Exports: Suppliers Credit/ Buyers Credit
- Project Exports
- EXIM Bank, Its role and functions
- Factoring and Forfeiting

FEMA:

- Introduction to FEMA, Authorized Dealers
- Current Account and Capital Account Transactions
- Rupee convertibility on Current/ Capital Account
- FEMA provisions regarding Exports, EEFC and Diamond Dollar Accounts
- Foreign Currency Accounts for Residents and Non Residents

Exchange Rate Management:

- FEDAI and its Guidelines
- Exchange Rate Mechanism
- Derivatives, Hedging, Options etc. (Please include GST rules as applicable)

Paper III: Export Procedure and Documentation (12 Hours)

Definition: Definition and meaning of exports

- Understanding an Export Transaction

Exchange Rate Mechanism:

- Basic Concepts
- Direct Quotation Method, Spot and Forward rates and booking of Forward contract for exports. NOSTRO, VOSTRO and LORO a/cs

Procedure:

- How to set up an Export Company, Categories of an Exporter
- Procedure for obtaining IEC and RCMC
- Various Export Promotion Organizations i.e. EPC, CB's
- Export sales contract, Export order, processing and Scrutiny of an Export order
- Execution of an Export Order

Payment Terms:

- Payment terms for settlement of export import transaction
- Letter of credit, its contents and types of LC
- Uniform Customs Procedures for Documentary Credits (UCPDC)

Documentation:

- Entire export documents, i.e. Principal, Auxiliary and Regulatory set of documents used in export trade and their importance

Customs Clearance of Cargo meant for exports:

- Excise clearance procedure
- Role of customs house agents
- Shipping and customs formalities
- Marine insurance(Please include GST rules as applicable)

Paper IV: Import Management (10 Hours)

Definition:

- Need for Imports. Definition and meaning of Imports
- How to read Import Export Policy and Procedures

Procedures for Imports:

- Import finance
- Opening of Import Letter of credit
- External commercial Borrowings
- Buyers Credit/Trade Credit
- Direct Imports.
- Retirement of Import documents under an LC or otherwise on collection
- FEMA provision regarding Imports

Role of Customs and regulations regarding imports:

- Indian customs Act. 1962
- Customs Tariff Act,
- Filing of Bill of entry
- Clearance of cargo at the time of imports
- Valuation and assessment of goods for payment of customs duty
- Method for calculation of customs duty
- Import of Technology, Drawings and Designs
- Import of Samples/Gifts

- Imports for personal use & Baggage rules
- Imports through post and courier

Central Excise:

- Main provision for Imports/Exports
- Factory stuffing/warehouse stuffing/sealing of containers
- Clearance of goods under Bond
- Imports under special schemes for exporters
- EPCG, Duty Exemption/remission and various other promotional schemes
(Please include GST rules as applicable)

Paper V: Foreign Trade Policy (10 Hours)

Foreign Trade Policy

- Legal Frame work
- Various definitions
- Govt. objective under Foreign trade Policy
- Structure of Import Policy
- ITC (HS) classification of Imports
- General policy provisions regarding Imports and exports
- Promotional Measures
- Duty exemption/Remission Scheme
- EPCG scheme
- SEZ, 100% EOU's, EHTP, STP, SEZ, FTZ etc.
- Deemed Exports
- Current Foreign Trade Policy (Please include GST rules as applicable)

Paper VI: Foreign Trade Logistics (8 Hours)

A) Logistics

- Introduction to global logistics
- Different modes of shipments
- Different modes of operation of shipping
- Different modes of transport
- Multi modal transport system
- Chartering practice
- Conference system
- Containerization FCL/LCL, CFS, ICD
- Third party logistic service providers
- CHA, FFA, C&FA, Ship operating agent, NVOCC
- Introduction to port operation, harbor facility, terminal facility, VTMS
- Customs bonded warehouses
- Freight (types and application), freight consolidation
- Introduction to custom procedure (logistics)
- Documentation (logistics)
- INCOTERM 2010, Selection of INCOTERM
- Application of information technology in logistics

B. Cargo Insurance

- Introduction to need and importance of marine insurance
- Basic principles of insurance applicable to cargo clause A, B& C
- Ocean, air and inland transit clause
- Insurance premiums
- Insurance claim procedures, documentation and time limit. (Please include GST rules as applicable)