

# **SRI SARADA COLLEGE FOR WOMEN (AUTONOMOUS)**

**Reaccredited with B++ Grade by NAAC**

**(Affiliated to Periyar University)**

**Salem – 636 016.**

## **PG & RESEARCH DEPARTMENT OF ECONOMICS**



### **ADVANCED DIPLOMA COURSE**

**IN**

### **EXPORT MANAGEMENT**

#### **Syllabi**

<b>I Year</b>	<b>Certificate Course</b>	Elements of International Trade
<b>II Year</b>	<b>Diploma Course</b>	Elements of Export Management
<b>III Year</b>	<b>Advanced Diploma Course</b>	Export Management Procedure

## **ADVANCED DIPLOMA COURSE IN EXPORT MANAGEMENT**

### **CERTIFICATE COURSE: ELEMENTS OF INTERNATIONAL TRADE**

**Total Hours: 100**

#### **Syllabus**

#### **Objectives:**

- To provide students with a comprehensive understanding of the fundamentals of international trade
- To develop analytical skills regarding trade policies and export promotion measures

#### **UNIT - I: Introduction**

**Hours: 20**

Meaning and Definition of International Trade, Factors influencing International Trade, Problems in International Trade, Regulations in International Trade.

#### **UNIT - II: Theories on International Trade**

**Hours: 20**

Absolute and Comparative Advantage Theories, Terms of Trade, Balance of Trade, Balance of Payment and Adjustment Mechanism.

#### **UNIT - III: India's Foreign Trade Policy**

**Hours: 20**

Direction and Composition of India's Foreign Trade with Special reference to its Exports, Export Promotion and Import Substitution.

#### **UNIT - IV: Trade Policy Instruments**

**Hours: 20**

Tariffs, Quotas, Anti-dumping / Countervailing duties. Exchange Control and other Non-Tariff measures.

#### **UNIT - V: Instruments of Export Promotion**

**Hours: 20**

Role of Export Promotion, Export Promotion Measures, Export Promotion Schemes and Assistance; Role of Export Houses, Trading and State Trading Organisation, EPZs and SEZs.

#### **Books for Study and Reference**

1. Export Management P. K. Khurana - Galgotia Publishing Company, New Delhi.
2. Export Management -T. A. S. Balagopal - Himalaya Publishing House, Mumbai.

#### **Students will be able to**

- Explain the meaning, factors, and problems associated with international trade, and understand the regulations that govern global trade practices.
- Evaluate India's foreign trade policies, the role of tariffs, quotas, and other trade policy instruments, as well as the various export promotion measures and schemes implemented to enhance trade competitiveness.

# ADVANCED DIPLOMA COURSE IN EXPORT MANAGEMENT

## DIPLOMA COURSE: ELEMENTS OF EXPORT MANAGEMENT

**Total Hours: 100**

### Syllabus

#### Objectives:

- To provide students with a clear understanding of export management
- To help students develop skills in export planning and marketing

#### **UNIT - I: Introduction to Export Management –I**

**Hours: 20**

Definition, Need-for Export Management, Nature of Export Management, Features of Export Management.

#### **UNIT - II: Introduction to Export Management – II**

**Hours: 20**

Process of Export Management, Functions of an Export Manager, Organisation Structure of an Export Firm. Reasons for India's Poor Share in World Trade, Export of Services

#### **UNIT - III: Organising an Export Firm**

**Hours: 20**

Nature of Export Firm, Setting up of an Export Firm, Registration Formalities, Need for Export Marketing Plan, Contents of Export Marketing Plan, Developing an Effective Export Framework.

#### **UNIT - IV: Export Product Planning – 1**

**Hours: 20**

Modes of Entry in Foreign Markets, Criteria for Selection of Products for Exports, Steps in New Product Development Process, Identifying Foreign Markets for Export of Products.

#### **UNIT - V: Export Product Planning – II**

**Hours: 20**

Product Life Cycle, Product Mix, Product Branding, Product Packaging and Labeling.

#### **Books for Study and Reference:**

1. Export Management - D. C. Kapoor - Vikas Publishing House Pvt. Ltd., New Delhi.
2. Export Management - Francis Cheruuilam - Himalaya Publishing House, Mumbai.
3. International Marketing Management An Indian Perspective R. L. Varshney and B. Bhattacharya, Sultan Chand & Sons.

#### **Students will be able to**

- Explain the need, nature, and features of export management, along with the role and structure of export firms.
- Develop export marketing plans, identify suitable products and markets for exports, and understand product branding, packaging, and labeling for international markets.

## **ADVANCED DIPLOMA COURSE IN EXPORT MANAGEMENT**

### **ADVANCED DIPLOMA COURSE: EXPORT MANAGEMENT PROCEDURE**

**Total Hours: 100**

#### **Syllabus**

##### **Objectives:**

- To familiarize students with the complete export procedure.
- To equip students with knowledge of export finance, pricing, and customs clearance

##### **Unit - I: Export Procedure-1**

**Hours: 20**

How to export, Preliminaries for starting export business, Regulatory framework for exporters, Registration; Register with Export Promotion Council; Despatching sampling. Export License.

##### **Unit - II: Export Procedure – II**

**Hours: 20**

Stages in export procedure, Export Credit Insurance, Excise and Customs Procedure using freight forwarders, Exporting through export houses. Shipping and Customs formalities.

##### **Unit - III: Export Pricing**

**Hours: 20**

Export Pricing-Factors determining export price, Export pricing objectives, Export pricing quotations, Marginal cost pricing, Break even pricing, Export pricing strategies.

##### **Unit - IV: Export Finance**

**Hours: 20**

Meaning of Export Finance Types of export finance, Features of pre-shipment and post-shipment finance, Methods of payment, Role of banks, EXIM bank and ECGC formalities.

##### **Unit - V: Export Clearance**

**Hours: 20**

Customs clearance of Exports, Role of customs clearance in India, Customs clearance of exports cargo, Customs clearance for shipment through air, ship, ICDs, post parcel and courier, shipping and port formalities for exports.

##### **Books for Study and Reference:**

1. Export Management - D. C. Kapoor - Vikas Publishing House Pvt. Ltd., New Delhi
2. Export Management - Francis Cheruuilam - Himalaya Publishing House, Mumbai.
3. International Marketing and Export Management - Pearson Publication, New Delhi

##### **Students will be able to**

- Explain the steps required to start an export business, including registration, obtaining licenses, and managing shipping and customs formalities.
- Determine export prices, explore various export finance options, and navigate customs clearance procedures for different types of shipments.