

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SEGM02 MBM5SEGM02 MFB5SEGM01
Course Title	Export Import Management

Course Learning Outcomes (CLO):

At the end of the course, students will be able to:

1. Explain the concepts and knowledge required for managing export imports business.
2. Apply the basic concepts and required skills in Estimating Export Market Potential
3. Make use of conceptual knowledge export import operations such as the use of international commercial terms, documentation, payment terms and risks management system and analyze implications of GATT/WTO system for export import business

Syllabus

Teaching Hours

<p>Unit I: Overview of the Export Import Environment</p> <ul style="list-style-type: none"> • The Basics of Export Marketing Strategy – Export what, where, how and Environment for Export /Import • Selection of Export Products and Market Identification • The Export Market Research • The Market entry (Modes) - Overseas Selling • Prerequisites to Exports and Imports 	12
<p>Unit II: Appointing Overseas Agents, EX-IM Documentation, Pre-shipment Inspection for Quality Control</p> <ul style="list-style-type: none"> • Appointment of Overseas Agents and Remittance of Commission • EX-IM Documentation, Registration / memberships, etc. under Foreign Trade Policy • Pre-shipment Inspection and Quality Control 	05
<p>Unit III: Export and Assistance Facilities under India's Foreign Trade Policy – Duty Exemption Schemes</p> <ul style="list-style-type: none"> • An Overview of India's Foreign Trade • Export Promotion Capital Goods Scheme • Duty Drawback • Advance Authorisation and Duty Free Import Authorisation • Export Houses, Export Oriented Units EOUs, EHTPs, STPs, BTPs, SEZs, etc. • Marketing Development Assistance and International Trade Fairs and Exhibitions 	05

<p>Unit IV: Payment Terms, Export Pricing & Commercial Terms and Export Finance & Risks</p> <ul style="list-style-type: none"> • Export Import Payment Terms and FE – Related Risks • International Commercial Terms • Pre - shipment and Post - shipment Finance • Marine Insurance • Export Credit Guarantee Insurance 	05
<p>Unit V: GATT / WTO; ICC and ICA Dispute Resolutions Forums</p> <ul style="list-style-type: none"> • Managing Export and Import under the GATT/WTO System (WTO System – GATT, GATS and TRIPs) • Managing Trade Disputes, Litigations and Redressal Forums 	03

Suggested Readings:

1. Goyal, A., and Mohd, N., WTO in the New Millennium, Academy of Business Studies, New Delhi and MVIRDC World Trade Centre, Mumbai.
2. Centex, Foreign Trade Policy, ITC (HS) Classifications of Export and Import Items, Centex Publications, New Delhi.
3. Cherunilam, F., International Business – Text and Cases, Prentice Hall India.
4. Cherunilam, F., International Trade and Export Management, Himayalya Publishing House.
5. ITC*/UNCTAD/GATT, Export Marketing Strategies and Plans, International Trade Centre, Geneva.
6. ITC/UNCTAD/GATT, Introduction to Export Market Research, International Trade Centre, Geneva.
7. Paul, J., and Aserkar, R., Export Import Management, Oxford.
8. Kathuria, P. K., Export Management, Galgotia Publishing Co. New Delhi.
9. Mahajan, M.I., Export Policy, Procedure and Documentations, (Exports, Imports and Foreign Exchange Management), Snow White Publication, Mumbai.
10. MOC, Foreign Trade Policy and Handbook of Procedures, Ministry of Commerce and Industry, New Delhi.
11. Ram P., and Garg, N., Export – What, Where and How, Anupam Publications, New Delhi.
12. Rao, S. P., International Business, Himalaya Publications, Mumbai.

w.e.f. Academic Year 2019-20 and onwards