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Every Good Work*

# **SACRED HEART COLLEGE (AUTONOMOUS)**

**Tirupattur – 635 601, Tamil Nadu, S.India**

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**A Don Bosco Institution of Higher Education, Founded in 1951 \* Affiliated to Thiruvalluvar University, Vellore \* Autonomous since 1987**

**Accredited by NAAC (4<sup>th</sup> Cycle – under RAF) with CGPA of 3.31 / 4 at 'A+' Grade**

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## **POST GRADUATE DIPLOMA IN IMPORT AND EXPORT MANAGEMENT**

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# **SYLLABUS 2021 ONWARDS**

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**SACRED HEART INSTITUTE OF  
MANAGEMENT STUDIES (SHIMS)  
SACRED HEART COLLEGE (AUTONOMOUS)  
TIRUPATTUR, DT.**

**SYLLABUS OF PG DIPLOMA IN IMPORT EXPORT MANAGEMENT**

(With Effect from the Academic Year 2021 onwards)

## Department's Note

The Department of management studies has great pleasure in publishing the syllabus for the **Post Graduate Diploma in Import Export Management (PGDIEM)** Examination under the Faculty of Management starting academic year 2021 onwards.

Head of the Department

## **NAME OF THE COURSE:**

The name of the course shall be Post Graduate Diploma in Import Export Management (PGDIEM)

## **OBJECTIVE OF THE COURSE:**

The basic objective of this course is to provide to the country a steady stream of competent young men & women with the necessary knowledge, skills and foundations for acquiring a wide range of rewarding careers into the rapidly expanding world of Import Export Management.

## **JOB OPPORTUNITIES:**

After completing this course the students can stand firm in the world of global competition. This course can give a wide scope to the students interested in working in the Import Export Management fields.

## **ELIGIBILITY FOR ADMISSION**

Candidates who apply for the degree of PG Diploma shall possess the following qualifications.

### **AGE LIMIT:**

There is no upper Age Limit.

### **QUALIFICATION:**

Any Degree

## **DURATION OF THE COURSE**

The course will be conducted for one year

### **Exam:**

There will be an examination conducted by the college at the end of the semester.

### **Passing minimum: 50 marks**

### **Weightage of Marks**

The Weightage of marks between Internal Assessment and End-Semester Examination shall be 50 marks and 50 Marks respectively.

## **Grading**

Grades will be awarded to each subject by the respective Department as per the guidelines of the Choice Based Credit System (CBCS).

## **Medium of Instructions:**

The Medium of instruction will be English.

### Programme Specific Outcomes (PSOs)

**PSO1-** To improve the knowledge about the fundamentals of business, its functioning and current strategies adopted across industries and countries.

**PSO2-** Develop skills on analysing the business data, application of relevant analysis, and problem solving in functional areas such as marketing, finance, operations and human resources relating to international trade.

**PSO3-** To collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context.

**PSO4-** To demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural Understanding.

**PSO5-** To bring in awareness of ethical issues, identify the contemporary social needs and explore the opportunities for social entrepreneurship in international trade.

### Course Structure: PG Diploma in Import Export Management

Sem	Course Code	Title of the Subject	Hours/Week	Credits	CA	SE	Total
I	MSDI121	Exim Policy, Export Procedure and Documentation	5	5	50	50	100
	MSDI122	Basics of Export and Import	5	5	50	50	100
	MSDI123	International Logistics and Supply Chain Management	5	5	50	50	100
	MSDI124	International Economics	5	5	50	50	100
II	MSDI221	International Finance and Foreign exchange Management	5	5	50	50	100
	MSDI222	International Market Research	5	5	50	50	100
	MSDI223	Export and Import Management	5	5	50	50	100
	MSDI224J	Project Work	10	10			100
				<b>45</b>			<b>800</b>

## **Assessment and Standards of Passing:**

The papers are meant for internal evaluation by the college and carry hundred marks each paper 50% of such marks are reserved for internal evaluation & 50% of such marks are reserved for semester evaluation based upon the written examination. Papers marked as “Internal” are meant for internal evaluation by the individual institute.

The minimum standard of passing will be 50% marks in each paper for internals as well as external heads.

Heads.

The student is expected to complete an internship report of not less than 5000 words and submit a copy of the report to the Head of the dept. before the end of the second semester. The report must be based upon the study of Import & Export management aspect of any organization. The HOD will recommend the Internal Examiner & External Examiner within the department to evaluate the report and to conduct viva voce examinations. Finally, the marks will be communicated to the Controller of Examinations.

<i>Semester</i>	<i>Course Code</i>	<i>Title of the Course</i>	<i>Hours</i>	<i>Credits</i>
<i>I</i>	<i>MSDI121</i>	<i>EXIM Policy &amp; Export Procedure &amp; Documentation</i>	<i>5</i>	<i>5</i>

**Course Outcomes (COs):**

<i>CO No</i>	<i>CO Statement</i>	<i>Cognitive Levels</i> <i>(K- Levels)</i>
	<i>On successful completion of this course, students will be able to</i>	
<i>CO- 1</i>	<i>Learn and understand the export policy and procedure related to export domain</i>	<i>K2</i>
<i>CO- 2</i>	<i>Categorize the various terms and conditions of exports with due respect to pre-shipment, post-shipment and EGC services</i>	<i>K4</i>
<i>CO- 3</i>	<i>Update the benefits and gains of export and apply it in real life</i>	<i>K3, K4</i>
<i>CO- 4</i>	<i>Articulate export promotion scheme and create business opportunities amidst graduates</i>	<i>K6</i>
<i>CO- 5</i>	<i>Focus on the commodities of India and create an awareness</i>	<i>K2, K6</i>

**UNIT-I Introduction to export policy & procedure (9 Hours)**

Preliminaries for exports. (a) Registration – IEC, RCMC, EPC, Central Excise. (BCMC *changed to RCMC*)- Categories of Export - Physical – Direct & Indirect, Deemed Exports, Merchant & Manufacturer Exports.





<i>Semester</i>	<i>Course Code</i>	<i>Title of the Course</i>	<i>Hours</i>	<i>Credits</i>
<i>I</i>	<i>MSDI122</i>	<i>Basics of Export and Import</i>	<i>5</i>	<i>5</i>

**Course Outcomes:**

<i>CO No</i>	<i>CO Statement</i>	<i>Cognitive Levels</i> <i>(K- Levels)</i>
	<i>On successful completion of this course, students will be able to</i>	
<i>CO- 1</i>	<i>Acquire knowledge on the basic concepts and major components related to import and export arena</i>	<i>K6</i>
<i>CO- 2</i>	<i>Enumerate basic procedure about import and export domain and make an appeal to apply in the business life</i>	<i>K1, K3</i>
<i>CO- 3</i>	<i>Analyze the export and exporters with regard to direct, indirect and categories of export</i>	<i>K4</i>
<i>CO- 4</i>	<i>Develop and design the schemes and benefits of export promotion capital goods</i>	<i>K6</i>
<i>CO- 5</i>	<i>Classify the import and export schemes and assess the India's foreign trade activities and movements</i>	<i>K2, K5</i>

**Unit- 1 Introduction**

**(9 Hours)**

Global trade and its growth, India's relative position in the world trade over a period time. Analysis of India's Foreign trade since 1950- Commodity, composition, direction Changes. Balance of trade, balance of payment.

**Unit-2 Procedure**

**(9 Hours)**

Registration of Firms- PAN No- IE code no- EPC, Central Excise .

### **Unit- 3 Export & Exporters**

**(9 Hours)**

Category of Exports: Direct, Indirect Third Party Category of Exporters; Manufacturer and Merchant Exporters

### **Unit- 4 Benefits**

**(9 Hours)**

Duty Drawback- Advance Authorization -Scheme Duty free Import Authorization- Export Promotion Capital Goods

### **Unit- 5 Import & Foreign Trade**

**(9 Hours)**

Procurement: Planning -Identification Selection of Suppliers- Terms of Payment. Foreign Trade: Trends of Exports and Imports of India- Composition of India's Foreign Trade- Direction of India's Foreign Trade- Growth and Structure of India's Foreign Trade.

### **References:**

Export Import procedure and documentation, Kushpat Jain, Oscar Publications, Delhi, 2018  
Export-Import and Logistics Management, Usha Kiran Rai, PHI Learning Pvt. Ltd, 2017  
Foreign Exchange Hard Book By H. P. Bhandari, 2015  
Annual Report (recent years ) Ministry of Commerce, Government, 2020  
Exports – Do it Yourself, Mahajan M.I., Snow White Publications, New Delhi, 2017  
Import – Do it Yourself, M. I. Mahajan, Snow White Publications, New Delhi, 2018

<i>Semester</i>	<i>Course Code</i>	<i>Title of the Course</i>	<i>Hours</i>	<i>Credits</i>
<i>I</i>	<i>MSDI123</i>	<i>International Logistics and Supply Chain Management</i>	<i>5</i>	<i>5</i>

**Course outcomes:**

	<i>CO Statement</i>	<i>Cognitive Levels</i>
<i>CO No</i>	<i>On successful completion of this course, students will be able to</i>	<i>(K- Levels)</i>
<i>CO- 1</i>	<i>Understand the fundamental concepts, importance, elements, logistics and marketing interface</i>	<i>K2</i>
<i>CO- 2</i>	<i>Examine shipping transport and draw attention to apply it in the respective domain</i>	<i>K3, K4, K5</i>
<i>CO- 3</i>	<i>Formulate the indispensable areas of air transport and make an idea to form a new module with regard to air transport</i>	<i>K6</i>
<i>CO- 4</i>	<i>Outline supply chain domain and highlight its significant arena</i>	<i>K2</i>
<i>CO- 5</i>	<i>Measure the forecasting and planning in supply chain management to identify the best roots</i>	<i>K5</i>

**Unit –I Introduction to logistics management**

**(9 Hours)**

Logistics Management: Concepts – Importance – Elements of the logistic System – Marketing and logistic mix - Logistics and marketing interface.

## **Unit – II Shipping transport**

**(9 Hours)**

Shipping Industry: Types of ships – Shipping systems: linear, Tramp, conference, chartering, Baltic freight exchange – Shipping intermediaries: agent, forwarder, brokers and others – containerization – types of containers.

## **Unit – III Air transport**

**(9 Hours)**

Air transport: Air freight – IATA – Cargo handling – Designing the International Information system – system modules – Distribution and Transportation.

## **Unit – IV Supply chain**

**(9 Hours)**

Supply chain: Definition – scope and importance of supply chain – supply chain drivers and metrics - Designing supply chain network: Distribution network – Factors influencing distribution.

## **Unit – V Forecasting and Planning in SCM**

**(9 Hours)**

Forecasting and planning in supply chain management – Pricing in supply chain management- co-ordination in supply chain management- Role of IT in supply chain management.

## **Reference Books**

Chopra S and P Meindl “Supply chain management: Strategy, planning and operations”, Himalaya Publications, 2014.

David P, “International Logistics” Biztantra, New Delhi , 2013.

Donald J Bowersox Davi J Class” Logistics Management, Tata Mc.Graw Hill, New Delhi, 2014.

David Stewart, “International Supply chain Management”, Cengage publications, 2008.

<i>Semester</i>	<i>Course Code</i>	<i>Title of the Course</i>	<i>Hours</i>	<i>Credits</i>
<i>I</i>	<i>MSDI124</i>	<i>International Economics</i>	<i>5</i>	<i>5</i>

**Course Outcome:**

<i>CO No</i>	<i>CO Statement</i>	<i>Cognitive Levels</i>
		<i>On successful completion of this course, students will be able to</i>
<i>CO- 1</i>	<i>Find and relate observe the concepts, significant, differences and indispensable elements with due respect to international economics</i>	<i>K1, K3</i>
<i>CO- 2</i>	<i>Appraise the important theories of international trade and economic development and inculcate to grasp technical skills towards international trade</i>	<i>K5</i>
<i>CO- 3</i>	<i>Evaluate national economy using various factors and methods and create an interest to assess and identify investment opportunities in international trade business</i>	<i>K5</i>
<i>CO- 4</i>	<i>Classify the theories of international economics and understand nuances to apply in the real life of international trade</i>	<i>K4</i>
<i>CO- 5</i>	Discuss the international liquidity and world monetary system along with world trade organization, World Bank, Asian Development Bank, European Union to observe and find out the opportunities and challenges in the foreign trade.	<i>K6</i>

**UNIT-I Introduction of international economics**

**(9 Hours)**

Study of International Trade, Difference between Internal & International Trade, International trade & Economic Development.

## **UNIT-II Economic development**

**(9 Hours)**

Theories of International Trade Classical, Hecker Ohlin theorem. Trade and Economic Development- Hickian Theory, Terms of Trade, Determination of Gains, Technical progress and trade.

## **UNIT-III International trade**

**(9 Hours)**

Balance of Payments, Definitions & Concepts - Foreign Trade & National Economy – Factor Mobility, Full Employment & Perfect Competition, Free Trade, System of Barter Trade, Static World Economy - Limitations to the Growth of International Trade.

## **UNIT-IV Theories on international economics**

**(9 Hours)**

Trade Problems of Less Developed Countries – CFS, GATT & UNCTAD, International Commodity Agreements, Common Fund Scheme - Optimum Currency Area Theories – Open Economic Theory, Product Diversification theory, Cost Benefit Theory & Other International Theories.

## **UNIT-V International liquidity & world monetary system**

**(9 Hours)**

International Liquidity & the World Monetary System – IMF & International Liquidity, Operation of IMF, Repurchase Clause of IMF, Subsequent Reforms of IMF, International Monetary System - World Trade Organization (WTO), World Bank, Asian Development Bank, European Union.

## **References:**

- D. M. Mithani, International Economics, Himalaya Publication House, 2013.
- H. G. Mannur, International Economics, vikas publishing house, 2015.
- Berg Hendrik Van Den, International Economics, Taylor and Francis, 2014.
- Robert Carbaugh, International Economics, Cengage Learning, 2014.

<i>Semester</i>	<i>Course Code</i>	<i>Title of the Course</i>	<i>Hours</i>	<i>Credits</i>
<i>II</i>	<i>MSDI221</i>	<i>International Finance &amp; Foreign Exchange Management</i>	<i>5</i>	<i>5</i>

*Course outcome*

<b>CO.NO</b>	<b>CO - Statement</b>	<b>Cognitive Level (K-Level)</b>
CO - 1	Evaluate the key terms and concepts in export and import markets	K5
CO - 2	Outline the importance and applications of foreign exchange	K4
CO - 3	Formulate the key procedures in financing for international trade	K5
CO - 4	Generalize the uses of foreign portfolio investments	K2
CO - 5	Adapt the functions of India's Forex system	K6

## **UNIT- I International finance management (9 Hours)**

Importance – Finance Functions – Emerging Challenges – Recent changes in global financial markets- Impact of Change in exchange rates – interest rates – inflation rates – accounting treatments of transactions, translation and operating exposures.

## **UNIT- II- Foreign exchange market (9 Hours)**

Markets and Market Participants- Foreign Exchange transaction mechanism (Option – forward contract – arbitrage – hedging and swaps) – Pricing pattern-Exchange Rate principles: Trade – PPP – IRP – IFE – Portfolio – Balance – Demand and Supply Growth – BOP Monetary Approach- Role of Swap, Currency futures and options in International Market.

## **UNIT- III Financing of international trade (9 Hours)**

Trade financing techniques-instruments for both capital and money market (including pre & Post Shipment Finance) - Foreign investment Management: FDI - National FDI policy – Liberalization- Economic determination - Impact of globalization.



## **UNIT-IV Foreign portfolio investments**

**(9 Hours)**

Management of foreign Exchange with special reference to India: Meaning- Concept- importance- Exchange Market- Statutory basis of Foreign Exchange- Evolution of Exchange Control- Outline of Exchange Rate & Types- Import & Export Overview.

## **UNIT- V India's forex scenario**

**(9 Hours)**

Balance of payment: crisis of 1990- L.E.R.M.S(Liberalized Exchange Rate Management System) - Convertibility- Introduction to International Monetary Development: Gold Standard, Bretton Woods system- Fixed & Flexible Exchange Rate Systems- Euro Market. Non resident accounts : Repatriable and Non-Repatriable- Significance for the Economy & Bank- Open Account Clean Advance- Documentary Credit- Documentary Collection- Financing of Imports & Exports.

### **References:**

Esha Sharma, Foreign Exchange Management - H.P. Bhardwaj, 2017

CA Sudha, G Bhushan, Foreign Exchange Management Wolters Kluwer, 2016

P. G. Apte, International Financial Management -, Mcgraw Higher Ed, 2014

V. K. Bhalla, International Financial Management -, Anmol Publications Pvt.Ltd, 2012.

<i>Semester</i>	<i>Course Code</i>	<i>Title of the Course</i>	<i>Hours</i>	<i>Credits</i>
<b><i>II</i></b>	<b><i>MSDI222</i></b>	<b><i>International Market Research</i></b>	<b><i>5</i></b>	<b><i>5</i></b>

### **Course outcome:**

*After completion of the course, the student will be able to*

<b>CO.NO</b>	<b>CO - Statement</b>	<b>Cognitive Level (K-Level)</b>
CO - 1	Understand the basics of international market research	K2
CO - 2	Apply the methods and techniques of marketing research	K3
CO - 3	Analyze and use the various methods of sampling and questionnaire appropriately	K4
CO - 4	Evaluate the future trends by accurate data analysis and interpretation	K5
CO - 5	Formulate the international market opportunities	K6

#### **UNIT- I Introduction of international market research (9 Hours)**

International Marketing Research: Nature, scope and complexities. International marketing Information system.

#### **UNIT-II Marketing research (9 Hours)**

Marketing research: Market Research, Definition, Need & Importance - Different application of Market research: Scope and obstacle in acceptance - Problem definition, determination of information needs, Research design – Types of research design, Primary and secondary data collection methods.

#### **UNIT-III Sampling & questionnaire (9 Hours)**

Sample design: sampling method and sample size - Sources & collection of Market information,

postal surveys, telephone interviews and personal discussion methods - Setting up & Implementation of market research project, Questionnaire preparation and scaling techniques.





<i>Semester</i>	<i>Course Code</i>	<i>Title of the Course</i>	<i>Hours</i>	<i>Credits</i>
<i>II</i>	<i>MSDI223</i>	<i>Export and Import Management</i>	<i>5</i>	<i>5</i>

### **Course outcome:**

*After completion of the course, the student will be able to*

<b>CO.NO</b>	<b>CO - Statement</b>	<b>Cognitive Level (K-Level)</b>
CO - 1	Develop an understanding of export and import	K6
CO - 2	Outline the nature of international trade	K2
CO - 3	Formulate the methods of EXIM documentation	K6
CO - 4	Understand the importance and relevance of foreign trade policy	K2
CO - 5	Compile the ways and means of processing the EXIM orders.	K6

#### **UNIT – 1 Overview of export and import**

**(9 Hours)**

Export and Import Overview – Importance- Need- Starting an export Business and Export Pricing, Location Prospective buyers and selecting overseas agents - Developing Export Strategy- Marketing Plan and Export Marketing Mix.

## **UNIT- 2      International trade**

**9 Hours)**

International Trade: Reasons, Features, Benefits, Advantages. Registration Formalities, Types of Exporters – Manufacturer/Merchant Exporter. Methods of entry into foreign market.

## **UNIT – 3    Documentation**

**(9 Hours)**

A.D.S. – Commercial and Regulatory Documents viz L/C, B/L, Shipping Bill, Invoice, Pricing Factors, Objectives, Strategies. Payment Terms – L/C, D/A, D/P. Sale Terms – FOB, CIF, C&F. Financing – Pre-Shipment and Post-Shipment. Insurance-Marine, Credit, Exchange Rate. Calculation of FOB, CIF and C&F Prices.

**UNIT – 4 Foreign trade policy (9 Hours)**

F.T.P.(Latest): Highlights. Export Incentives, Schemes, Assistance viz EPCG, FMS, FPS, MDA, DBK, Institutional Frame Work – Export Promotion Organization viz EPC, CB, DGFT, FIEO, ICA.

**UNIT- 5 Process (9 Hours)**

Processing of an Export Order: Quality Control, Pre-Shipment Inspection, INCOTERMS. Realizing Payment of Export Proceeds, Negotiation of Documents – CHA, SEZ, EOU, Deemed Exports.

**References:**

Dr. Khushpat S, Jain. Export Procedures and Documentation. Himalaya Publishing House, 2018

T.A.S. Balagopal. Export Management. Himalaya Publishing House, 2017.

Dr. Francis Cherunilam. International Marketing (Text and Cases). Himalaya Publishing House, 2016

Paras Ram. Export-What, Where and How. Anupam Publishers, 2015

Government of India: Export - Import Policy, 2020

**Note:** Latest Edition of Text books may be used.



<i>Semester</i>	<i>Course Code</i>	<i>Title of the Course</i>	<i>Hours</i>	<i>Credits</i>
<i>II</i>	<i>MSDI223</i>	<i>Project work</i>	<i>10</i>	<i>10</i>

The objective of this course is to prepare the student to conduct a research study of an Industry / organization utilizing the tools and techniques learned in period of study. The focus of the study could be in depth analysis of an industry or a diagnostic problem solving exercise of an organization. The student is expected to conduct a detailed survey of literature. In case of a status report of an industry, it is expected that the student collects all aspects related to a particular industry analyze data and present the findings.

## **Project report framework**

Initial pages

Executive Summary

Introduction / statement of problem

Detailed survey of literature

Methodology / Focus / Scope / Limitations

Text of the study including analysis

Conclusions and Recommendations

Bibliography

Appendices

## **Format of Presentation**

The student is expected to follow the required style for presentation of the report including Tables, References, Bibliography and Appendices

Literature Survey should be related to the problem of study. Review of the studies in the area and critical examination of them including conclusions of the student should form part of the literature survey.

Acknowledgement of all sources of information through footnoting and bibliography is an essential requirement of the study