



PROGRAMME: BBA-MBA (5 Year Integrated)

Batch: 2014 - 2019 Semester - IX

Course Code & Title	Course IB 601: Export Import Management
Credit Hours	3.0
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Blog	
Extension No.	636

I. Course Overview

With the increasing globalization and liberalization of the world economy, there has been a rapid increase not only in the growth of the international trade but also in the complex nature of problems posed by sweeping changes in the systems of international business. The opportunities as also the challenges presented by the steadily increasing internationalization of business are growing and to manage them successfully the need for the knowledgeable and skilled professionals/managers and entrepreneurs is assiduously growing. Thus, the International Business has emerged as a separate and important branch of management education in the Management Institutions the world over. The Export Import Management is one of the core courses under the International Business stream of management which creates the required skills and knowledge to deal with the various aspects of global trade in merchandise and services.

II. Course Objective

This course is designed to equip the students with the required knowledge and skills on various aspects of exports and imports at firm level, enabling them to become the world class professionals and entrepreneurs in the fast changing global environment and deal effectively with the various issues in the area of export import management.

III. Course Learning Outcomes (CLO)

After attending the course, the students should 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. Employ the conceptual knowledge in their 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

IV. Text Book

- Paras Ram and Nikhil Garg (2017-18), "Export – What, Where and How", Anupam Publications, New Delhi - **(PR & NG)**.

V. Assessment Components & Schedule

Component (with No. of sub components)	Weightage (each part of Component)	Schedule	Overall Weightage of the Component	Brief Description of the Assignment/ Project
1. Quizzes 1. Quiz 1 2. Quiz 2 3. Quiz 3 4. Quiz 4	10% 10% 10% 10%	After 8 sessions After 18 sessions After 25 sessions After 30 sessions	40%	--
2. Group Assignment	20%	Submission after 20 session followed by presentations	20%	ITC (HS) based country selection for exporting identified products and preparation and presentation of report on estimating export market potential for selected product in identified country
3 End-Term Examination	40%	As per Schedule	40%	

V. Session Plan

Session No.	Topic/Sub Topic	Session Details	
1, 2	The Basics of Export Marketing Strategy - What is Export and Environment for Export -I	Text Book	Ch. 8
		Reading	MMI, Ch. 8
		Pedagogy	Lecture & Discussion
		CLO	1
		SLO	Students should be able to describe: a) Describe basics concepts of Export and various types of exports, b) Recognize the concept and importance of ITC (HS) Classification
3	The Basics of Export Marketing Strategy - What is Export and Environment for Export -II	Text Book	Ch. 8
		Reading	MMI, Ch. 8
		Pedagogy	Lecture & Discussion
		CLO	1
		SLO	Students should be able to: a) Describe Consignment Exports, Merchanting trade, b) Explain the need for market identification process for market selection, determinant of market selection, etc.
4, 5	Selection of Export Products and Market Identification	Text Book	Ch. 11 and 12
		Reading	FC. Ch. 18 http://www.p-maps.org/pmaps/index.php
		Pedagogy	Lecture & Discussion Case: Knack Packaging Pvt. Ltd.
		CLO	1 & 2
		SLO	a) Discuss the process for market selection, and identify the determinant of market selection
6, 7	The Export Market Research	Text Book	Ch. 8, 10, 11, 12 & 13

		Reading (Reference)	CRM-Ch.10, JRM-p.221 ITC, Ch. 2, 3 and 4 http://doingbusiness.org/data
		Pedagogy	Lecture & Discussion Case: Aspiring to go Global- Unitech Engineers
		CLO	1 & 2
		SLO	Students should be able to a) Discuss the process of estimating export market potential in identified countries b) Describe the cross-cultural differences c) Explain the concepts of market access, MFN, GT, GSP, QRs, NTBs etc.
8	The Market entry (Modes) - Overseas Selling I	Text Book	Ch. 14
		Reading	CRM-Ch.10, JRM-p.221 http://doingbusiness.org/data
		Pedagogy	Lecture & Discussion . Case: Consortia in Machine Tools Cluster Discussion on Press Clippings
		CLO	1 & 2
		SLO	Students should be able to : a) Understand the concept and advantages and disadvantages of direct and indirect exports b) Explain the concept of Status Holders
9, 10	The Market entry (Modes) - Overseas Selling II	Text Book	Ch. 14
		Readings	FC, Ch. 20 http://doingbusiness.org/data
		Pedagogy	Lecture Discussion Case: Knack Packaging Pvt. Ltd
		CLO	1 & 2
		SLO	Students should be able to : a) Discuss the concept of export clusters and export consortia b) Direct export with or without overseas production
11	Prerequisites to Exports and	Text Book	Ch.9, 40

	Imports	Reading (Reference)	MMI, Ch. 6
		Pedagogy	Lecture & Discussion
		CLO	1 and 3
		SLO	Students should be able to discuss a) The procedure for setting up export – import business b) Need and importance of Importer exporter code number
12, 13	Appointment of Overseas Agents and Remittance of Commission	Text Book	Ch. 16
		Reading (Reference)	MMI, Ch. 14 http://www.traderscity.com (for middle east) http://www.exportnation.com/exim/index.php http://www.fuzing.com/?bs=&ai=00010005
		Pedagogy	Lecture & Discussion Press clipping discussion
		CLO	1 and 2
		SLO	Students should be able to discuss: a) Difference between the agents and distributors b) Procedure for selecting and appointing an agent or distributor c) Procedure for remittance of commission to agents
14	Sales Distribution Channels Abroad	Text Book	Ch.15
		Reading (Reference)	http://www.123world.com/deptstores/
		Pedagogy	Lecture & Discussion
		CLO	1 and 2
		SLO	Students should be able to Explain: a) Concept of distribution channels in international trade b) Distribution channels in USA and Canada, Europe, CIS countries, Middle East, Japan and developing countries in Asia and Africa

15, 16	EX-IM Documentation, Registration / memberships, etc. under Foreign Trade Policy-I	Text Book	PR & NG- Various chapters
		Reading (Reference)	MMI, Ch. 7, 20, & 38 www.softlinkglobal.com
		Pedagogy	Lecture & Discussion
		CLO	1 and 3
		SLO	Students should be able to recognize a) Need for documents in international trade, regulatory and operational documents b) Functional classification of document, commercial documents
17, 18	EX-IM Documentation, Registration / memberships, etc. under Foreign Trade Policy –II and Processing of an Export Order	Text Book	Ch. 23 , 31 and other relevant chapters
		Reading (Reference)	MMI, Ch. 7, 20, & 38 www.softlinkglobal.com Exercise on Bill of Exchange – traditional and electronic form of bill of exchange www.aibtradefinance.com
		Pedagogy	Lecture & Discussion On line Bill of Exchange
		CLO	1and 3
		SLO	Students should be able to recognize a) <i>Financial documents, Transport documents</i> b) <i>Risk covering documents</i> c) <i>Explain the how to process an export order</i>
19, 20	Export Assistance and facilities: EPCG Scheme.	Text Book	Ch. 42
		Reading (Reference)	http://dgft.delhi.nic.in/ www.commerce.nic.in
		Pedagogy	Lecture & Discussion Discussion on recent press clippings
		CLO	1 and 3
		SLO	Students should be able to explain: a) Export Promotion Capital Goods Scheme
21	Duty Drawback of customs and central excise for	Text Book	PR, Ch. 50
		Reading (Reference)	MMI, Ch. 23 http://www.cbec.gov.in/

	exports		http://dgft.delhi.nic.in/ www.commerce.nic.in
		Pedagogy	Lecture & Discussion Discussion on recent press clippings
		CLO	2 and 3
		SLO	Students should be able to explain: a) The concept of duty draw back for exports
22	Duty Exemption Schemes - Advance Authorization	Text Book	Ch. 24, 44
		Reading (Reference)	MMI, Ch. 27 http://dgft.delhi.nic.in/ www.commerce.nic.in
		Pedagogy	Lecture & Discussion Newspaper clippings discussions Presentations on EMR
	Duty Free Import Authorization (DFIA) Scheme	CLO	1 and 3
		SLO	Students should be able to: a) Discuss the concepts advance authorization and duty free import authorization scheme with implications
23	Export Houses/ Trading Houses	Text Book	Ch. 41, 61, 62
		Reading (Reference)	http://dgft.delhi.nic.in/ www.commerce.nic.in MMI, Ch. 31
	Export Oriented Units EOUs, EHTPs, STPs, BTPs, SEZs, etc	Pedagogy	Lecture & Discussion Presentations on EMR
		CLO	1 and 3
		SLO	Students should be able to: a) Explain the concept and benefits for the status holders
24	Trade Fairs and Exhibitions - as Tools for Exports	Text Book	Ch. 60 http://www.biztradeshows.com/
		Reading (Reference)	
		Pedagogy	Lecture & Discussion Presentations on EMR
		CLO	1 and 2
		SLO	Students should be able to: a) Discuss the various types of international trade fairs and an effective participation to

			generate international business.
25	ITC (HS) based country selection for exporting identified products - presentation of report on estimating export market potential for selected product in identified country	Pedagogy	Group Presentations and Discussion
26	ITC (HS) based country selection for exporting identified products - presentation of report on estimating export market potential for selected product in identified country	Pedagogy	Group Presentations and Discussion
27	ITC (HS) based country selection for exporting identified products - presentation of report on estimating export market potential for selected product in identified country	Pedagogy	Group Presentations and Discussion
28	Marketing Development Assistance	Text Book	Ch.52
		Reading (Reference)	MMI, Ch. 24 http://www.fieo.com/mdalist.html www.commerce.nic.in
		Pedagogy	Lecture & Discussion Presentations on EMR

		CLO	1 and 2
		SLO	Students should be able to: a) Explain the MDA scheme and know how to avail the same from govt. of the respective bodies
29, 30	Export Import Payment Terms and FE - Risks -I	Text Book	Ch. 20 and 54
		Reading (Reference)	MMI, Ch. 12, FC, Ch. 24, SRP, Ch. 12
		Pedagogy	Lecture & Discussion Presentations on EMR
		CLO	1 and 3
		SLO	Students should be able to: a) Discuss the factors affecting payment terms, b) Methods of Payments – advance payment, open account, bills on collection basis, etc.
31	Export Import Payment Terms and FE - Risks -II	Text Book	Ch. 20 and 54
		Pedagogy	Lecture & Discussion Role Play
		CLO	1 and 3
		SLO	Students should be able to: a) Discuss the basic parties to the documentary credit and functioning of L/C b) Various types of L/Cs
32, 33	Intl. finance: Pre-shipment and post shipment and ECGC	Text Book	Ch. 53
		Reading (Reference)	SRP, Ch.12
		Pedagogy	Lecture & Discussion
		CLO	1 and 3
		SLO	Students should be able to: a) Describe the system of export finance – the pre-shipment and post shipment export finance with credit risk coverage (ECGC)
34	Quality Control	Text Book	Ch. 27

	and Pre-shipment Inspection	Reading (Reference)	MMI, Ch. 15, ITC*, Ch. 7
		Pedagogy	Lecture & Discussion <i>Case: ABC Fishing</i>
		CLO	1 and 3
		SLO	Students should be able to: a) Discuss the need for quality control in exports b) Explain the quality control system for exports in India.
35, 36	Export Pricing and International Commercial Terms -I	Text Book	Ch. 19,
		Reading (Reference)	MMI, Ch.5 CPK, FC*, Ch. 16
		Pedagogy	Lecture & Discussion Online Game
		CLO	1 and 3
		SLO	Students should be able to: a) Explain the concepts of determining the export pricing
37, 38	Export Pricing and International Commercial Terms -II	Text Book	<i>Ch. 19</i>
		Reading (Reference)	JRM-Ch.10, SRP - Ch. 18, CRM-15 http://www.iccwbo.org/index_incoterms.asp http://learning.londonmet.ac.uk/TLTC/dev/LMB_S_HolleyD_incoterms/ <u>Online Game on INCOTERMS</u>
		Pedagogy	Lecture & Discussion
		CLO	1 and 3
		SLO	Students should be able to: a) Explain the implications of INCOTERMS Apply INCOTERMS in international
39, 40	Managing Export and Import under the GATT/WTO System -I (Basic Principles and Implications)	Text Book	Ch. 5
		Reading (Reference)	SRP, Ch. 5; AG&NM; Ch. 1, FC* Ch.5 www.wto.org
		Pedagogy	Lecture & Discussion

		CLO	3
		SLO	Students should be able to: Explain the concepts and principles of GATT/WTO
41, 42	Managing Export and Import under the GATT/WTO System -II (WTO System – GATT, GATS and TRIPs)	Text Book	Ch.5
		Reading (Reference)	SRP, Ch. 5; AG&NM; Ch. 1, FC* Ch.5 www.wto.org
		Pedagogy	Lecture & Discussion www.wto.org http://ssrn.com/abstract=1769610
		CLO	3
		SLO	Students should be able to: a) Explain the implications of WTO agreements / system
43	Insurance for export/import	Text Book	Ch. 29
		Reading (Reference)	MMI, Ch. 18
		Pedagogy	Lecture & Discussion
		CLO	1 and 3
		SLO	Students should be able to: Explain Cargo Risks in International Business
44	Managing Trade Disputes, Litigations and Redressal Forums	Text Book	Ch. 39
		Reading (Reference)	www.iccwbo.org
		Pedagogy	Lecture & Discussion
		CLO	1 and 3
		SLO	Students should be able to: Understand the concepts of litigation, conciliation and arbitrations
45	Review Session		

Other Reference Books/Journals/Articles

- Arun Goyal and Noor Mohd. (2002), “WTO in the New Millennium”, Academy of Business Studies, New Delhi and MVIRDC World Trade Centre, Mumbai (**AG & NM**).

- Francis Cherunilam (2017/18) “International Trade and Export Management”, Himayalya Publishing House, **(FC)**.
- Francis Cherunilam* (2017/18), “International Business – Text and Cases”, Prentice Hall India. **(FC*)**
- ITC/UNCTAD/GATT, “Introduction to Export Market Research”, International Trade Centre, Geneva **(ITC)**.
- ITC*/UNCTAD/GATT, “Export Marketing Strategies and Plans”, International Trade Centre, Geneva **(ITC*)**.
- Mahajan, M.I. (2017-18) Export Policy, Procedure and Documentations”, (Exports, Imports and Foreign Exchange Management) white Publication, Mumbai **(MMI)**.
- Subba Rao, P. (2017/18), International Business, Hymalaya Publications, Mumbai **(SRP)**

Other Suggested Readings:

- Foreign Trade Policy, ITC (HS) Classifications of Export and Import Items 2015-2020, Centex Publications, New Delhi.
- Foreign Trade Policy and Handbook of Procedures 2015-2020, Vol.1, and Vol. 2, Ministry of Commerce and Industry, New Delhi.

Internet Sources:

<http://dgft.delhi.nic.in/>

www.commerce.nic.in

<http://www.cbec.gov.in/>

www.rbi.org.in

www.iccwbo.org

www.ecgcindia.com

www.wto.org

www.aibtradefinance.com

<http://www.traderscity.com>

<http://www.p-maps.org/pmaps/index.php>

<http://www.fieo.com/mdalist.html>