

**CURRICULUM**  
**FOR**  
**ADVANCED DIPLOMA IN**  
**IMPORT EXPORT MANAGEMENT**  
**(EM)**

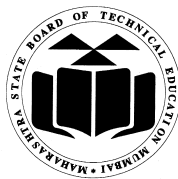
**Entry Qualification:** - Diploma in Engineering awarded by MSBTE or Degree in any discipline with minimum 40% marks from a recognized university in Maharashtra or equivalent.

**DURATION:** 1.5 YEAR

**PATTERN:** SEMESTER

**TYPE:** PART TIME

**(To be implemented from the Academic Year 2009 – 2010)**



**MAHARASHTRA STATE BOARD OF TECHNICAL EDUCATION,  
MUMBAI**

**(AUTONOMOUS)**

*ISO 9001-2001 Certified*



**MAHARASHTRA STATE BOARD OF TECHNICAL EDUCATION, MUMBAI**

**TEACHING AND EXAMINATION SCHEME**

**COURSE NAME : ADVANCE DIPLOMA IN IMPORT EXPORT MANAGEMENT**

**COURSE CODE : EM**

**SCHEME : A**

**DURATION OF COURSE : ONE & HALF YEARS**

**WITH EFFECT FROM: 2009-10**

**SEMESTER : FIRST**

**DURATION : 16 WEEKS**

**PATTERN : SEMESTER ( PART TIME )**

SR. NO.	SUBJECT TITLE	SUBJECT CODE	TEACHING SCHEME HRS/WEEK		EXAMINATION SCHEME					
			TH	PR	PAPER HRS.	MAXIMUM MARKS				
						TH	PR	OR	TW	SW
1.1	PRINCIPLES OF MANAGEMENT	6717	03	03	03	100	-	-	@25	-
1.2	BUSINESS COMMUNICATION SKILLS	6718	02	02	03	100	-	-	@25	-
1.3	INTERNATIONAL MARKETING	-	03	03	03	100	-	50#	-	-
<b>TOTAL</b>			<b>08</b>	<b>08</b>	<b>-</b>	<b>300</b>	<b>-</b>	<b>50</b>	<b>50</b>	<b>-</b>

Student Contact Hours Per Week: **16 Hrs.**

**THEORY AND PRACTICAL PERIODS OF 60 MINUTES EACH.**

**Total Marks : 400**

@ Internal Assessment, # External Assessment, Ø Common to All Conventional Diploma, #\* Online Examination,

Abbreviations: TH-Theory, TU- Tutorial, PR-Practical, OR-Oral, TW- Termwork, SW- Sessional Work

- Conduct two class tests each of 25 marks for each theory subject. Sum of the total test marks of all subject is to be converted out of 100 marks as sessional work.
- Progressive evaluation is to be done by subject teacher as per the prevailing curriculum implementation and assessment norms



**MAHARASHTRA STATE BOARD OF TECHNICAL EDUCATION, MUMBAI**

**TEACHING AND EXAMINATION SCHEME**

**COURSE NAME : ADVANCE DIPLOMA IN IMPORT EXPORT MANAGEMENT**

**COURSE CODE : EM**

**SCHEME : A**

**DURATION OF COURSE : ONE & HALF YEARS**

**WITH EFFECT FROM: 2009-10**

**SEMESTER : SECOND**

**DURATION : 16 WEEKS**

**PATTERN : SEMESTER ( PART TIME )**

SR. NO.	SUBJECT TITLE	SUBJECT CODE	TEACHING SCHEME HRS/WEEK		EXAMINATION SCHEME					
			TH	PR	PAPER HRS.	MAXIMUM MARKS				
						TH	PR	OR	TW	SW
2.1	EXPORT PROCEDURE & DOCUMENTATION	6720	04	02	03	100	-	50#	-	-
2.2	EXPORT FINANCE & EXCHANGE CONTROL	6721	04	02	03	100	-	50#	-	-
2.3	IMPORT MANAGEMENT	6722	03	02	03	100	-	-	@25	-
2.4	EXIM POLICY	6723	04	02	03	100	-	-	@25	-
<b>TOTAL</b>			<b>15</b>	<b>08</b>	<b>-</b>	<b>400</b>	<b>-</b>	<b>100</b>	<b>50</b>	<b>-</b>

Student Contact Hours Per Week: **23 Hrs.**

**THEORY AND PRACTICAL PERIODS OF 60 MINUTES EACH.**

**Total Marks : 550**

@ Internal Assessment, # External Assessment, Ø Common to All Conventional Diploma, #\* Online Examination,

Abbreviations: TH-Theory, TU- Tutorial, PR-Practical, OR-Oral, TW- Termwork, SW- Sessional Work

- Conduct two class tests each of 25 marks for each theory subject. Sum of the total test marks of all subject is to be converted out of 100 marks as sessional work.
- Progressive evaluation is to be done by subject teacher as per the prevailing curriculum implementation and assessment norms

**MAHARASHTRA STATE BOARD OF TECHNICAL EDUCATION, MUMBAI****TEACHING AND EXAMINATION SCHEME****COURSE NAME : ADVANCE DIPLOMA IN IMPORT EXPORT MANAGEMENT****COURSE CODE : EM****SCHEME : A****DURATION OF COURSE : ONE & HALF YEARS****WITH EFFECT FROM: 2009-10****SEMESTER : THIRD****DURATION : 16 WEEKS****PATTERN : SEMESTER ( PART TIME )**

SR. NO.	SUBJECT TITLE	SUBJECT CODE	TEACHING SCHEME HRS/WEEK		EXAMINATION SCHEME					
			TH	PR	PAPER HRS.	MAXIMUM MARKS				
						TH	PR	OR	TW	SW
3.1	PROJECT WORK	6720	40	-	-	-	-	100#	-	-
			(INPLANT TRAINING)							
<b>TOTAL</b>			<b>40</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>100</b>	<b>-</b>	<b>-</b>

Student Contact Hours Per Week: **40 Hrs.****THEORY AND PRACTICAL PERIODS OF 60 MINUTES EACH.****Total Marks : 550**

@ Internal Assessment, # External Assessment, Ø Common to All Conventional Diploma, #\* Online Examination,

Abbreviations: TH-Theory, TU- Tutorial, PR-Practical, OR-Oral, TW- Termwork, SW- Sessional Work

- Conduct two class tests each of 25 marks for each theory subject. Sum of the total test marks of all subject is to be converted out of 100 marks as sessional work.
- Progressive evaluation is to be done by subject teacher as per the prevailing curriculum implementation and assessment norms

**COURSE NAME : ADVANCE DIPLOMA IN IMPORT EXPORT MANAGEMENT**  
**COURSE CODE : EM**  
**SEMESTER : FIRST**  
**SUBJECT TITLE : PRINCIPLES OF MANAGEMENT**  
**SUBJECT CODE : 6717**

**TEACHING AND EXAMINATION SCHEME:**

Teaching Scheme			Examination Scheme					
TH	TU	PR	Paper Hrs.	TH	PR	OR	TW	SW
03	--	03	03	100	--	--	25@	--

**THEORY CONTENT:**

1. **INTRODUCTION:** Definition and Nature of Management, Management as Profession, Management and Administration, Professionalisation of Management in India.
2. **ASPECTS OF MANAGEMENT:** Principle of Scientific Management, Scientific Management by Taylor, Henry Fayol and Hawthorene experiment.
3. **DETAILS OF PRINCIPLES OF MANAGEMENT:**
  - a) Planning : Concept and Importance, steps in planning, types of plans, corporate, strategic and operational.
  - b) Organizing: Concept, organization theory and Design, Bureaucratic, Functional Divisional and Matrix Structure, Authority and Responsibility, Concept of line and staff relation, Group Dynamics – Formal & informal Group, Quality Circle.
  - c) Staffing: Concepts, Manpower planning, Planning, Recruitment, Selection, Training and Development, Performance Appraisal.
  - d) Co-coordinating or Directing: Principle of direction, Theory X and Theory Y.
  - e) Controlling: Concept, Motivation theories – Maslow’s, Vroom’s, Mc Clelland & Hezberg’s.
4. **DEVISION MAKING SKILLS:** Concepts, Decision making process and conditions.
5. **DEVELOPMENT OF OBJECTIVES AND STRATEGY MAKING:** Concept, Feature and role of objectives, Management by objectives (MBO) Process, benefits and problems, strategy making – concept and features of policy and strategy, strategy formulation process.
6. Case Studies

**PRACTICAL CONTENT:**

Following assignment are to be completed by each student independently and submit as a term work.

1. Three cases pertaining to various functions of management planning, Organizing, Staffing, Directing, Controlling.
2. Paper presentation about *MANAGEMENT FUNCTION* of any organization in general.

**COURSE NAME : ADVANCE DIPLOMA IN IMPORT EXPORT MANAGEMENT**  
**COURSE CODE : EM**  
**SEMESTER : FIRST**  
**SUBJECT TITLE : BUSINESS COMMUNICATION SKILLS**  
**SUBJECT CODE : 6718**

**TEACHING AND EXAMINATION SCHEME:**

Teaching Scheme			Examination Scheme					
TH	TU	PR	Paper Hrs.	TH	PR	OR	TW	SW
02	--	02	03	100	--	--	25@	-

**THEORY CONTENT:**

1. **BASICS OF COMMUNICATION:** Concept, importance of communication, Communication process and Network, Barriers in Communication.
2. **ORAL & WRITTEN COMMUNICATION:** Forms – Upward, Downward and Horizontal Communication.
3. **BUSINESS COMMUNICATION:** communication Mix Advertising, Sales Promotion, Public relations and other used in internationally.
4. **REPORT WRITING:** Introduction, preparation of business report, letter writing – different forms of business letters.
5. **PRESENTATION OF PROJECT:** Preparation, Documentation and presentation of Project report.

**PRACTICAL CONTENT:**

Following assignment are to be completed by each student independently and submit as a term work.

1. Various forms of Export Import Correspondence.
2. Role-play.

**COURSE NAME : ADVANCE DIPLOMA IN IMPORT EXPORT MANAGEMENT**  
**COURSE CODE : EM**  
**SEMESTER : FIRST**  
**SUBJECT TITLE : INTERNATIONAL MARKETING**  
**SUBJECT CODE : 6719**

**TEACHING AND EXAMINATION SCHEME:**

Teaching Scheme			Examination Scheme					
TH	TU	PR	Paper Hrs.	TH	PR	OR	TW	SW
03	--	03	03	100	--	50#	--	--

**THEORY CONTENT:**

- 1. INTRODUCTION:** (1) Meaning and scope of International Marketing. (2) Basis of International Trade (3) Recent Trends in the world Trade (4) Barriers and factors impeding world Trade. (5) Regional Economics Grouping (EEC, LAFTA, ASEAN, LAIA). (6) Trade Point Programme of UNCTAD initiated by Ministry of Commerce.
- 2. INDIA'S FOREIGN TRADE:** (1) Recent Trends in Foreign Trade (2) Volume, Composition, Direction of India's Export and Imports. (3) Steps required to increase India's Exports.
- 3. BASIC PRINCIPLES OF INTERNATIONAL MARKETING:** (1) Importance of marketing in international trade (2) Overseas Market Research: Methods and importances. (3) Sources of information and importance of data (4) Identifying foreign markets (5) Market Segmentation, Targeting and Positioning (6) Market Entry Strategies.
- 4. EXPORT MARKETING STRATEGY AND PRODUCT PLANNING:** (1) Product Planning for Exports (2) Concept of Marketing Mixed Products. (3) Consumers Buying Behavior (4) Selection of Foreign Agent, Role and Function of agent, Agency Agreement, Remittance of Commission. (5) Overseas Distribution Systems, Wholesalers, Retailers, Supermarkets, Chain stores, Departmental Stores, Mail order Houses. (6) Promoting Products in Global Market – Personal Visit, Advertising and Publicity, Trade Fair, Exhibition, Direct Mailing, Buyers-sellers meet.
- 5. EXPORT ORGANISATION AND PERSONNEL PLANNING:** (1) Structural of Export Organization – General and Marketing – product wise, market wise, buyer wise. (2) Types of personnel required for exports – Recruitment, Selection, Compensation, Training and Development. (3) Institution involved in export promotion role/functions commerce Ministry, DGFT, FIEO, RBI, Customs, ITPD, Exim Bank, ECBC, Export Promotions Councils/commodity Boards, Commercial Banks, Canalizing Agencies etc. (4) Role played by Chambers.

**PRACTICAL CONTENT:**

Following assignment are to be completed by each student independently and submit as a term work.

1. Two case studies to be solved by the participants.
2. Paper presentation on Marketing of any product in International Market.

**COURSE NAME : ADVANCE DIPLOMA IN IMPORT EXPORT MANAGEMENT**  
**COURSE CODE : EM**  
**SEMESTER : SECOND**  
**SUBJECT TITLE : EXPORT PROCEDURE AND DOCUMENTATION**  
**SUBJECT CODE : 6720**

**TEACHING AND EXAMINATION SCHEME:**

Teaching Scheme			Examination Scheme					
TH	TU	PR	Paper Hrs.	TH	PR	OR	TW	SW
04	--	02	03	100	--	50#	--	--

**THEORY CONTENT:**

- PROCEDURES:** (1) How to set up export companies RBI code No./DEC Number/RCMC from export Promotion Councils benefits, costs why necessary. (2) Export Sales Contact \_ Terms/Conditions (3) Terms of Shipment (4) Processing of an Export Order (5) Documentation: Proforma invoice, Commercial invoices and its attestation, Packing list, inspection certificate, Certificate of Origin, Inspection Certificate, Certificate of Origin, Shipping bills, AR4/AR/4-A forms, Mate Receipts, BR-for Marine Insurance Policy, ECBC Policy, Bill of Exchange, Bank Realization Certificate, B/L & AWB/BSP Certificate/ Spl. Consular Invoice. (6) Preshipment inspection formalities, Inspection Agencies/ compulsory Inspection control Act 1963. (7) Central Excise Formalities – B1 Bond, AR4/AR/4-A Procedure. (8) Custom clearance of Export Cargo (9) Contents of L/C, Types of L/C, Scrutiny of L/C. (10) Preparation and submission of documents of Exporter’s Bank of negotiation. (11) Procedure for claiming Special Import License.
- SHIPPING:** (1) Different modes of shipment advantages and disadvantages. (2) Role of shipping in international trade. (3) Organizing of shipping for Cargo. (4) Conference system and practices. (5) Freight Rate Structure – Calculation of Freight. (6) Chatering practices (7) Containerisation – FCL/LCL/Break Bulk. (8) Role of forwarding agents, Freight brokers, Shipping Agents, Shipping Companies. (9) Transportation documents – Bill of lading, Airway Hill etc.
- CARGO INSURANCE:** (1) Need and importance (2) Different Risk covers under insurance (3) Premium (4) Insurance Claims – Documents and Procedures.

**PRACTICAL CONTENT:**

Following assignment are to be completed by each student independently and submit as a term work.

- Preparation, Filling and presentation of various documents: L/C document, pre/post shipment document, Costing, Retrograde costing, Claim bill including claim calculation, Marine cargo claim form, Claim calculation exercise, Duty and IV policies.
- Listing of various shipping companies and their marine fleets.
- Group Discussion.

**COURSE NAME : ADVANCE DIPLOMA IN IMPORT EXPORT MANAGEMENT**  
**COURSE CODE : EM**  
**SEMESTER : SECOND**  
**SUBJECT TITLE : EXPORT FINANCE AND EXCHANGE CONTROL**  
**SUBJECT CODE : 6721**

**TEACHING AND EXAMINATION SCHEME:**

Teaching Scheme			Examination Scheme					
TH	TU	PR	Paper Hrs.	TH	PR	OR	TW	SW
04	--	02	03	100	--	50#	--	--

**THEORY CONTENT:**

- EXPORT COSTING :** (1) Cost concepts – Marginal, Fixed, Total and relevance of variable cost for exports (2) Incentives - Duty Draw Back, Income Tax Rebates for exports Concession, Customs, Tariff, Terminal Excise Duties, Sales tax, Octroi etc. (3) Incentives – Special import licenses, Section 10A, 10B, 80HHC, 80HHD, 80HHE, 80(D), 80(RR), 80®, 80(DRA), benefit for quality deemed exports/ EH/TH/STH/SSTH/ACU countries. (4) Incoterms – FOB/CFR/CIF (5) Costing sheet for exports (elements)/freight/calculation/insurance premia calculations (6) Terms of payments – Advance payments, letter of credit, cash against, documents, documents against payments, documents against acceptance. (7) Examples of working out quotations taking all incentives, including profit margin/overseas commission.
- EXPORT FINANCE:** - (1) Preshipment Finance, Packing Credit, Post Shipment Credit in account/ discounting of documents/interest rate structure. (2) Full Convertibility (3) Financial Sources – Institutions – commercial banks, EXIM Banks, International Agencies EURODOLLAR LOANS – Rules, Regulations and operations and operation of each one of them. (4) Role played by Chambers.

**PRACTICAL CONTENT:**

Following assignment are to be completed by each student independently and submit as a term work.

- Filling up of Documents to be submitted by an exporter to avail Export Finance from the bank.
- Documents to be executed by an export on sanction of limits under exports – Preshipment and post shipment finance.

**COURSE NAME : ADVANCE DIPLOMA IN IMPORT EXPORT MANAGEMENT**  
**COURSE CODE : EM**  
**SEMESTER : SECOND**  
**SUBJECT TITLE : IMPORT MANAGEMENT**  
**SUBJECT CODE : 6722**

**TEACHING AND EXAMINATION SCHEME:**

Teaching Scheme			Examination Scheme					
TH	TU	PR	Paper Hrs.	TH	PR	OR	TW	SW
03	--	02	03	100	--	--	25@	--

**THEORY CONTENT:**

1. **INTRODUCTION :** (1) Importance and need of import (2) Government's objective of import policy (3) Duty Exemption Scheme (4) Structure of import policy (5) Sourcing the supply (6) Duty Exemption Scheme CCP/Advance Licence/Special Impost Licence Scheme / Documentation. (7) Export Promotion Capital Goods (EPCG) Schemes. (8) Import Technology (9) Project Import (10) Procedure for clearing import cargo, Preparation of bill Entry, Valuation, Custom Duty and Exemption Benefit under Notification.
2. **CUSTOM:** (1) Custom Act 1962 – Main Provisions (2) Custom Tariff Act – 1975 – Importance and main provisions.
3. **CENTRAL EXCISE:** (1) Central Excise and Salt Act 1974 Main provision relate to Exports and Imports. (2) MODVAT – Reference to Exports and imports.

**PRACTICAL CONTENT:**

Following assignment are to be completed by each student independently and submit as a term work.

1. Submission of the following information –
  - a) Procedure for obtaining Import License
  - b) Application to be concerned bank for opening letter of Credit on basis of Proforma Invoice obtained from the supplier.
2. Procedure for obtaining IEC.

**COURSE NAME : ADVANCE DIPLOMA IN IMPORT EXPORT MANAGEMENT**  
**COURSE CODE : EM**  
**SEMESTER : SECOND**  
**SUBJECT TITLE : EXIM POLICY**  
**SUBJECT CODE : 6723**

**TEACHING AND EXAMINATION SCHEME:**

Teaching Scheme			Examination Scheme					
TH	TU	PR	Paper Hrs.	TH	PR	OR	TW	SW
04	--	02	03	100	--	--	25@	--

**THEORY CONTENT:**

- POLICY :** (1) Importance of EXIM POLICY (2) Negative list of Imports and Exports (3) Diamond, Gem and Jewellery promotion Export Scheme. (4) Export oriented units and units in Exporting Processing Zone. (5) Deemed Export (6) Merchant Exporter/Manufacturer Exporter / Export House / Trading House / Star Trading House / Super Star Trading House. (7) Quality – ISO 9000 and benefits of special Import Licence.
- PROCEDURE:** (1) Amendments and changes in the Exim Policy and Procedure. (2) Clarifications Procedure (3) Appeals Procedure (4) Foreign Trade (Development and Regulation) Act 1992.

**PRACTICAL CONTENT:**

Following assignment are to be completed by each student independently and submit as a term work.

- Filling and presentation of various documents.
- DBD application form, SIL Application form, N form, IEC application form, GR form, Bill of Exchange, Proforma invoice, Certificate of origin etc.