



CERTIFICATE & DIPLOMA IN EXPORT-IMPORT MANAGEMENT COURSES

AS PER NEW EDUCATION POLICY DIVIDED INTO
TWO (2) PHASES (CERTIFICATE & DIPLOMA)

RULES, REGULATIONS & SYLLABUS

THE SOUTHERN GUJARAT CHAMBER OF COMMERCE & INDUSTRY

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Diploma in Export-Import Management

The South Gujarat Chamber of Commerce (SGCCI) offers a Diploma in Export-Import management. The reason is to understand the international market, the trade policies, marketing methods, financial process, documentation, and other technical management fundamentals required for any SMEs to understand before entering any foreign market. Export-Import helps in developing good opportunities between two countries and develop healthy relations.

Scope:

The course is for the candidates who are passionate towards starting or expanding business internationally. A learning shall be given regarding various companies, forms of shipping firms, trading, custom officers, logistics management and much more, along with an end project work that shall be worked upon, which shall give an insight on – *how to start a business internationally?*

Why SGCCI?

Objectives:

To fulfill the need of the aspiring SMEs for competent professionals to carry out the International Trade in South Gujarat. The SGCCI caters to the individuals/ organisations who would like to acquire professional qualifications by studying for this specialized course.

Certification:

As per New Education Policy, the course is divided into two phases:

1. 6 month – Basic study, where the candidate shall get “Certificate”.
2. 1 year – Advance study, where the candidate shall get “Diploma” degree.

Who can Apply?

This is a course where there is no age limit. Anyone who wants to learn and gain knowledge of Export-Import, can apply for the same. Anyone who is a student or a manager or an executive or businessmen or any designated person can apply.

Minimum Qualification - Anyone who is atleast 12th Pass, minimum 50% from recognized board, any stream, can apply.

Eligibility of the candidate:

- Working executives
- Entrepreneurs owing SMEs
- Graduates
- Undergraduates with experience
- Knowledge of English is desirable.

Rejection of application: The Chamber reserves the right to refuse any application

Timing & Place:

As this is a diploma course, which SGCCI is offering, the timing shall be 6.30p.m. to 8.30 p.m. on every Thursday, Friday and Saturday.

Place/ Location – SGCCI Nanpura. Parking facility is also available.

Fee Structure:

	Degree	Fees
1.	Certificate course (6 months)	Rs. 10000+GST
2.	Diploma course (total time - 1 year) (includes first 6 months of certificate course)	Rs. 25000 + GST
3.	Diploma course (selected after completing certificate course) (6+6 month)	Rs. 30000 + GST (i.e. 10000+20000)

A candidate can enroll for the course of their choice. If the candidate first enrolls for only ‘certificate course’ and thereafter applies for ‘Diploma’ course, then the total payment shall be 30000+GST. And if the candidate enrolls for 1 year diploma course, then s/he can make the payment in two installments –

1st semester fees Rs. 5000+ Rs.5000 (plus GST)

2nd semester fees Rs.7500 + Rs. 7500 (Plus GST)

Examination:

The certificate course exam shall be conducted 6 months from commencement of the course.

The Diploma course exam shall be conducted around completion of 6 months (in total 1 year including 6 months of certificate course exam) of phase II course learning.

Exam fees shall be Rs. 300/- for each group exam.

Refund of fees:

If any candidate is prevented/ fail to attend the examination for any reason whatsoever, the fees paid will neither be refunded nor transferred to the next examination.

Efficiency Standard:

The following are the main grade/ marks fixed by the Chamber in respect of Diploma in Export-Import Management:

- 40 percent marks in each subject for passing
- 50 percent marks of the total for second class
- 60 percent marks of the total for first class.

If a candidate secures less than 40% marks in any subject(s), he/ she will have to reappear in those subjects only.

Grade:

Grade of Merit will be given to the candidates who appear and pass in all the Six subjects on first attempt. The candidate who appears and passes on Group basis consecutively, securing minimum grade marks fixed by the Chamber is essential.

Disqualification of Candidates:

In the case of a candidate who is found to resort to any unfair means in the Examination hall during the conduct of the Examination, the Chamber will have the right, on the report of the Examination Supervisors, or Examiners, to disqualify such a candidate from appearing for his/her Examination for any number of years as they deem fit.

Verification of marks:

Under no circumstance an answer book will be reassessed. However, the marks obtained by candidate will be verified on receipt of a fee of Rs.20/- per paper provided an application for such verification of marks is made within one month from the date of declaration of results.

Facilities:

- **Rich Library**, which has all relevant books and magazines with newspapers also. Students can have a direct access of the same.
- **Expert teachers** to teach EXIM.
- Parking facility, A/C classroom, Projector, White board, sound system
- Industrial visit.
- Seminars by Industry expert
- **Live interaction with top level executives of various government organization like DGFT, CHA**

Teaching pedagogy:

Classroom study with help of projector presentations and classroom discussion

Students shall also be given opportunity to discuss and present their topic for class presentation.

Syllabus:

1 Year Diploma Course	Syllabus Content
Certificate course: (6months)	<ul style="list-style-type: none">• International Marketing• Export finance and Banking• Foreign trade policy & Supply chain management
Diploma course: (next 6 months)	<ul style="list-style-type: none">• Export documentation & procedure and regulations• Import management• Project (Project can be of a said company where the student needs to have a practical understanding regarding how it can function/start)

I. INTERNATIONAL MARKETING

A. INTRODUCTION

1. Domestic & International Marketing – Benefits/Opportunities, Difference, Barriers
2. World trade – Barriers & Benefits

B. India's Foreign Trade

1. India's Export & Import - Volume, Composition & Direction.
2. Product and Service Exports - software exports.
3. Steps required to increase India's exports.

C. Basic Principles of International Marketing

1. Information: Research, sources and importance.
2. Identifying foreign markets.
3. Market Entry Strategies.

D. Export Marketing Strategy and Product Planning

1. Consumers Buying Behaviour
2. Product and Brand Development
3. Foreign Agent – Selection, role & function, agency agreement, remittance of commission.
4. Overseas Distribution System-Wholesaler's, Retailers, Supermarkets, Chain Stores, Departmental Stores, Mail Order Houses.
5. Promoting products in global market-personal visit, Advertising Trade Fair Exhibition, Direct Mailing, Buyers-Sellers Meet, Delegations.

E. Planning Export Organisation and Managing Personnel

1. Type of Personnel required for Exports: Recruitment, Selection, Compensation, Training and Development.
2. Some Institutions involved in the Exports: role/functions - Commerce Ministry, DGFT, ITPO, ECGC, Chamber of Commerce.

3. Merchant Exporter and Manufacturer Exporter

F. SEO (Search Engine Optimisation)

1. Importance & benefits, drawbacks.

2. Digital marketing – tools & practices, prospects & challenges

G. Product Packaging – importance in international marketing.

II. EXPORT FINANCE AND BANKING

A. EXPORT COSTING

1. Cost Concepts-Marginal, Fixed, Total and Relevance of variable cost for exports.
2. Duty Drawback, Concessional Custom Tariffs, Terminal Excise Duties, GST etc.
3. Income Tax Benefits, Special Import Licence, Benefits for Quality/Deemed Export/EH/TH/STH/SSTH
4. INCOTERMS - FOB/CIF Etc.
5. Cost Sheet for exports (elements)/ Freight Calculation / Insurance Premiums Calculation.
6. Terms of Payments- ADVANCE, DA, DP, LC Etc.
7. Examples of working out quotations taking all incentives, including profit margin / overseas commission.
8. Form of export – Agent/ manufacturer/ dealer/

B. EXPORT FINANCE

1. Pre-shipment Finance/Packing Credit, Post shipment credit in account/discounting of documents, interest rate structure.
2. Financial institutions-Commercial Banks, EXIM Bank, International Agencies EURODOLLAR LOANS-Rules, Regulations a Operation of each of them.
3. Exchange Rate Mechanism-Role played by RBI for commercial Banks, Forward Exchange Cover, Procedure and its cost.
4. FDI – role, rules & regulations, policies and procedure.

C. EXCHANGE CONTROLS

1. Role of RBI
2. Foreign Exchange Control and Regulations.
3. FEMA relating to export and import.
4. FEDAI and guidelines.

III. FOREIGN TRADE POLICY & SUPPLY CHAIN MANAGEMENT

A. Foreign Trade Policy

1. Introduction of FTP - its importance and Role of DGFT.
2. Definitions
3. Provisions regarding import and export
4. Export Promotion Capital Goods (EPCG)
5. Duty Exemption scheme
6. EOUs, EHTPs, STPs, BTPs
7. Diamond, Gem, Jewellery Export Promotion Schemes.
8. Export Oriented Units & FPZ, SEZ
9. Deemed Exports
10. Export Promotion Councils/ CBs
11. Amendments in FTP

B. Supply Chain Management

- Introduction to SCM
- Introduction to international SCM
- Global Strategies for effective SCM, Inventory, warehouse, transport management
- Packaging and labelling
- Current trends and measures

IV. EXPORT DOCUMENTATION & PROCEDURE AND REGULATIONS

A. PROCEDURES

1. How to set up export oriented companies-IEC, RCMC of Export Promotion Councils, FIEO, Commodity Boards, Benefits, Costs.
2. Export Sales Contract - Terms/Conditions
3. Terms of Shipments
4. Processing of an export order
5. Documentation
6. Pre-shipment Inspection formalities, Inspection Agencies, Compulsory Inspection Control Act 1963.
7. Custom clearance of export-cargo-factory stuffing
8. Procedure of Export - Sampling
9. Contents of L/C, Scrutiny of L/C.
10. Preparation and submission of documents to exporter's bank for negotiation.
11. Shipment through Courier.

B. SHIPPING

1. Different modes shipment - advantages and disadvantages
2. Organising of shipping for export consignment
3. Conference systems and practices
4. Freight rate structure-calculation of freight
5. Chartering practices
6. Containerization - FCL/LCL/Break Bulk Etc.
7. Role of Forwarding Agents, Freight Brokers, Shipping Agents, Shipping Companies.

8. Transportation documents-Bill of Lading, Airway Bill etc.

C. CARGO INSURANCE

1. Need and Importance

2. Different risk covered under insurance

3. Premium

4. Insurance claims-Documents and Procedures.

V. IMPORT MANAGEMENT

A. INTRODUCTION

1. Importance and necessity of Import
2. Government's objective of Import policy
3. Structure of Import Policy
4. Sourcing the supply.
5. Procedure for clearing of Import Cargo, Preparation of Bill of Entry, Valuation, Custom duty and Exemption benefit under notification.
6. Duty Exemption Scheme/ Advance License Scheme/ Documentation.
7. Export Promotion Capital Goods (EPCG) Schemes – with reference to Import.
8. Import of Technology
9. Project Import.

B. CUSTOMS/ROLE OF CUSTOMS

1. Customs Act 1962 & Customs Tariff Act 1975
2. Main Provisions: Classification, Valuation, Tariff Rate, Concession, Notification.

C. GST Act 2017

1. GST Act- 2017 Main provision related to Exports & Imports.
2. GST Formalities which have replaced earlier Excise procedures.
3. Importance of GST, Key take aways.

VI. **PROJECT**

Project can be of a said company where the student needs to have a practical understanding regarding how it can function/start

What is to be done? -

- Select the sector of your (student choice)
- Find
 - Best possible country to export/import
 - FTP
 - Bank Finance (Requirement for L/C) / Institutional Finance
 - Export/Import policies and procedures
 - Documentation
 - Business policies internationally
 - Export costing
 - Form of export – Agent/ direct export/ manufacturing/ franchise etc.
 - Supply chain management

Reason for making the project – it would help them to theoretically build a concept on paper regarding how export can be done internationally. A kind of blue print of the work which can be executed in near future.

The student needs to find the data on secondary basis (i.e. by usage of internet or any other published data by government or any other authentic source)

RULES AND REGULATIONS:

- ✓ The course fees is divided into two formats.
 - Payment of full year diploma course – Rs. 25000+GST
 - Only certificate course (6 months) – Rs. 10000+GST
 - Applying for Diploma course after completion of first 6 months – Rs. 20000+GST
- ✓ Eligibility:
 - Working executives
 - Entrepreneurs
 - Graduates
 - Undergraduates with experience
 - Knowledge of English is desirable.
- ✓ The course duration will be approximately 1 year including one subject devoted to project work.
- ✓ Regular classes will be held on every Friday/Saturday from 6:30 to 8:30 P. M. Class don't take place when the SGCCI has any holiday or closed for any other reason.
- ✓ The course is divided into two parts – certificate and diploma for 6 month each.

1 Year Diploma Course	Syllabus Content
Certificate course: (6months)	<ul style="list-style-type: none">• International Marketing• Export finance and Banking• Foreign trade policy & Supply chain management
Diploma course: (next 6 months)	<ul style="list-style-type: none">• Export documentation & procedure and regulations• Import management• Project

- ✓ Project also carries marks of full one subject.
- ✓ For each subject there will be one final test and a presentation to the class in both the terms. A concrete decision is a must in the beginning of the course about the project topic.
- ✓ Evaluation:
 - Term end written test – 50 marks
 - Presentation – 50 marks

- ✓ In case a student fails the written exam s/he has to carry out an assignment given by the respective faculty.
- ✓ 60% attendance is compulsory for all students.