

P. G. Diploma in International Business (P.G.D.I.B.)

1	<p>Objective:</p> <p>The objective of the P. G. / Diploma in International Business is to meet requirements of trained manpower in the vast field of foreign trade and international business. Through this course the students will be exposed to formal training to acquire knowledge and to develop skills required to undertake foreign trade activities as well to take up employment in International Business Organizations.</p>	
2	<p>Duration:</p> <p>The duration of the Course shall be 1 year.</p>	
3	<p>Eligibility:</p> <p>Any Graduate (with 50% aggregate marks) from any recognized Indian/Foreign University shall be eligible for admission to the Course.</p>	
4	<p>Structure of the Course:</p> <p>Paper- I : International Marketing and Management. Paper- II: Export-Import Procedures and Documentation. Paper-III Economic Systems and Foreign Trade in India Paper –IV Commercial Laws and Overseas Marketing Research. Paper – V Field visit report and viva voce (based on study and observation visit to International Business agency or its branch office world Trade Centre, Foreign Commercial Consulates, Indent Houses, and Shipping Cos. Branch of Foreign banking Co. IIFT, etc.)</p>	
5	<p>Scheme of Examination:</p> <p>There will be Annual Examination of 100 marks each for Paper I to IV. For Paper No. V, the division of marks will be as given below.</p>	
	a) Field visit report marks given by the Internal Examiner.	25
	b) Field visit report marks given by the External Examiner.	25

	c) Viva voce Examination based on the knowledge and understanding of the contents of the Courses in Paper – I to IV (A Panel consisting of 2 external and 1 internal examiners will be appointed by the University for the purpose of this Examination)	50
	The examination shall be held at the end of every academic year on the dates to be announced by the University. It will carry 500 marks in aggregate for the Course. Paper I to IV will carry 100 marks each and Course V Project Report and Viva Voce will carry 100 marks.	
6	Medium: The medium of Instruction and answer in examination and field work report and Viva Voce exam. will be in English.	
7	Standard and Grades of passing: The standard of passing for the above course is 40% marks in each paper subject to aggregate 50%. The candidate shall get the following grades by obtaining marks as given below: a) 50% to 54% = Second Class b) 55% to 59% = Higher Second Class c) 60% to 69% = First Class d) 70% to and above = First Class with Distinction	

Paper I: International Marketing and Management

Marks: 100

Objective:

- 1) To acquaint the students with planning, technique and organization of international marketing.
- 2) To appraise them with managerial problems in this regard.

Course Contents:

		No. of Lectures
Unit I	Introduction: Basic concept, Decision framework, Analyzing marketing opportunities – collection and analysis of marketing information, Modes of entering overseas markets.	18
Unit II	Planning and Promotion Planning international marketing operations, product policies, Distribution channels, Pricing Decisions, - promotion and trade fairs, Advertising and publicity.	20
Unit III	Process and Techniques: International Marketing process and techniques – direct exporting, indirect exporting, counter trade, Licensing, Sub- contracting, Joint – ventures.	18
Unit IV	Organization and Control: Organization and control of international marketing operations, International tendering, Procurement for export; Export information system.	20
Unit V	Marketing Logistics: Concept, objective and scope, The general structure of shipping industry, coordination – role of intermediaries; Shipper and ship owner consultation arrangement, Chartering, Indian shipping, Ports and overseas marketing logistics, Ware housing; International Air transport, Carriage of goods, Legal aspect, maritime frauds.	20
	Total number of lectures	96

List of Books recommended for study:

1. Kramor R. L.: International Marketing – (South Western).
2. Terpstra Vern: International marketing (Dryden Press).
3. Philips P. Cateora & John M. Hess: International Marketing –(Richard D. Irwin).
4. Gordon E; Niracle & Gerald S. Albaum: International Marketing Management – (Richard D. Irwin.)
5. Carson, David: International Marketing: A Cooperative System Approach (John Wiley)
6. Warren J. Keegan: Multinational Marketing Management – (prentice Hall).
7. Simon Majare: International Marketing – A Strategic Approach to World Markets – (George Allen & Unwin.)
8. Export Market Research (International Trade Centre, UNCTAD/GATT Geneva)
9. Fayerweather John: International Marketing – (prentice Hal)

Paper II Export – Import Procedures and Documentation**Marks: 100****Objective:**

- 1) To impart knowledge about import and export procedures;
- 2) To make the students familiar with related documents.

Course Contents:

		No. of Lectures
Unit I	Introduction: Export documentation; Foreign exchange regulations, Quality control and pre-shipment inspection, Export trade control, Marine insurance, Commercial practices.	18
Unit II	Export Procedures: Central Excise clearance; Custom clearance, Role of clearing and forwarding Agents, Shipment of Export Cargo, Export Credit , Export Credit Guarantees and Policies, Forward Exchange Cover, Finance for export on deferred payment terms, Duty draw-backs .	20
Unit III	Importing Procedure: Import licensing policy, Actual user licensing, Replenishment licensing/Import/Export passbook, Capital – Goods licensing / Export Houses/ Trading Houses.	18
Unit IV	Special Issues: Export by post parcel and by Air, GSP Certificates of origin, Custom’s clearance of Import Cargo, Documents – prescribed by Importing countries, Standardized Export Documentation, Packing.	20
Unit V	Import Management in a Developing Economy: Foreign Exchange budgeting, Import procurement, methods, Import financing, Purchase contract, Import Canalization, Import under counter-trade, Monitoring and follow up of import contracts.	20
	Total number of lectures	96

List of Books recommended for study:

1. Deb. Kalipade: Export Strategy in India – (Delhi, S. Chand).
2. Jain O.P.: Small Industrial Export – (Delhi S. Chand)
3. Majaro: International Marketing: A strategic Approach to world Market (Delhi, S. Chand).
4. Francis, C: International trade & Export Management – (Bombay, Himalaya Publishing House).
5. Balgopal, T. A. S. P: Export Management – (Bombay Himalaya Publishing House).
6. Chatterjee A. K. Principles of Foreign Exchange (Bombay Himalaya Publishing House).
7. Rathorx, R. S.: Export Marketing – (Bombay, Himalaya Publishing House).
8. Agrwal P. N.: India's Export Strategy. (Delhi, Vikas Publishing House).
9. Upadhyaya, K. K.: Import Financing in India – (Allahabad, Chugh Publication.
10. Gerhard M.S.: Export Import Financing – (new York, Ronal Press Co.)
11. Dagli V.: India's Foreign Trade – (Bombay, Vohra & Co.)

Paper III: ECONOMIC SYSTEMS AND FOREIGN TRADE IN INDIA

Marks: 100

Objective:

1. To impart knowledge about various aspects of International Trade in India and International Economic Co-operation.
2. To update students about the changing scenario in international economic environment.

Course Content:

		No. of Lectures
Unit I	Basis of International Trade: Terms of Trade; Balance of Trade and Balance of Payment. Economic Development and Foreign trade Commercial Policy: Generalized System and Preferences. International Monetary System: Current Exchange Rate Systems Exchange Rate Policy of India, Foreign Exchange Market – Terms used and Working.	24
Unit II	Regional Economic Grouping: Regional Blocks – NAFTA – North American Free Trade Agreement, LAFTA - Latin American Free Trade Agreement , APEC - Asia Pacific Economic Co-operation, ASEAN – Association of South East Asian Nations, SAARC – South Asian Association For Regional Co-operation, EU - European Union , WTO – World Trade Organisation – Evolution-Structure-Conferences –Development-Gains. - Bilateralism versus Multilateralism	30
Unit III	International economic co-operation Foreign Investment: Capital Flows – FDI – Foreign Direct Investment FII – Foreign Institutional Investment. Technology and International Trade. International Migration of Skilled and Unskilled Labour. Foreign Collaborations: Joint Ventures.	18
Unit IV	India’s foreign trade Role, Composition and Direction of India’s Exports and Imports. Trade Policy of India, Export Promotion, Import Policy and Control, Exchange Control.	12
Unit V	Government and foreign trade Role of Government in India’s Foreign Trade, EOU - Export Oriented Units, EPZ - Export Processing Zones, SEZ - Special Economic Zones.	12
	Total number of lectures	96

List of Books recommended for study:

- 1 Ellesworth, P.T. – International Economics. Macmillan Publication.
- 2 Kindleberger, C.P. – International Economics.
- 3 Seth. M.L. – Money, Banking and International Trade.
- 4 Chatterjee. A.K. - Principles of Foreign Exchange. Himalaya Publishing House.
- 5 Francis Cherunilam - International Trade and Export Management. Himalaya Publishing House.
- 6 Jhingan M.L.- International Economics. Vrinda Publications, N. Delhi.
- 7 Rajwade A.V. - Foreign Exchange, International Finance, Risk Management. Academy of Business Studies, N. Delhi.
8. Bhagvati J. (ed.): International Trade (Penguin Books)

Paper IV: Commercial Law and Overseas Marketing Research:**Marks: 100****Objective:**

1. To acquaint the students with various legal provision affecting foreign trade.
2. To impart knowledge of overseas marketing research.

Course Content:

		No. of Lectures
Unit I	Commercial Law (I) Legal framework, India's foreign trade, Elements of contract, Indian Sales of Goods Act, Export Sales contract, Export contract for consulting services, Project export contract, Credit Contracts.	20
Unit II	Commercial Law (II) Laws relating to overseas distribution, Laws on Intellectual property rights and product liability, Law relating to custom practice and procedures, settlement of institutional trade disputes, Laws relating to overseas investment.	20
Unit III	Marketing Research: Meaning and importance, Areas of marketing research – industrial marketing research, advertising research.	18
Unit IV	Techniques of Marketing Research – Types of research and research procedure – Types of data and methods of data collection, Designing questionnaires, Organizing field investigations and techniques of interviewing, Tabulation, analysis and interpretation of data and report writing.	22
Unit V	Overseas Marketing Research: Need, scope and objectives, Sources of information, Research for identification of product for exports and for assessment of supply base, overseas Market surveys, Evaluation of Research, Govt. scheme for supporting overseas researches.	16
	Total number of lectures	96

List of Books recommended for study:

1. Chawala & Garg: Commercial Law (Ludhiana, Kalyani, Publishing House)
2. Anson, W. R. : Law of Contract – (U. K. English Language Book Society).
3. Pandiya: Mercantile Law.
4. Maheshwari & Maheshwari: Business Law – (Delhi, - National Pub. House).
5. Shukla M. C. : A Manual of Mercantile Law (Delhi – S. Chjand).
6. Singh, Avtar: Principles of Mercantile Law, (Lucknow, Eastern Book Co.)
7. Simin Majare: International Marketing – A strategic Approach to World Markets – (George Allen & Unwin).
8. Export Market Research (International Trade Centre, UNCTAD/GATT Geneva).
9. Fayerweather John: International marketing - (Prentice Hall).