

**SYLLABUS OF POST GRADUATE DIPLOMA IN IMPORT &
EXPORT MANAGEMENT**

(PGDIEM)

(Academic Year 2008-2009)

UNIVERSITY OF PUNE

Publisher's Note

The University of Pune has great pleasure in publishing the revised syllabus for the **Post Graduate Diploma in Import & Export Management (PGDIEM)** Examination under the Faculty of Management starting academic year 2008-09.

It is hoped that this syllabus will be most useful to the students of this course.

On behalf of the University, I thank the experts and authorities of the University for their Keen Interest and whole-hearted co-operation in bringing out this publication.

University of Pune
Ganeshkhind, Pune – 411007.

Registrar

- (I) **Name of the Course:**
The name of the course shall be Post Graduate Diploma in Import & Export Management (PGDIEM)
- (II) **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.
- (III) **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.
- (IV) **Eligibility For Admission :**
A student seeking the admission to this course must possess any one of the following qualifications.
1. Bachelor's Degree of any statutory Indian University or any other recognized Foreign University.
 2. Any diploma awarded by Board of Technical Education of any State Government or Central Government (Post – SSC Three years Diploma or Post HSC two years Diploma) with one Year's Post Diploma experience.
- (V) **Structure of the course:**
The course will have two semesters, each semester consisting of 6 papers carrying 100 marks

Course outline for Post Graduate Diploma in Import & Export Management (PGDIEM)

Subject Code	Subject Name		Total Marks
101	Managerial Economics	External	100
102	Exim Policy & Export Procedure & Documentation	External	100
103	Marketing Management	External	100

104	Quantitative Techniques	Internal	50
105	Computer Awareness	Internal	50
106	India's Export Import Trade Since 1951-52	Internal	100
201	International Economics	External	100
202	International Finance & Foreign exchange Management	Internal	100
203	International Market Research	External	100
204	Export Management & Import Management	External	100
205	Foreign Language	Internal	100
206	Project Work	Internal	100

(VI) Assessment and Standards of Passing:

- 1) The papers marked as externals are meant for external evaluation by the University and carry hundred marks each paper 30% of such marks are reserved for internal evaluation & 70% of such marks are reserved for university evaluation based upon the written examination. Papers marked as "Internal" are meant for internal evaluation by the individual institute.
- 2) Marks for the internal evaluation must be communicated by the Institute to the University before the commencement of relevant semester examination.
- 3) The minimum standard of passing will be 40% marks in each paper for internals as well as external heads.
- 4) The student is expected to complete a project report of not less than 5000 words and submit a copy of the report to the Director of the Institute before the end of the second semester. The report must be based upon the first hand study of some Import / Export management aspect of any organization. The faculty of the subject will internally evaluate the report and the marks will be communicated by the Director to the university before the commencement of semester 2 examination. No student can appear for semester 2 examination unless he scores 40 out of 100 marks assigned for the project work.

(VII) Backlog

The Student will be allowed to carry maximum backlog of 6 (Six) heads of passing.

101 MANAGERIAL ECONOMICS

- (1) Nature & Scope of Managerial Economics Micro Economics & Macro Economics & its link with Managerial Economics & its applications (4)
- (2) Demand Analysis – Individual & Market Demand, Elasticity of Demand, Use of Elasticity of Demand in Managerial Decision – Making, Methods of Demand forecasting. (3)
- (3) Production & cost Estimation – Production Function Cost Theory & Estimation, Short & Long Run Cost Curves, Cost – Volume Profit Analysis. (3)
- (4) Pricing & Pricing Decisions – Market Structure & Price behavior, Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly & Market Concentration, Oligopoly models, Non Price Competitions, Entry Barriers, Game Theory, Price Discrimination & Dumping, Transfer Pricing (8)
- (5) Investment, Financing & Long term investment decision, Risk analysis, Risk and uncertainty in Managerial Decision Making, Utility Theory & Risk Aversion (5)
- (6) Macro Economics & Business: Business cycle & Business Policies, Theories of Business cycle. Monetary & non-Monetary Policies (5)

Indian Financial System, Role of RBI & Credit Control Methods: This get covered under monetary policies}

BOOKS RECOMMENDED

- | | | | |
|----|------------------------------------|---|------------------------------|
| 1. | Managerial Economics | – | D. Salvatore |
| 2. | Managerial Economics | – | Mote Paul Gupta |
| 3. | A study of Managerial Economics | – | D. Gopalkrishnan |
| 4. | Managerial Economics | – | Gupta G. S. |
| 5. | Managerial Economics | – | D. M. Mithani |
| 6. | Modern Micro Economics | – | A. Koutyiannis |
| 7. | Principles of Managerial Economics | - | Davis, J.R. and Chand, Simon |

102 EXIM POLICY & EXPORT PROCEDURE & DOCUMENTATION

- (1) Preliminaries for exports.
 - (a) Registration – IEC, RCMC, EPC, Central Excise. (2)
(*BCMC changed to RCMC*)
- (2) Categories of Export
 - (i) Physical – Direct & Indirect
 - (ii) Deemed Exports
 - (iii) Merchant & Manufacturer Exports (2)
- (3) Shipping documents and terms used in shipping (2)
- (4) Export Procedures
 - (i) Excise clearance for exports
 - (ii) Marine insurance of Export cargo
 - (iii) Shipment goods
 - (iv) Quality and Pre Shipment inspection
 - (v) EGC Services
 - (vi) GSP rules of origin (3)
- (5) Benefits of Exports
 - (i) Excise clearance Benefit / Rebate
 - (ii) Income Tax Benefit (2)
(*IPRS is discountiued*)
- (6) Shipment & Transport – Sea, Air, Rail, Road, Pipeline (1)
- (7) Role of overseas agent & remittance of commission. (1)
(*Recent EXIM Policy existing at the time of commencement of the course.*)
- (8) Overview of various export promotion schemes (2)
- (9) Duty Drawback- Advance License (1)
(*Replenishment Licenses, Special Interest License is discontinued*)
- (10) Remission Scheme
 - (i) DEPB Scheme (2)
(*DFRC Scheme is discontinued*)
- (11) Export Promotion Capital Goods Scheme. (1)
(*of is not required*)

- (12) Diamond & Jewelry, Agricultural & Pharmaceutical product exports promotion scheme. (4)
- (13) Export of Principal Commodities in India (3)
- (14) SEZ, EHTP,STP & EOU's, Types of Export Houses. (4)
- (Free trade zones have been changed to SEZ)*

BOOKS RECOMMENDED

1. New Import Export Policy - Nabhi Publications
2. EXIM Policy & Handbook of EXIM Procedure – VOL I & II
3. A Guide on Export Policy Procedure & Documentation– Mahajan
4. How to Export – Nabhi Publications
5. Export Management – D.C. Kapoor

103 MARKETING MANAGEMENT

- (1) Marketing Management, Scope, Core, Concept, Importance, Process. (1)
- (2) Marketing Mix, Product Life Cycle (2)
- (3) Consumer Behavior, Factors influencing buying behavior, Process of buying. (2)
- (4) Sales Forecasting and Sales forecasting Techniques (2)
- (5) Pricing Strategies & Policies (2)
- (6) Product Mix Strategies, Branding, Packaging (3)
- (7) Selection & Management of distribution channels (2)
- (8) E-commerce & its impact on business Organisations. (2)
- (9) Internationals advertising and sales promotions (2)
- (10) Role of international exhibitions and trade fares. (2)
- (11) Cross Cultural issues in international Marketing (2)
- (12) Case studies in Marketing minimum four cases studies to be discussed. (6)

BOOKS RECOMMENDED

Marketing Management	–	Philip Kotler
Marketing Management	-	Saxena
Fundamentals of Marketing	–	Stanton, Etzel & Walker
Marketing Management	-	Ramaswamy & Namakumari
Case Studies in Marketing	–	D. Srinivasan
Marketing – An Introduction on 5th edition	–	Philip Kotler & Carry Armstrong
E- Commerce	–	S. Jaiswal
E-Commerce Concepts	–	C. S. V. Murthi

(Not required :Models & Arrangement Networking -Behrouz & Farouzan– Uyles Black ,Computer Fundamentals-P. K. Sinha & V. Rajaraman- MIS by W. S. Javdekar)

104 QUANTITATIVE TECHNIQUES

- (1) Arranging data to convey meaning – Tables – graphs and frequency distributions (5)
- (2) Measures of Central Tendency and Dispersion (5)
- (3) Probability – Probability distributions, Binominal, Poisson and Normal. (6)
- (4) Simple & Multiple Regression and Correlation (6)
- (5) Assignment Problem – Transportation problems (6)

BOOKS RECOMMENDED

- (1)Quantitative Techniques - L.C. Jhamb
- (2)Quantitative Techniques Management - N.D. Vohra
- (3)Quantitative Techniques for Managerial Decisions- J.K. Sharma

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|----|-----------------------|---|-----------------------------------|
| 2. | Computer Fundamentals | – | P. K. Sinha |
| 3. | MIS | – | W. S. Javdekar |
| 4. | DBMS | – | Korth IV Edition |
| 5. | Internet Technology | – | P. K. Sinha & V Rajaraman |
| 6. | Operating System | – | Galvin. Godbole |
| 7. | FRP | – | Vinod Kumar Garg, Venkat Krishnan |

106 INDIA'S EXPORT IMPORT TRADE since 1951 – 52

- | | | |
|-----|--|-----|
| (1) | Global trade and its growth, India's relative position in the world trade over a period time | (3) |
| (2) | Analysis of India's Foreign trade since 1950 – Commodity, Composition, Direction Changes | (3) |
| (3) | Balance of Trade, Balance of Payment, Analysis and changes over a period of time. | (3) |
| (4) | Exchange Control – Exchange rate policy in India | (3) |
| (5) | Foreign Collaboration, Joint Venture & Exports | (3) |
| (6) | Globalization and emerging Foreign Trade Scenario. | (3) |
| (7) | Convertibility of Rupee and impact on Foreign Trade | (3) |

{(1)India's Foreign Trade Policy – Objectives and essential features, Changes in EXIM policies, Export promotion measures. Its get covered under EXIM Policy.

(2) Foreign trade & Developing Countries its get cover under Globalization and its impact on India's Foreign Trade. That had been changed to Globalization and emerging Foreign Trade Scenario.)

BOOKS RECOMMENDED

1. Foreign Exchange Hard Book – H. P. Bhandari

2. Annual Report (Recent Years) Ministry of Commerce, Government of India
3. India Balance of Payments, RBI Bombay
4. Economic Survey Ministry of Finance Government of India.

201 INTERNATIONAL ECONOMICS

- (1) Study of International Trade, Difference between Internal & International Trade, International trade & Economic Development (3)
- (2) Theories of International Trade Classical, Hecker Ohlin theorem. Trade and Economic Development- Hickian Theory, Terms of Trade, Determination of Gains, Technical progress and trade (3)
- (3) Balance of Payments, Definitions & Concepts (3)
- (4) Foreign Trade & National Economy – Factor Mobility, Full Employment & Perfect Competition, Free Trade, System of Barter Trade, Static World Economy (3)
- (5) Limitations to the Growth of International Trade (3)
- (6) Trade Problems of Less Developed Countries – CFS, GATT & UNCTAD, International Commodity Agreements, Common Fund Scheme. (3)
- (7) Optimum Currency Area Theories – Open Economic Theory, Product Diversification Theory, Cost Benefit Theory & Other International Theories. (3)
- (8) International Liquidity & the World Monetary System – IMF & International Liquidity, Operation of IMF, Repurchase Clause of IMF, Subsequent Reforms of IMF, International Monetary System. (3)
- (9) World Trade Organization (WTO), World Bank, Asian Development Bank, European Union. (3)

(Theories of trade are important to be included: Theories of International Trade Classical, Hecker Ohlin theorem. Trade and Economic Development- Hickian Theory, Terms of Trade, Determination of Gains, Technical progress and trade)

BOOKS RECOMMENDED

1. International Economics – D. M. Mithani
2. International Economics – H. G. Mannur
3. International Economics – Appleyard & Field
4. International Economics – Krugran & Obstfeld

202 INTERNATIONAL FINANCE & FOREIGN EXCHANGE MANAGEMENT

- (1) International Finance Management: Importance – Finance Functions – Emerging Challenges – Recent changes in global financial markets. (2)
- (2) Impact of Change in exchange rates – interest rates – inflation rates – accounting treatments of transactions, translation and operating exposures. (2)
- (3) International Finance & Accounting: Concept – Method of Compilation – effect of each item head – uses and recent trend of balance of payment – Accounting illustration. (3)
- (4) Foreign exchange market : Markets and Market Participants Foreign Exchange transaction mechanism (Option – forward contract – arbitrage – hedging and swaps) – Pricing pattern – illustrative problems (2)
- (5) Exchange Rate principles: Trade – PPP – IRP – IFE – Portfolio – Balance – Demand and Supply Growth – BOP Monetary Approach. (2)
- (6) Role of Swap, Currency futures and options in International Market. (2)
- (7) Financing of International Trade : Trade Financing techniques and instruments for both capital and money market including pre & Post Shipment Finance (2)
- (8) Foreign investment Management: FDI - National FDI policy - Liberalization. Economic determination - impact of globalization. Foreign portfolio investments with special reference to developing countries. (2)
9. Management of foreign Exchange with special reference to India : Meaning of the Term “Foreign Exchange”, Exchange Market, Statutory basis of Foreign Exchange,

Evolution of Exchange Control, Outline of Exchange Rate & Types, Import Export Overview. (2)

10. India's Forex Scenario : B.O.P. crisis of 1990, L.E.R.M.S., convertibility. (2)
11. Introduction to International Monetary Development; Gold Standard, Bretton Woods system, Fixed -Flexible Exchange Rate Systems, Euro Market. (2)
12. Non resident accounts : Repatriable and Non-Repatriable, Significance for the Economy & Bank. (2)
13. Methods of IN Trade Settlement : Open Account Clean Advance, Documentary Credit, Documentary Collection, Financing of Imports & Exports. (2)
14. External Commercial Borrowings : Buyer Credit, suppliers credit, Forfeiting / Factoring & Country Risk Monitoring Model. (2)

Books Recommended :

1. Foreign Exchange Management - H.P. Bhardwaj
2. International Financial Management - P. G. Apte
3. International Financial Management - V. K. Bhalla
4. Multinational Finance - K. C. Bulter
5. International Financial Management - A. K. Seth

203 International Market Research

1. INTERNATIONAL MARKETING RESEARCH: Nature, scope and complexities. International Marketing Information System.
2. MARKETING RESEARCH: Problem definition, determination of information needs, Research design – Types of research design, Primary and secondary data collection methods.
3. QUESTIONNAIRE PREPARATION, ATTITUDE MEASUREMENT, AND SCALING TECHNIQUES. SAMPLE DESIGN: sampling method and sample size Fieldwork sampling and sampling errors
4. DATA ANALYSIS AND INTERPRETATION: uni-variate, multi-variate and multi-country data analysis and techniques.
5. International market opportunity analysis, product analysis, need and significance of analysis, advertising and sales research, ethical issues.

Books Recommended

1. International Marketing - Rathor Jani Rathor
2. International Business - P. Suhbarau
3. Global marketing Strategy - Jeannet & Hennissey
4. Managing International Marketing - Dr. V. O. Varkey
5. Modern Marketing Research - M. N. Mithani
6. Marketing Research - G. C. Berry
7. Marketing Research: Applied Orientation. - Naresh Malhotra
8. Marketing Research - Boyd, Westfall & Stasch

{The subject aims at providing an insight into the scope and extent of application of marketing research as an information providing activity for the purpose of decision-making.

1. *Market Research, Definition, Need & Importance* (2)
2. *Different application of Market research: Scope and obstacle in acceptance.* (2)
3. *Sources & collection of Market information, relative merits of desk research, postal surveys, telephone interviews and personal discussion methods.* (2)
4. *Setting up & Implementation of market research project, sampling Techniques, designing of Questionnaire.* (2)
5. *Analysis of market data, presentation of data, Market research report writing* (2)
6. *Specialized Techniques in market research, readership surveys, opinion polls, marketing audits, shop audits, advertising effectiveness studies, consumer panel, test marketing, overseas market research.* (3)
7. *Market research for make of buy decisions, Marketing information systems use of computers and database management networking.* (3)
8. *International Economics Organisation Commercial Relations & Trade agreement* (2)

9. *Starting an export Business and Export Pricing* (2)
10. *Location Prospective buyers and selecting overseas agents.* (2)
11. *Developing Export Strategy Marketing Plan and Export Marketing Mix* (2)
12. *Provision and restrictions for export in India* (2)
13. *IS/ISO9000 and new ISO 14000 series International standards for quality system and role export Import (EXIM) Bank of India.* (2)

204 Export & Import Management

- (1) International Commercial Terms – Need, Groups, Ex-works, FOB, FAS, CFR, CIF.
(3)
- (2) Quality Systems – ISO 9000 series, Patenting, Project, Import and Export (Contract, Trunkey, Civil Construction, Services), EPZs, EOUs, TPs & SEZs.
(4)
- (3) Export Documentation- Customs Act., Ware housing, Tariffs, Refund and Recoveries of customs, Rebates and Special facilities.
- (4) Air and Sea Shipments – Procedure, Liner Freight, Containerization, Cargo claims.
(6)
- (5) Export of software, Fruits and vegetables, Floricultural products.
(4)
- (6) Provision and restrictions for import and export in India (4)

{Starting an export Business and Export Pricing, Location Prospective buyers and selecting overseas agents. Developing Export Strategy Marketing Plan and Export Marketing Mix , IS/ISO9000 and new ISO 14000 series International standards for quality system and role export Import (EXIM) Bank of India. General Provision of Import , Import restrictions ,Import Pricing ,Supplier Selection or Identification General Provisions form exchange control or Exchange Control formalities ,Letter of Credit,Import Document and

customers clearance procedure for imported goods and customers tariff act 1975 and the customers valuation rules.}

Books Recommended

- (1) Nabhi's How to import –
- (2) Ministry, Commerce and Industry, Hand Book of Procedures, Volume I & II, GOI, New Delhi,
- (3) Guide to Export Policy, Procedures and Documentation - Mahajan
- (4) Business Logistics Management - Ballun, R.H
- (5) The New Export Marketer -Young G.
- (6) Practical Guide to the Foreign Trade of India -Arora R.S.

205 Foreign Language

- Topic 1 Great people and say Goodbye, ask name and say your name, seek clarification and help, numbers from 1-10*
- Topic 2 Ask and give personal information, Nationality, Profession and Language, Numbers from 11-50*
- Topic 3 To say where you live, describe your house and members of family.*
- Topic 4 Information and Clarification of places, Directions to public places, transport, Numbers from 51-1000*
- Topic 5 To ask and express interests, Preference, likes and dislikes, to invite, to accept and to refuse, how you spend you leisure, hobbies.*
- Topic 6 To ask the time, day of week, months, cardinal numbers.*
- Topic 7 To ask about the weather. To talk about routine and related activities.*

Grammar :

Present tense, Past tense, nouns, pronouns, adjectives, possessive pronouns, verbs and any other related grammar that would be required. }

206 PROJECT WORK

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.

Report Framework

- (1) Initial pages
- (2) Executive Summary
- (3) Introduction / statement of problem
- (4) Detailed survey of literature
- (5) Methodology / Focus / Scope / Limitations
- (6) Text of the study including analysis
- (7) Conclusions and Recommendations
- (8) Bibliography
- (9) Appendices

Format of Presentation

- 1) The student is expected to follow the required style for presentation of the report including Tables, References, Bibliography and Appendices
- 2) 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.
- 3) Acknowledgement of all sources of information through footnoting and bibliography is an essential requirement of the study.