



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

DEPARTMENT OF BUSINESS ADMINISTRATION (CA)

VALUE ADDED COURSE – SYLLABUS

17VBBI - EXPORT AND IMPORT MANAGEMENT

PAPER I – FUNCTIONS OF EXPORT AND IMPORT

Course Objective: On successful completion of this course, the students should have understood

- Principles, Functions and Role of Export and Import
- Laws, Terms and Conditions of Export Finance
- Export Promotion Councils, Zones and Service Institutions

UNIT I		4 Hours
Globalization - Meaning - Importance - Definition - Scope - Functions of Export & Import Management - Role of Export and Import in Economic Development.		
UNIT II		4 Hours
Legal aspects of Export and Import Trade - International Laws and Indian Laws -Export and Import (EXIM) Policy- Law relating to Packing, Pricing, Advertising and Physical Distribution.		
UNIT III		4 Hours
Export and Import- Financing - Methods and Sources of Export Finance Terms of Payments for Export - Letter of Credit & Documentary Credit in Export & Import.		
UNIT IV		4 Hours
Institutional aids for Export financing (RBI, Exim bank, ECGC and Commercial banks).		
UNIT V		4 Hours
Export and Import System -E Commerce - B2B, B2C, B2E, C2B, C2C, B2G Concepts and Technology.		
Total Hours		20 Hours


Reference Books

1. TAS Balagopal – Export Management.
2. Export - Import Finance & Letter of Credit - Parasram - 2003 Edition.
3. Essentials of Export Marketing - S.A. CHUNAWALLA.
4. International Business- Justin Paul - Second Edition - Prentice Hall India.

Course Outcome: On Completion of this course the students will be able to

- Learn the Functions of Export and Import Management.
- Demonstrate the understanding of legal aspects of Export and Import trade.
- Gain the knowledge of Export and Import Financing
- Understand the various Institutions financial aids for Exporting.
- Acquire knowledge in Export and Import system.




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17VBBEI – EXPORT AND IMPORT MANAGEMENT

PAPER II – EXPORT & IMPORT PROCEDURES & DOCUMENTATION

Course Objective: On successful completion of this course, the students should have understood Export Procedures and Documentation.

UNIT I	4 Hours
Export Pricing - Export Packaging - Export Marking - Labeling - Physical distribution in Export - INCOTERMS.	
UNIT II	4 Hours
Export Promotion Council (EPC) - Functions of Councils - Commodity Boards - Service Institutions.	
UNIT III	4 Hours
Export Promotion - Importance - Export Promotion Measures - Export Oriented Units (EOU) and Export Processing Zones (EPZ).	
UNIT IV	4 Hours
Export Procedures - IEC code - Steps for Exporting - Pre-shipment Inspection and Quality control.	
UNIT V	4 Hours
Export and Import Documentations - Formats - Guidelines for preparing - Documentation - Master Documents and Commercial Documents.	
Total Hours	20 Hours

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3. Essentials of Export Marketing - S.A. CHUNAWALLA.
4. International Business- Justin Paul - Second Edition - Prentice Hall India.

Course Outcome: On Completion of this course the students will be able to

- Understand the export pricing and packaging.
- Learn the export promotion council.
- Acquire knowledge in export promotion.
- Gain the knowledge of Export and Import procedures
- Demonstrate the understanding of Export and Import documentations.



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