

Title	Export Management Course	
Duration	30 Hours	
Course Credits	2	
Type of Course	Multi-Disciplinary	
Mode of Lectures	Blended	
Medium of Instructions	English	
Pre-Requisite:	Basic Knowledge of Export activities	
Objective of the Course:	The objective of this course is to acquaint the participants with Practical knowledge, which would help them to become export executives or to start their own Export business.	
Expected outcomes of the course:	Learning of Various aspect in India as the emerging global market to stay abreast with the latest changes taking place in the field of Foreign Trade.	
Course Content	<p>01. Introduction of Export</p> <p>Export Definition</p> <p>Global Economy, Indian Trade and Foreign Trade</p> <p>Interdependence of Countries</p> <p>India's Commitment</p> <p>New Development</p> <p>02. Export goods from India</p> <p>Traditional and Non-traditional Product</p> <p>Principle Products of Export</p> <p>Analysis of Export from India</p> <p>03. Export benefit schemes in India</p> <p>Export Policy</p> <p>Export Pricing and Cost</p> <p>Export Finance</p> <p>04. Export procedures and documentation</p> <p>Procedures in the various Phases of Export</p> <ul style="list-style-type: none"> ➤ Registration ➤ Offer and Receipt of Confirmed order ➤ Excise Clearance ➤ Sales Tax Exemption and other Procedures ➤ Shipments ➤ Marine Insurance Policy 	<p>5</p> <p>5</p> <p>6</p> <p>6</p>

	<ul style="list-style-type: none"> ➤ Shipping and Clearing Agents ➤ Shipping Bill and the Documents required ➤ Negotiation <p>05. Export benefit schemes from Export Promotion</p> <p>Export Advertising</p> <p>Sales Management for Export</p> <p>Linking Sales and Advertising</p> <p>Various Cases and Practical Exercises</p>	<p>4</p> <p>4</p>
Reference Books:	<p>1. Export Management. T.A.S. Balagopal, Himalaya Publishing House</p> <p>2. International Trade and Export Management. Francis Cherunilam, Himalaya Publishing House</p> <p>3. Export Marketing. B.S Rathod and J.S Rathod, Himalaya Publishing House</p>	

(Name and Signature by Authorized official)
