

w.e.f. Academic Year 2012-13

'G' Scheme

CURRICULUM

FOR

ADVANCED DIPLOMA IN EXPORT IMPORT MANAGEMENT (EY)

DURATION: ONE & HALF YEAR

PATTERN: SEMESTER

TYPE: PART TIME


(To be implemented from the Academic Year 2012-2013)





MAHARASHTRA STATE BOARD OF TECHNICAL EDUCATION, MUMBAI
(AUTONOMOUS)

ISO/IEC 27001-2005 Certified

49, Kherwadi, Aliyawer Jung Marg, Mumbai - 400 051

<div></div> MAHARASHTRA STATE BOARD OF TECHNICAL EDUCATION, MUMBAI																
TEACHING AND EXAMINATION SCHEME																
COURSE NAME : ADVANCED DIPLOMA IN EXPORT IMPORT MANAGEMENT																
COURSE CODE : EY																
DURATION OF COURSE : ONE & HALF YEAR										WITH EFFECT FROM 2012-13						
SEMESTER : FIRST										DURATION : 16 WEEKS						
PATTERN : PART TIME-SEMESTER										SCHEME : G						
SR. NO.	SUBJECT TITLE	Abbrevi ation	SUB CODE	TEACHING SCHEME			PAPER HRS.	EXAMINATION SCHEME								SW (16013)
				TH	TU	PR		TH (1)		PR (4)		OR (8)		TW (9)		
								Max	Min	Max	Min	Max	Min	Max	Min	
1	Principles of Management	POM	13811	4	--	2	3	100	50	--	--	--	--	50@	25	50
2	Business Communication Skills	BCS	13812	4	--	2	3	100	50	--	--	50#	25	50@	25	
3	Import Management	IMA	13813	5	--	--	3	100	50	--	--	--	--	--	--	
4	Export Procedure & Documentation	EPD	13814	5	--	--	3	100	50	--	--	--	--	--	--	
TOTAL				18	--	04	--	400	--	--	--	50	--	100	--	50
Student Contact Hours Per Week: 22 Hrs. THEORY AND PRACTICAL PERIODS OF 60 MINUTES EACH. Total Marks : 600 @ Internal Assessment, # External Assessment, #* Online Examination, <div></div> No Theory Examination.																
Abbreviations: TH-Theory, TU- Tutorial, PR-Practical, OR-Oral, TW- Termwork, SW- Sessional Work. ➤ Conduct two class tests each of 25 marks for each theory subject. Sum of the total test marks of all subject are to be converted out of 100 marks as sessional work. (SW) ➤ Progressive evaluation is to be done by subject teacher as per the prevailing curriculum implementation and assessment norms. ➤ Code number for TH, PR, OR and TW are to be given as suffix 1, 4, 8, 9 respectively to the subject code.																

 MAHARASHTRA STATE BOARD OF TECHNICAL EDUCATION, MUMBAI																
TEACHING AND EXAMINATION SCHEME																
COURSE NAME : ADVANCED DIPLOMA IN EXPORT IMPORT MANAGEMENT																
COURSE CODE : EY																
DURATION OF COURSE : ONE & HALF YEAR										WITH EFFECT FROM 2012-13						
SEMESTER : SECOND										DURATION : 16 WEEKS						
PATTERN : PART TIME-SEMESTER										SCHEME : G						
SR. NO.	SUBJECT TITLE	Abbrevi ation	SUB CODE	TEACHING SCHEME			PAPER HRS.	EXAMINATION SCHEME								SW (16814)
				TH	TU	PR		TH (1)		PR (4)		OR (8)		TW (9)		
								Max	Min	Max	Min	Max	Min	Max	Min	
1	Management Accounting	MAC	13815	4	1	--	3	100	50	--	--	--	--	50@	25	50
2	International Marketing	IMA	13816	4	--	2	3	100	50	--	--	--	--	50@	25	
3	Export Finance & Exchange Control	EFE	13817	4	2	--	3	100	50	--	--	--	--	50@	25	
TOTAL				12	03	02	--	300	--	--	--	--	--	150	--	50
Student Contact Hours Per Week: 17 Hrs. THEORY AND PRACTICAL PERIODS OF 60 MINUTES EACH. Total Marks : 500 @ Internal Assessment, # External Assessment, #* Online Examination, <div></div> No Theory Examination.																
Abbreviations: TH-Theory, TU- Tutorial, PR-Practical, OR-Oral, TW- Termwork, SW- Sessional Work. ➤ Conduct two class tests each of 25 marks for each theory subject. Sum of the total test marks of all subject are to be converted out of 100 marks as sessional work. (SW) ➤ Progressive evaluation is to be done by subject teacher as per the prevailing curriculum implementation and assessment norms. ➤ Code number for TH, PR, OR and TW are to be given as suffix 1, 4, 8, 9 respectively to the subject code.																

<div></div> <div>MAHARASHTRA STATE BOARD OF TECHNICAL EDUCATION, MUMBAI</div>																	
TEACHING AND EXAMINATION SCHEME																	
COURSE NAME : ADVANCED DIPLOMA IN EXPORT IMPORT MANAGEMENT																	
COURSE CODE : EY																	
DURATION OF COURSE : ONE & HALF YEAR										WITH EFFECT FROM 2012-13							
SEMESTER : THIRD										DURATION : 16 WEEKS							
PATTERN : PART TIME-SEMESTER										SCHEME : G							
SR. NO.	SUBJECT TITLE	Abbrevia tion	SUB CODE	TEACHING SCHEME			EXAMINATION SCHEME										SW (16815)
				TH	TU	PR	PAPER HRS.	TH (1)		PR (4)		OR (8)		TW (9)			
				Max	Min	Max	Min	Max	Min	Max	Min	Max	Min	Max	Min		
3	Project Work	PRO	13818	--	--	16	--	--	--	--	--	100#	50	50@	25	--	
TOTAL				--	--	16	--	--	--	--	--	100	--	50	--	--	

Student Contact Hours Per Week: **16 Hrs.**
THEORY AND PRACTICAL PERIODS OF 60 MINUTES EACH.
Total Marks : **150**
@ Internal Assessment, # External Assessment, #* Online Examination, No Theory Examination.

Abbreviations: TH-Theory, TU- Tutorial, PR-Practical, OR-Oral, TW- Term work, SW- Sessional Work.

➤

Conduct two class tests each of 25 marks for each theory subject. Sum of the total test marks of all subject are to be converted out of 100 marks as sessional work. (SW)

➤

Progressive evaluation is to be done by subject teacher as per the prevailing curriculum implementation and assessment norms.

➤

Code number for TH, PR, OR and TW are to be given as suffix 1, 4, 8, 9 respectively to the subject code.

COURSE NAME : ADVANCED DIPLOMA IN EXPORT IMPORT MANAGEMENT**COURSE CODE : EY****SEMESTER : FIRST****SUBJECT TITLE : PRINCIPLES OF MANAGEMENT****SUBJECT CODE : 13811****Teaching and Examination Scheme:**

Teaching Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS.	TH	PR	OR	TW	TOTAL
04	--	02	03	100	--	--	50@	150

NOTE:

- Two tests each of 25 marks to be conducted as per the schedule given by MSBTE.
- Total of tests marks for all theory subjects are to be converted out of 50 and to be entered in mark sheet under the head Sessional Work. (SW)

Rational:

As the course is related to Import Export Management, it is necessary that the student studying this course should have studied basic principles of management. This will help them in understanding the management related to import export business.

The curriculum covers the following aspects of the management: Foundation of Management Thinking, National Culture and Management, Planning and controlling in Management, Organisation and Structure, Leadership, International Culture & Management. The study of these aspects will make students conversant with management terms and principles and they will be able to study the Import, Export management principles and practices.

Objective:**The student will be able to:**

1. Know the basic principles of management.
2. Understand the impact of culture on management.
3. Know the impact of global environment on management.
4. Understand the principles of Planning and Controlling, Leadership etc. on management.

THEORY CONTENT:

Sr. No	Details	Marks	Hrs.
1	Foundation of Management Thinking The Practice of Management The classical and scientific schools of Management Scientific management by Taylor and Henry Fayol Environmental Impacts of Management 1. Technology 2. The Markets 3. International Competition 4. Globalisation Management by objectives benefits and problems	18	10
2	National Culture and Management 1. Understanding of business culture for Better management 2. Hofstede's Analysis of National Culture 3. National Culture and its Impact as fundamental determinant of the culture and management process of organization	16	12
3	Planning and Controlling in Management 1. Importance of Planning in Management 2. Planning at personal Level 3. Budgetary control, Role of budgetary control in Management, 4. Other Techniques of control, Qualitative Control and Quantitative physical Control.	16	12
4	Organisation and Structure 1. Requisite Bureaucracy, Elliot Jacques Analysis of requisite bureaucracy 2. Integrated value chain in organization structure. The advantages of integrated value chain and Disadvantages of Integrated value chain. 3. The De-integrated value chain. Advantages and Disadvantage of De-integrated value Chain	16	12
5	Leadership & Management 1. Define Leadership 2. Sources of Leadership & Power, legitimate power coercive power, Expert Power 3. Personal traits that leaders should possess for good leadership. 4. The path goal approach to a leadership style 5. Motivation as tool of leadership, motivational theories: Maslow's Vroom's, Mc Clelland & Herzberg's	18	10
6	International Culture & Management 1. Rationalism, Rationalist Management, Characteristics of rationalist management 2. Role of Social responsibility in European management. 3. Managerial autonomy in Japanese companies.	16	08
TOTAL		100	64

Assignments:

1. Do the brief Study of at least four different leadership types of Indian business tycoons and make detail report on any two of them.
2. Study the role of a corporate house with reference to their contribution in Rural development.

3. Study organizational structure of a Large Company to know about distributed responsibility

Learning Materials**Books**

Sr. No	Name of the Books	Authors	Publisher
1	Principal of Management	Tony Moren	Ashgate Publishing Ltd.
2	Principal of Management	Chanes W L. Hill	Mc Graw Hill, New Delhi

COURSE NAME : ADVANCED DIPLOMA IN EXPORT IMPORT MANAGEMENT**COURSE CODE : EY****SEMESTER : FIRST****SUBJECT TITLE : BUSINESS COMMUNICATION SKILLS****SUBJECT CODE : 13812****Teaching and Examination Scheme:**

Teaching Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS.	TH	PR	OR	TW	TOTAL
04	--	02	03	100	--	50#	50@	200

NOTE:

- Two tests each of 25 marks to be conducted as per the schedule given by MSBTE.
- Total of tests marks for all theory subjects are to be converted out of 50 and to be entered in mark sheet under the head Sessional Work. (SW)

Rational:

Effective communication skills have become mandatory for every field. The impact of the words said and used creates effective personality. Communication skills play a vital and decisive role in career development. Effective communication is a survival skill in the world of competition. The subject Business Communication Skills introduces basic concepts of communication and its appropriate use in business communication.. It also describes the verbal, non-verbal modes and techniques of oral & written communication. In the world of business it is also important to develop listening skills. Not only what you speak but, how you speak conveys the right schemes.

Objectives:

1. Increase the ability to improve and utilize the skills necessary to be a competent communicator.
2. Select and apply the appropriate methods of communication in various situations.
3. Recognize that communication skill is an effective tool to convey & convince.
4. Equip with the requisite communication skills to fulfill the industry demand.
5. Meet the need of expected level of proficiency as a good communicator.

THEORY CONTENT:

Sr. No	Topic	Marks	HRS.
1	Communication in Todays work place <ol style="list-style-type: none"> 1. Understanding the Communication process, 2. Importance of Communication Skills to your career 3. The importance of writing skills in communication 4. Career's success begins with communication, barrier in communication 	20	12
2	Communication and collaborative Technologies: Types of Technology used: <ol style="list-style-type: none"> 1. Use of computers in today global environment for communication and part it plays in business communications eg. Email, Use of blogs. Its advantages & disadvantages 2. Use and advantages of voice conferencing, web conferencing 3. Use of telecom devices, eg. Mobile Technology, Tablet PC for prompt communication 	20	14
3	Listening as a part of Communication and non verbal communication <ol style="list-style-type: none"> 1. Meaning of affective listening 2. Keys to building powerful listening skill, 3. understanding nonverbal communication skills 4. Enhancing nonverbal communication skills 5. Keys to build non verbal communication skills 6. Effect of culture on communication 	20	14
4	Writing Communication <ol style="list-style-type: none"> 1. The Basics in business writing 2. The writing process for business messages and oral presentation, Prewriting, Writing and revising 3. Improving writing techniques by use of <ol style="list-style-type: none"> a. Developing Emphasis b. Drafting of paragraphs c. Controlling paragraph length d. Use of simple and grammatically correct sentence 	20	12
5	Use of Business Communication <ol style="list-style-type: none"> 1. Drafting of Covering letters 2. Preparation of Business presentation, Using different types of technology eg. graphical presentation using computers. 3. Importance of communication in building team work and bridging the gaps in business meeting 4. Drafting formal reports 5. Role of ethics in business communication 	20	12
TOTAL		100	64

Assignments: (Any Two)

1. Student can make a power point presentation thinking that its his or her company to prospective buyer to whom he or she wants to export the product.
2. Draft a business letter as if you are purchase manager of an IT Company drafting a letter to call for Tenders to purchase various IT Product for your company.

3. Drafting Letters to seek permission from government official to setup EOU Unit.
4. Draft a report on study of Provisions in Import Export Act/ Circulars/Directives/ Tax structure

Learning Resources:**Books:**

Sr. No	Name of the Books	Authors	Publisher
1	Essentials of Business Communication	Marry Ellen Guffey, Dana Loewy (This is book by CENGAGE)	--
2	Joyeeta Bhattacharya	Communication Skills	Reliable Series
3	Sanjay Kumar, Pushpa Lata	Communication Skills	Oxford University Press

COURSE NAME : ADVANCED DIPLOMA IN EXPORT IMPORT MANAGEMENT**COURSE CODE : EY****SEMESTER : FIRST****SUBJECT TITLE : IMPORT MANAGEMENT****SUBJECT CODE : 13813****Teaching and Examination Scheme:**

Teaching Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS.	TH	PR	OR	TW	TOTAL
05	--	--	03	100	--	--	--	100

NOTE:

- Two tests each of 25 marks to be conducted as per the schedule given by MSBTE.
- Total of tests marks for all theory subjects are to be converted out of 50 and to be entered in mark sheet under the head Sessional Work. (SW)

Rational:

Managing Import in itself is a huge task. Therefore it is necessary to know the processes involved, policy initiatives of the government and also related acts and provision for Importing goods and services. This subject deals with these aspects of import management to make students ready for working in an import export organisation or starting own business.

The course covers aspects related to objectives of import policy, Customs act, Customs tariff act, Central Excise Act and Governments EXIM policy.

Objective:

The student will be able to:

1. Understand government policies on import export.
2. Understand and use provisions of Central Excise and Central Customs Duty acts to further the business.
3. Study EXIM policy and analyse its benefits and effects on the business.
4. Use the knowledge gained to expand business.

THEORY CONTENT:

Sr. No	Topic	Marks	HRS.
1	<ol style="list-style-type: none"> 1. Importance and need for Import Management 2. Governments Objective of Import Policy. 3. Four Categories of Import. 4. Classification of imports for the purpose of licencing. 5. Authority and responsibility of custom inspectors. 6. Cenvat credit scheme available for Importers. 	16	12
2	Custom Act 1962 <ol style="list-style-type: none"> 1. Historic Background of customs Act in India 2. Scope of the Customs Act 1962 3. Prohibition on import of certain goods under custom Act 1962 4. Changes made by finance Act 1999 5. Definition relevant to clearance of Import Cargo <ol style="list-style-type: none"> a. Bill of Entry b. Customs Airport c. Customs Ports d. Customs Stations e. Warehousing 6. Procedure for entry of goods on importation 7. Storage of imported goods in a warehouse pending clearance 8. Assessment of goods under customs Act. 9. Provisional Assessment in certain cases. 	20	18
3	Customs Tariff Act 1975 <ol style="list-style-type: none"> 1. Short title extent and commencement Act 51 of 1975 2. Provision Relating to Levy of additional duty equal to excise duty on imported goods 3. Provision relating to special Additional duty 4. Levy of duty where Standard rate and preferential rates are specified 5. Levy of a lower rate of duty under a trade agreement 6. Power of Central Government to levy Protective duties in certain cases 7. Emergency power of Central Government to increase import duties 8. Power of Central Government to impose safeguards duties 9. Power of Central Government to alter duties under certain circumstances 10. Anti dumping duty on dumped articles. 	24	20
4	Type of Duties under Central Excise act: overview of certain terms under the acts like Excisable goods, factory, Assesse <ol style="list-style-type: none"> 1. Central Excise and salt Act 1944 2. Provision related to Imports. 3. Powers of Central Excise officers 4. Modvat policy with respect to import. Who can take benefits of, Modvat scheme, Credit of duty not to be denied in certain cases, Modvat credit not available where final products are exempted from duty 	20	14
5	<ol style="list-style-type: none"> 1. Importance of Exim policy and its impact on Imports 2. Foreign Trade and Regulation Act 1992 3. Quality ISO 9000 and benefits of special import licenses 	20	16

	4. Import of goods by SEZ Zones 5. Recent changes in import Policy 6. Highlights of Annual supplement 2010 -11 to the foreign trade policy 2009-14.		
TOTAL		100	80

Learning Materials**Books**

- 1) Custom's Act
- 2) Central Excise Act

Web Sites:

- 1) <http://exim.indiamart.com/act-regulations/customstraficact1975>
- 2) www.netlawman.co.in

COURSE NAME : ADVANCED DIPLOMA IN EXPORT IMPORT MANAGEMENT**COURSE CODE : EY****SEMESTER : FIRST****SUBJECT TITLE : EXPORT PROCEDURE AND DOCUMENTATION****SUBJECT CODE : 13814****Teaching and Examination Scheme:**

Teaching Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS.	TH	PR	OR	TW	TOTAL
05	--	--	03	100	--	--	--	100

NOTE:

- Two tests each of 25 marks to be conducted as per the schedule given by MSBTE.
- Total of tests marks for all theory subjects are to be converted out of 50 and to be entered in mark sheet under the head Sessional Work. (SW)

Rational:

The subject is important as it relates the procedures to be adopted to set up export units as well as manage it. It gives various government schemes which benefit setting up of an export unit. The curriculum covers the aspects such as How to set up an export unit, Export Incentive schemes offered by Government of India, Documents required for different modes of export, Foreign Trade Policy Etc. With these inputs students will be able to work in export houses as executives or start their own unit.

Objective:

The student will be able to:

1. Understand the terminology used in export business.
2. Based on the study of various government schemes and provisions decide about starting a business or work for a Export house.
3. With knowledge gained student can work in an Export House or in the Governments' Export department.

THEORY CONTENT:

Sr. No	Topic	Marks	Hrs.
1	1. How to set up export companies: <ul style="list-style-type: none"> • RBI Code No./DEC Number /RCMC from Export Promotion Councils • Benefits, costs and necessity. 2. Eligibility criteria for setting EOU (Export Oriented Unit) Conversion of exiting DTA / EPCG (Export Promotion Capital Goods) Units to EOU Scheme. 3. Importance of planning prior to approval 4. How to apply to start EOU Unit: Approval Procedure and approval for State Government agencies. 5. Central Excise formalities – BI Bond, AR4/AR4A 6. Meaning of letters of credit, parties to letter of credit, Types of letter of credit, Export Operation under letter of Credit 7. ECGC Policy, Bill of Exchange, Bank realization certificate, BL & AWB / BSP Certificate, Special consular invoice. 8. Custom clearance of export cargo 9. Compulsory Inspection Act 1963, Meaning of Foreign bill negotiation and its importance	20	18
2	Document required for different modes of exports <ol style="list-style-type: none"> 1. Export document required for the processing of the shipping bill, the format presented for shipping bill 2. Document required for post parcel customs clearance 	10	10
3	Role of Government of India in Exports <ol style="list-style-type: none"> 1. Export Incentive schemes offered by Government of India <ol style="list-style-type: none"> a) Free Trade Zone b) Electronic hardware technology park c) Advance license / Duty Exemption entitlement scheme d) Exports promotion capital goods scheme 2. Meaning of Deemed exports and benefits in respect of deemed exports 3. Meaning of Duty draw back, Benefits of duty drawback from point of view of the exporter. 	24	16
4	Foreign Trade Policy <ol style="list-style-type: none"> 1. Objective of Foreign Trade Policy 2. Key strategies of foreign trade policy 3. Export promotion scheme <ol style="list-style-type: none"> a) Vishesh Krishi Upaj Yojana b) Target Plus c) Served from India scheme 4. Certain procedural simplification and rationalization measures for the benefits of the exporters 5. Anti dumping duty, <ol style="list-style-type: none"> a) Meaning of Dumping duty b) Objective of anti dumping Duty c) Essential requisites for initiating an anti dumping investigation d) Prevention from anti dumping investigation 	24	18
5	Shipping Logistic, Marine and Cargo Insurance <ol style="list-style-type: none"> 1. Need and importance of insurance 	22	18

	2. Scope of cover, Different risks covered under insurance 3. Duration of the cover 4. Things that which are excluded from insurance covered, Types of Marine insurance policy, Procedure for claim of Marine insurance cargo. 5. Different modes of shipment, Advantages and disadvantages 6. Role of shipping in international trade, role of forwarding agents Freight, forwarders, shipping agents and companies. 7. Role & Importance of Packaging in Import & Exports.		
TOTAL		100	80

Learning Materials**Books**

Sr. No	Name of the Books	Authors	Publisher
1	Exports Import Procedure Documentation and Logistics by Rama Gopal	Rama Gopal	New Age Publisher

Website

1. www.nationalinsuranceindia.com
2. www.indianindustry.com
3. www.business.gov.in
4. www.imu.com
5. www.eximguru.com
6. www.expertfinance.gov.au
7. [www.unzco.com/basic guide](http://www.unzco.com/basicguide)

COURSE NAME : ADVANCED DIPLOMA IN EXPORT IMPORT MANAGEMENT**COURSE CODE : EY****SEMESTER : SECOND****SUBJECT TITLE : MANAGEMENT ACCOUNTING****SUBJECT CODE : 13815****Teaching and Examination Scheme:**

Teaching Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS.	TH	PR	OR	TW	TOTAL
04	01	--	03	100	--	--	50@	150

NOTE:

- Two tests each of 25 marks to be conducted as per the schedule given by MSBTE.
- Total of tests marks for all theory subjects are to be converted out of 50 and to be entered in mark sheet under the head Sessional Work. (SW)

Rationale:

Basic training in accounting is necessary for persons working as manager in various fields. The eligibility for this course is any graduate it may be necessary to give accountancy inputs to the students. The curriculum covers Financial Accounting, Cost Accounting, materials purchasing, Budget and Budgetary Control, Tools for decision making, Cost Control.

Objective:

1. To make the students aware of the process of financial and cost accounting.
2. To know the principles of purchase of material and time keeping.
3. To develop the skill of budgeting control.

Detailed Contents:

Sr. No.	Contents	Marks	Hours
01	Financial Accounting – Overview of Book - Keeping, types of Accounts, Their Classification. Rules of Accounts – Journal Ledger, double Entry in the Primary and Secondary Books of Accounts, Trial Balance, Rectification of Errors. Overview of Cash Books and Bank Reconciliation, Statement Balance – sheet for Proprietary and Partnership Concerns. Introduction to Company Accounts preparation of Final Accounts, preparation of Trading Account, Profit, Loss and Balancing. (Simple Numerical)	24	18
02	Cost Accounting – Relationship with finance. Accounting Elements of Cost, Types of Cost, Preparation of Cost Sheet. Overview of Material Cost and Allocation of Overheads. (Simple Numerical)	18	10
03	Materials – Purchasing, receiving, storing, issuing and pricing of uses. Labour Cost, Time Keeping and Time Booking, Idle Time. Labour Turn Over. Maintenance of stock by FIFO, LIFO Method. (Simple Numerical on FIFO, LIFO Method)	08	06
04	Tools for Decision Making – Marginal Costing, Cost Volume Profit Analysis, Make or Buy Decisions, Discountenance of a Product. Break even point, Margin of safety, Analysis, PV Ratio (Numerical)	18	10
05	Standard Costing – Meaning, Characteristics. Advantages and Disadvantages. Finding out Cost Variances for Material, Labour and Overheads. (Numerical sums on Marginal Material of Labour variances)	14	10
06	Budget and Budgetary Control – Meaning, Features. Advantages, Disadvantages. Functional Budgets, Cash Budgets, Flexible Budgets. Overview of Activity based on Costing. Target Costing. (Sums based on above)	18	10
TOTAL		100	64

Assignments:

1. Preparation of Final Accounts.
2. Preparation of Cost Sheet.
3. Comparative Study of standard costing & marginal costing.
4. Study of various types of Budget.

Reference:**Books:**

TITLE	AUTHOR
Introduction to Management Accounting	Horngreen & Sundlem
Principles of Management Accounting	Manmohan & Goyal
Cost and Management Accounting	S. M. Inamdar
Cost Accounting	Khan & Jain
Management Accounting 3 rd edition	Khan & Jain
Theory and Problems of Management & Cost Accounting	Khan & Jain
Cost Accounting	Jawaharlal

COURSE NAME : ADVANCED DIPLOMA IN EXPORT IMPORT MANAGEMENT**COURSE CODE : EY****SEMESTER : SECOND****SUBJECT TITLE : INTERNATIONAL MARKETING****SUBJECT CODE : 13816****Teaching and Examination Scheme:**

Teaching Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS.	TH	PR	OR	TW	TOTAL
04	--	02	03	100	--	--	50@	150

NOTE:

- Two tests each of 25 marks to be conducted as per the schedule given by MSBTE.
- Total of tests marks for all theory subjects are to be converted out of 50 and to be entered in mark sheet under the head Sessional Work. (SW)

Rational:

In an era of economic reforms and globalization, International Marketing has great importance for growth of business at international level and also improves the growth of business. The subject covers aspects of Globalization, importance of international marketing, effect of Cultural, political and legal environment on export. It provides knowledge about various agencies involved in the regulation, control and promotion of international marketing.

Objective:

The student will be able to:

1. Understand the nature of international Marketing
2. Use various schemes of the government in improving the business
3. Plan the business looking at the cultural and political relations with other countries
4. Plan the development of product to be introduced in the market as per the prevailing situation in international market

THEORY CONTENT:

Sr. No	Details	Marks	Hrs.
1	Globalization <ol style="list-style-type: none"> 1. Thought and process 2. Need and importance of globalization 3. Determinants of global Trade 4. Objective of global marketing 5. Trade point programme of UNCTAD initiated by ministry of commerce. 6. Regional economic groups EEC, ASEAN, LAIA 	16	08
2	Cultural , Political & Legal Environment <ol style="list-style-type: none"> 1. Importance of cultural environment 2. Cultural influence of marketing mixes 3. Business operation with in cultural limits 4. Determining political environment 5. Political Intervention and residual risks in international business 6. Understanding of legal environment of a country like taxes and anti dumping law. 	10	05
3	<ol style="list-style-type: none"> 1. Modes of Entry into international markets <ol style="list-style-type: none"> 1. Exporting contractual agreements 2. Licenses 3. Joint venture 4. Wholly owned subsidiary 2. Pricing as a strategy in international Market Fundamentals of International Pricing, Penetrating Pricing, Promotional Pricing, Pricing with demand curve, price market relationship and non price factors.	12	08
4	Marketing Research and Developing International Promotion Strategy <ol style="list-style-type: none"> 1. What is advertising 2. Advertising objectives 3. Developing international advertising strategy 4. Strategies in Advertising 5. Advertising research 6. Brand positioning and advertising evaluation 7. Developing a media plan 8. Web advertising and promotion 9. Scope of marketing research 10. Marketing research process 11. Monitoring and evaluation of research in marketing 12. Swot analysis 	20	12
5	Product Planning <ol style="list-style-type: none"> 1. Product planning for exports 2. Selection of foreign agent 3. Role and function of foreign agent 4. Consumers buying behaviours 5. Promoting product through personal visit, advertising, publicity, trade fare, Exhibition, Buyer sellers meet. 	08	06
6	International Trade and India <ol style="list-style-type: none"> 1. Indian economy in post liberalization period, 	10	07

	2. Corporate strategies for Indian market 3. Trade barriers affecting foreign trade in India 4. Foreign investment regulation 5. Steps required to increase Indian exports		
7	Institutions involved in Export Promotion for India 1. Role and Function of Commerce Ministry 2. Role and function of RBI 3. Export promotion council and commodity boards 4. Commercial banks as a source of finance for exports 5. Customs roles in exports 6. Exim bank, DGFT, ITPD	12	09
8	1. Study of Diamond, gem and jewelilery promotion export scheme 2. Changing scenario of Indian economy due to foreign direct investment, 3. Advantageous & Disadvantages of FDI 4. New emerging business opportunities in India due to globalization of markets.	12	09
TOTAL		100	64

Assignments: (Any Two)

1. Study of American & European international Market: Impact on global economy, Effect on developing countries in terms of export opportunities in European countries
2. Entry of Coca-Cola in Latin America
3. Prepare a write up detailing the roles of Indian institutions involved in export promotion

Learning Materials**Books:**

Sr. No	Name of the Books	Authors	Publisher
1	International Marketing	Raj Gopal	Vikas Publishing
2	Internal Marketing with Power web	Philip R. Cateora	Mc Graw Hill
3	Global Marketing	Warren J. Keegan	Prentice Hall

COURSE NAME : ADVANCD DIPLOMA IN EXPORT IMPORT MANAGEMENT**COURSE CODE : EY****SEMESTER : SECOND****SUBJECT TITLE : EXPORT FINANCE & EXCHANGE CONTROL****SUBJECT CODE : 13817****Teaching and Examination Scheme:**

Teaching Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS.	TH	PR	OR	TW	TOTAL
04	02	--	03	100	--	--	50@	150

NOTE:

- Two tests each of 25 marks to be conducted as per the schedule given by MSBTE.
- Total of tests marks for all theory subjects are to be converted out of 50 and to be entered in mark sheet under the head Sessional Work. (SW)

Rationale:

It is necessary to know aspects about finance and exchange control while looking at development of export business. It covers the important terms and their significance related to Export finance and Exchange Control. It covers the costing fo goods depending upon the mode of transport use. This knowledge will make students suitable for the job in export houses.

Objectives:

The student will be able to:

1. Make costing of goods depending on mode of transport.
2. Decide cost reduction practices.
3. Use knowledge of role of various agencies to further the business.

THEORY CONTENT:

Sr. No	Topic	Marks	Hrs.
1	Important Terms: <ol style="list-style-type: none"> Meaning and Types of Incoterms like: Ex-works, FOB, CIS, delivery duty paid, Duty Unpaid Different methods of determining export Pricing <ol style="list-style-type: none"> Cost plus Pricing Top down Pricing Differential or marginal pricing Marginal Costing Pricing, fixed cost, Variable Cost, Total Cost, Break event point, Marginal Costing Use of formulas such as Break even Cost per unit $= \text{Total cost} / \text{Total Number of unit sold}$ (If using marginal costing method ignore fixed cost) <ol style="list-style-type: none"> Cost reduction strategies <ol style="list-style-type: none"> Free trade zone, EPZ as a way of lowering cost Export Pricing, <ol style="list-style-type: none"> Deciding on the export price, the price that you will sale your product at. Impact of the export price & export sales volume Export price competitiveness 	30	20
2	Meaning of terms related to export: <ol style="list-style-type: none"> Preparation of cost sheet for exports Meaning of freight, calculation of sea and airfreight Incentive of exports, section 10A, 10B Section 80 HHC, 80 HHD, 80HHE, 80R, 80RR, 80 DRM, Benefits available for deemed exports EH/TH/STH/SSTH/ACC (Simple Numerical) 	20	12
3	Regulatory Frame work <ol style="list-style-type: none"> Foreign Exchange management Act, objective of Fema Certain terms in FEMA <ol style="list-style-type: none"> Authorised person Capital Account Transaction Currency Current Account Transaction Regulation and management of foreign exchange, Power & Role of RBI 	20	12
4	Export Pricing for Shipping Goods through Sea/Water Ways <ol style="list-style-type: none"> Export Pricing <ol style="list-style-type: none"> Meaning of pre shipment finance Types of pre shipment finance Requirement for getting packing credit Eligibility for pre shipment finance Quantum finance Different stages of pre shipment finance, appraisal and sanction units Meaning of Post Shipment finance <ol style="list-style-type: none"> Basic features of Post Shipment finance Financing of various types of exports buyers credit, supplier credit, Types of post shipment finance 	30	20

	3. Full convertibility, Financial Institution like, Commercial Bank EXIM Banks, International Agencies, Euro Dollar loans, Role, Rule, regulation and operation each of them 4. Foreign Trade (Development & regulation)-Act 1992 5. Recent changes in EXIM policies & procedures		
TOTAL		100	64

Assignments:

1. Make a report on Incentive of exports, (any three) under Income Tax section 10A, 10B Section 80 HHC, 80 HHD, 80HHE, 80R, 80RR, 80 DRM, Benefits available for deemed exports EH/TH/STH/SSTH/ACC
2. Comparing Business organization functioning from free trade zone, EPZ one verses non free trade zone.

Learning Resources:**Books:**

Sr. No	Name of the Books	Authors	Publisher
1	Internal Trade & Pre-Export Finance	Howard Palmer	Euromoney Books
2	Export Finance and Banking Procedure in India	Shankar Narayan	--
3	Books on Direct & Indirect taxation	V. S. Datey	Taxman
4	Tips for Saving Income Tax	R. N. Lakhotal	Jain Publisher
5	Aadhya's Students Guide to Direct Taxes.	Yogendra Bangers	Jain Publisher

Web Sites:

1. www.eepcindia.org
2. www.taxman.com

COURSE NAME : ADVANCED DIPLOMA IN EXPORT IMPORT MANAGEMENT**COURSE CODE : EY****SEMESTER : THIRD****SUBJECT TITLE : PROJECT****SUBJECT CODE : 13818****Teaching and Examination Scheme:**

Teaching Scheme			Examination Scheme					
TH	TU	PR	PAPER HRS.	TH	PR	OR	TW	TOTAL
--	--	16	--	--	--	100#	50@	150

NOTE:

- Two tests each of 25 marks to be conducted as per the schedule given by MSBTE.
- Total of tests marks for all theory subjects are to be converted out of 50 and to be entered in mark sheet under the head Sessional Work. (SW)

Rationale:

Globalization, liberalization & privatization along with revolution in Information Technology, have thrown up new opportunities that are transforming lives of the masses. Talented and enterprising personalities are exploring such opportunities & translating opportunities into business ventures such as- BPO, Contract Manufacturing, Trading, Import Export Services etc. The student community also needs to explore the emerging opportunities. It is therefore necessary to inculcate the entrepreneurial values during their educational tenure. This will help the younger generation in changing their attitude and take the challenging growth oriented tasks. Import export is a new avenue for management students. The project related to Import Export Trade and related activities will give students as insight of the import export business and will provide opportunity to closely study the business.

Objectives:

The student will be able to-

1. The student will study the processes involved in the Export Business.
2. Study to find out any alternative methods/solutions to the present methods adopted
3. Compare & select feasible solutions from alternatives generated.
4. Work effectively in team.

Activities under Project:

By using knowledge acquired from all the subjects learnt course student shall make a detailed project report by visiting industries as mentioned below.

Assignments: By Using Knowledge

Required from all systems

Study various Industries in India in export Business. eg.

- 1) Gems and Jewelry Industries.
- 2) Automobile Industries.
- 3) Information Technology Industries.
- 4) Service Industries.
- 5) Industry of your choice study the growth due to exports industries.
- 6) Financial institutions their growth due to export import.

The Detailed project report shall comprise following important points

- 1) Organization Structure.
- 2) Role of different functionaries.
- 3) Policies/types of leadership adopted by Industry swot analysis.
- 4) Commodities exported, method of exporting, growth of business, Advantages and disadvantages.
- 5) Various Income tax exemptions availed and further expectations of industry.
- 6) Further planning for growth and to sustain themselves in competitive global environment