

**P.G. Diploma in  
Import and Export Management**

Prospectus No.20121525

**संत गाडगे बाबा अमरावती विद्यापीठ  
SANT GADGE BABA AMRAVATI UNIVERSITY**

**वाणिज्य विद्याशाखा  
(FACULTY OF COMMERCE)**

**PROSPECTUS  
OF  
POST GRADUATE DIPLOMA IN  
IMPORT AND EXPORT MANAGEMENT**

**Semester - I Exam. - Winter - 2012 and  
Semester-II Exam. - Summer- 2013**



2012

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Price Rs. /-

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**SANT GADGE BABA AMRAVATI UNIVERSITY**  
**SPECIAL NOTE FOR INFORMATION OF THE STUDENTS**

(1) Notwithstanding anything to the contrary, it is notified for general information and guidance of all concerned that a person, who has passed the qualifying examination and is eligible for admission only to the corresponding next higher examination as an ex-student or an external candidate, shall be examined in accordance with the syllabus of such next higher examination in force at the time of such examination in such subjects, papers or combination of papers in which students from University Departments or Colleges are to be examined by the University.

(2) Be it known to all the students desirous to take examination/s for which this prospectus has been prescribed should, if found necessary for any other information regarding examinations etc. refer the University Ordinance Booklet the various conditions/provisions pertaining to examinations as prescribed in the following Ordinances-

Ordinance No. 1	:	Enrolment of Students.
Ordinance No.2	:	Admission of Students
Ordinance No. 4	:	National Cadet Corps
Ordinance No. 6	:	Examination in General (relevant extracts)
Ordinance No. 18/2001	:	An Ordinance to provide grace marks for passing in a Head of passing and Improvement of Division (Higher Class) and getting Distinction in the subject and condonation of defficiency of marks in a subject in all the faculties prescribed by the Statute NO.18, Ordinance 2001.
Ordinance No.9	:	Conduct of Examinations (Relevant extracts)

Ordinance No.10	:	Providing for Exemptions and Compartments
Ordinance No. 19	:	Admission of Candidates to Degrees
Ordinance No.109	:	Recording of a change of name of a University Student in the records of the University
Ordinance No. 6/2008	:	For improvement of Division
Ordinance No.19/2001	:	An Ordinance for Central Assessment Programme, Scheme of Evaluation and Moderation of answerbooks and preparation of results of the examinations, conducted by the University, Ordinance 2001.

**Dineshkumar Joshi**

Registrar

Sant Gadge Baba Amravati University

**PATTERN OF QUESTION PAPER ON THE UNIT SYSTEM.**

The pattern of question paper as per unit system will be broadly based on the following pattern :-

- (1) Syllabus has been divided into units equal to the number of question to be answered in the paper. On each unit there will be a question either a long answer type or a short answer type.
- (2) Number of question will be in accordance with the unit prescribed in the syllabi for each paper i.e. there will be one question on each unit.
- (3) For every question long answer type or short answer type there will be an alternative choice from the same unit. However, there will be no internal choice in a question.
- (4) Division of marks between long answer and short answer type question will be in the ratio of 40 and 60
- (5) Each short answer type question shall contain 4 to 8 short sub question with no internal choice.

**SANT GADGE BABA AMRAVATI UNIVERSITY**

**DIRECTION**

No. 9/2012

Date : 29/3/2012

Subject : **Examinations leading to the Post Graduate Diploma in Import and Export Management (Semester Pattern) (One Year Course) in the faculty of Commerce.**

Whereas, the Govt. of Maharashtra Ministry of Higher and Technical Education Dept. Mumbai has granted the permission to start the P.G.Diploma course in Import and Export Management, in the affiliated colleges of the University vide its G.R. No. एनजीसी-२००९/(१७१/०९) मशि-४, दिनांक १४ जुलै, २००९

AND

Whereas, the Academic Council has resolved to accept the Scheme of Examination, Eligibility criteria and other detail provisions for P.G.Diploma course in Import and Export Management, in its meeting held on 13/1/2012, vide item No. 14(1) B) R-2.

AND

Whereas, the Academic Council has resolved to accept the syllabi for P.G.Diploma course in Import and Export Management to be implemented from the academic session 2012-13.

AND

Whereas, the Scheme of Examination, Eligibility criteria and Syllabi is to be made available for the said course from the academic session 2012-13.

AND

Whereas, the Academic Council has resolved to refer the scheme of examination to the Ordinance Committee for framing the Ordinance for the said P.G.Diploma course.

AND

Whereas, the admissions for the P.G. Diploma in Import and Export Management in the faculty of Commerce are to be made in the Academic Session 2012-13

AND

Whereas, Examination leading to the P.G. Diploma in Import and Export Management in the faculty of Commerce are to be conducted in Winter-2012.

AND

Whereas, the matter of Scheme of Examination, Eligibility criteria and other detail provisions is required to be regulated by an Ordinance, and making Ordinance is time consuming process.

Now, therefore I, Dr. M.K.Khedkar, Vice-Chancellor, Sant Gadge Baba Amravati University, Amravati in exercise of the powers conferred upon me under section (8) of section 14 of the Maharashtra Universities Act,1994, do hereby direct as under-

1. This Direction may be called, "Examinations leading to the P.G.Diploma in Import and Export Management (Semester Pattern) (One Year Course) in the faculty of Commerce, Direction,2012.
2. This direction shall come into force from the academic session 2012-13.
3. Following shall be the Examinations leading to the –
  - i) Post Graduate Diploma in Import and Export Management, Semester-I Examination..
  - ii) Post Graduate Diploma in Import and Export Management, Semester-II Examination.
4. Duration of each of the above semester shall be six months with an examination at the end of each semester.
5.
  - i) The examinations specified in paragraph 3 shall be held twice a year at such places and on such dates as may be appointed by the Board of Examinations.
  - ii) Main examination of Semester-I shall be held in Winter and supplementary Examination in Summer.
  - iii) Main examination of Semester-II shall be held in Summer and supplementary Examination in Winter.
6. Subject to his/her compliance with the provision of this Direction and of other Ordinances in force from time to time the following candidates shall be eligible for admission to Post Graduate Diploma in Import and Export Management (Semester Pattern) (One Year Course) Examinations namely- Bachelor's degree of this University in any faculty or of any other Statutory University whose Degree is recognized as equivalent thereto by Sant Gadge Baba Amravati University.

7. Subject to his/her compliance with the provisions of this Direction and of other Ordinance (pertaining to examination in general) in force from time to time, the applicant for admission to examination at the end of course of study of a particular semester shall be eligible to appear at it, if he/she satisfied the conditions in the table and the provision thereunder :-

**TABLE**

Sr. No.	Name of the Exam.	The student should have completed the term satisfactorily	The Student should have passed following Examination
1	Diploma in Import and Export Management Semester-I	Semester – I	As indicated in Para 6
2	Diploma in Import and Export Management Semester-II	Semester – II	—

8. Without prejudice to the other provisions of Ordinance No.6 relating to the examinations in general, the provisions of paragraphs 5,8,10,27 and 32 of the said ordinance shall apply to every collegiate candidates.
9. The medium of instruction and examination for the course shall be English only and the scope of the subjects shall be as indicated in the syllabus.
10. The fees for the examinations shall be as prescribed by the University from time to time.
11. An applicant for the examination prosecuting a regular course of study to the P.G.Diploma course shall not seek admission to any other academic courses in this or any other University.
12. The Sessional/Internal marks shall be awarded by the Head of the College/Department in consultation with the teachers as per the scheme provided under the scheme of examinations of the respective course.

13. The scope of papers and detail scheme of examinations and teaching workload for theory and Project shall be as indicated in Appendix-A.
14. An examinees who will unsuccessful at the examinations shall be eligible for admission to the examinations on payment of a fresh fee prescribed for the examinations together with an ex-student fee shall be as per Ordinance No.12, and on compliance with the conditions of the Ordinance in force from time to time.
15. An examinee who has failed at the Sessional /Project examinations only shall be required to register himself afresh for doing the Sessional/Project work again in the College/ Department concerned in the subject or subjects in which he so failed, on payment of a fresh examination fee shall be as per Ordinance No.12. The Head of the Department/ College, shall, on being satisfied about the completion of the Sessional/Project of such a candidate, send the fresh Sessional/Project marks to the University and these fresh Sessional/Project marks shall be taken into consideration for computing his result at the examination.
16. Successful examinees obtaining 60% or more marks in the aggregate at the examination shall be placed in the First Division and those obtaining less than 60% but not less than 50% in the second division.
17. The provisions of Ordinance No.18 of 2001 shall be applicable to the examinees of this course.
18. No persons shall be admitted to this examinations, if he has already passed the same examination or an equivalent examination of any other Statutory University.
19. The names of examinees passing the examination as a whole in the minimum prescribed period and obtaining the prescribed number of places in the First or Second Division shall be arranged in Order of Merit as provided in the Examinations in General Ordinance No.6.  
Provided that the Merit lists only be published for Summer Examination.
20. A successful examinee shall receive a P.G.Diploma in the prescribed form, signed by the Vice-Chancellor.

## Appendix-A

**SCHEME OF EXAMINATION**  
**P. G. DIPLOMA IN IMPORT AND EXPORT MANAGEMENT**  
**SEMESTER-I**

Sr. No.	Name of the Paper	Duration of Exam. in Hours	Theory/ Sessional	Max. Marks	Minimum Pass Marks	Teaching workload Per Week
Paper-I	Principles of Management	3	Theory Sessional	80 20	40 10	4
Paper-II	Marketing Management	3	Theory Sessional	80 20	40 10	4
Paper-III	Import Export Management	3	Theory Sessional	80 20	40 10	4
Paper-IV	E-Commerce	3	Theory Sessional	80 20	40 10	4

**SEMESTER-II**

Sr. No.	Name of the Paper	Duration of Exam. in Hours	Theory/ Sessional	Max. Marks	Minimum Pass Marks	Teaching workload Per Week
Paper-I	Export Import Procedures	3	Theory Sessional	80 20	40 10	4
Paper-II	Export Marketing	3	Theory Sessional	80 20	40 10	4
Paper-III	International Business	3	Theory Sessional	80 20	40 10	4
Paper-IV	Project Report	3	Theory Sessional	80 20	40 10	4

**Scheme for Internal/Sessional Marks**  
**(For 20 Marks)**

1.	Two Class Room Tests (5 Marks each)	–	10 Marks
2.	Home Assignment	–	05 Marks
3.	Seminar	–	<u>05 Marks</u>
	<b>Total</b>	<b>–</b>	<b>20 Marks</b>

**Scheme for Project Report**

Every student will have to complete the project report at the end of Semester-II and submit its report to the Director/Principal of the Institute/ College under the guidance of faculty member, who will act as the supervisor for the project. The total marks for project report shall be 100. Evaluation of the project will be based upon average of marks awarded independently by both internal and external examiners that will be as follows.

Project evaluation 70 marks and project viva 30 marks. A candidate must acquire minimum 50 marks in the project for passing in the project report.

Amravati.  
Date : 26./3/2012

Sd/-  
(Dr.M.K.Khedkar)  
Vice-Chancellor

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**Syllabus prescribed for Post Graduate Diploma in**  
**Import and Export Management**  
 (Effective from the session 2012-2013)

**Semester-I**

**Paper-I- Principles of Management**

- Unit-I-** Business- Meaning, Nature, Scope, Objectives, Importance. Management- Definition, Levels of Management, Functions, Role and skills of manager.
- Unit-II-** Planning- Concept, Importance, Types. Strategy- Meaning and Formulation. Communication- Nature, Process, Barriers to Communication.
- Unit-III-** Organising- Concept, Nature, Significance, Different forms of organisation. Staffing- Importance and Need. Recruitment and selection. Methods of selection.
- Unit-IV-** Motivation- Concept, Importance, Maslow's Theory, Herzberg Theory, Theory X, Theory Y, Theory Z.
- Unit-V-** Leadership- Concept, Theories and styles. Control- Concept, Process, Techniques. Management of change- Concept and Process.

**Reference Books :**

- Business Organisation and Management by M.C.Shukla.
- Business Organisation and Industrial Management by Davar.
- Principles and Practice of Management by Prasad.
- Essentials of Management by B.P.Singh and T.N.Chabra.
- Organizational Behaviour by Robbins.

## Paper-II- Marketing Management

- Unit-I-** Marketing and its applications-Introduction to marketing. Marketing in developing economy. Marketing of services.
- Unit-II-** Marketing planning and organisation, Marketing mix, Marketing segmentation, Marketing organisation, Marketing research and its application.
- Unit-III-** Understanding consumers, Determinants of consumer behaviour, Models of consumer behaviour, Indian consumer environment.
- Unit-IV-** Product Management, Product decisions and strategies, Product life cycle and new product development, Branding and packaging decisions.
- Unit-V -** Pricing and Promotion strategy, Pricing policies and Practiced, Marketing communications, Advertising and publicity, Personal selling and sales promotion.

### Reference Books :

- Marketing Management by Philips Kotler.
- Modern Marketing Management by Davar.
- Principles of Marketing by Buskirk
- Basic Marketing by Dundiff and Still.

## Paper-III- Import Export Management

- Unit-I-** Introduction to import and export. Import Management- The Import process- Determining market demand and purchase motivation. Locating and negotiating with sources of supply, Physical distribution, Documentation, Developing a plan for resale or reuse.  
Type of importers, Facilitating agencies- Clearing agents, Bonded warehoused, Indian customs, Customs procedure and rules, Import procedure
- Unit-II-** Multinational Marketing- Meaning of Multinational Corporation, Social responsibilities of MNCs.  
Advantages of multinational marketing. Worldside marketing oppourtunities. Environmental analysis- Economic, Political, Social and cultural dimensions. Marketing environment around the world. Economic, Cultural, demographic and Governmental factors.

- Unit-III-** Tariff- Kinds of tariff, Argument for and against tariff. Effect of tariff, Nominal tariff rate and effective tariff rate, Non tariff barries, Codes on non-tariff barries.  
Foreign Exchange control- Effect of exchange rate fluctuation, Meaning and factors affecting foreign exchange rate, Exchange control regulations.
- Unit-IV -** Export-Import Policy- Abid Hussain Committee Report, EXIM Policy 1985 to 1988, Import-Export policy 1991, 1992, New EXIM Policy 1992-1997- Features, highlights, Limitations and evaluation.
- Unit-V -** Export-Import Bank of India-Objectives, Brief history, Need of finance for export and import.  
Range of financing programmes, Lending programmes for foreign governments, Companies and financial institutions. Lending programmes for commercial bank in India. Performance evaluation of EXIM Bank.

### Reference Books :

- Export and Import Management by Aseem kumar, Excel Books, New Delhi.
- Export Import Procedures- Documentation and Logistics by C.Rama Gopal, New age International Publishers, New Delhi.
- Export Marketing by B.S. Rathor and J.S.Rathor, Himalaya Publishing House, New Delhi.
- WTO and International Trade by M.B.Rao and Manjula Guru, Vikas Publishing House Pvt.Ltd. New Delhi.

## Paper-IV- E-Commerce

- Unit-I-** E-Commerce – Concept, Perspectives, Conceptual frame work. Information management.  
E-Commerce on private network.  
E-Commerce on web. Electronic Data Interface, E-Commerce in India.  
Adoption of E-Commerce.
- Unit-II-** Application in B2C, Consumers Shopping procedure on the Internet. Impact on dis-intermediation and re-intermediation. Products in B2B Model.  
Online Banking and its benefits. Online Financial Services.
- Unit-III** Application of B2B. Key technologies for B2B. Models of B2B.

Characteristics of supplier oriented and buyer oriented market place. Characteristics of intermediary oriented market  
Benefits of B2B, Marketing issues in B2B, Internet based EDI.

**Unit-IV -** EDI in Governance, Application of Internet for governance. Concept of Govt. 2 Business, Business 2 Govt., Citizen 2 Govt. E-Governance Models.

**Unit-V -** Cyber laws- Definition, Introduction, IT Act. 2000. E-Commerce and IT Act. 2000. Other E-business security, Data mining. Online auction, Online trading.

**Reference Books :**

- I.T. Tools and Application.
- Developing E-Com Sites by Sharma & Sharma.
- Business on Net by Agrawala.
- Internet and W W W- How to Programme by Dietd.
- Web Application with MS Visual- Microsoft Corporation.

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## Semester-II

### Paper-I- Export Import Procedures

**Unit-I-** Export-Import Trade : Introduction to regulatory framework- Trade policy, Foreign trade, Simplification in documentation, Directorate General of Foreign Trade related documentation. Export preliminaries- Establishing a business firm, Opening of bank account, Obtaining permanent Accounting Number, Registration with sales tax authorities, Import-Export code number, Registration cum membership certificate, Registration with ECGC and Central Excise Law, Export Licensing. Documentation framework- Aligned documentation system- Objective, advantaged. Commercial Documents related to- Goods, Shipment, Payment, Inspection, Excisable goods, Foreign Exchange Regulations.

**Unit-II-** International business contracts- Introduction, Distinction between domestic sales contract and export sales contract, Major laws having bearing on export contract, Elements in export contracts. Legal dimensions relating to export-import contracts, relating to relationship between exporters and agents/ distributors, relating to products, relating to letters of credit. Disputes settlement, advantages of arbitration, Procedure to resolve and settle disputes. Terms of Payment- Factors

determining terms of payment, Methods of receiving payment, Instruments of Payments, Pre-shipment Finance, Post-shipment Finance, Post-shipment Credit in foreign currency.

**Unit-III-** Business Risk and Coverage- Types of risks in international trade, Cargo insurance, Foreign exchange regulations and formalities. Quality control and preshipment inspection. Role of clearing and forwarding agents. Clearancde of cargo, Shipment of export cargo, Custom clearance of export cargo and import cargo.

**Unit-IV -** Negotiation of documents with bank. Export Incentives : Types, Documentation for claiming incentives, Excise duty- Refund/ Exemption. Import Licensing- Duty free replenishment certificate, Duty entitlement pass book scheme. Sales tax and income tax exemption, Claim for rail freight rebate, Claim for air freight assistance. Processing an export order : Export licensing, Examination of terms of export, Export contract and confirmation of acceptance, Preshipment finance Production and procurement of goods shipping space, Packing and marking, Quality control and pre-shipment inspection, Central excise clearance, Appointment of C & F Agent, Obtaining Insurance Cover, Documentary examination at customs house, Obtaining carting order, Customs physical examination. Loading cargo on vessel, Exchange control formalities, Presentation of documents for negotiation.

**Unit-V -** Distribution logic, Nature of export cargo, Modes of transport, Forms of shipping, Chartering practices, Types of ships. Indian shipping- Present status, Majour problems, Challenges before Indian shipping industry, Recent trends of Indian shipping. Containerisation- Meaning, Process, Inland container depot, Container freight station, Types of containers, Precautions while using containers, Role of container Corporation of India. Air-Transport- Importance, Factors influencing selection of air transport, Airway bill, Liabilities of Airlines, Advantages and limitations of air transport.

**Reference Books :**

- Export Import procedures- Documentation and Logistics by C.Rama Gopal, New age International Publishers, New Delhi.
- Export Marketing by B.S.Rathor and J.S. Rathor- Himalaya Publishing house, New Delhi.
- WTO and International Trade by M.B.Rao and Manjula Guru, Vikas Publishing House Pvt.Ltd. New Delhi.



## Paper-II- Export Marketing

- Unit-I-** Export Marketing- Concept, Nature, Scope of export marketing. Similarities and difference between domestic and export marketing. Basic functions of export marketing. Export marketing plan- Informational base of planning, Sources of market information, International marketing analysis and the international marketing information system. Export marketing research- Main part of export market research, Export market analysis, Export market research problems.
- Unit-II-** Product Planning and Decisions- The International product life cycle, Product policy, Product line decisions, Market demand, Economics of plant and marketing, Brand options. Pricing for export- Pricing problems, pricing decisions, Essentials matters of export price, Justification for higher export price, Objectives of export price policy, Price strategies, Establishing the export price.
- Unit-III-** Export Marketing Channels- Concepts, Export channel decisions, Export distribution strategy, Export marketing channel planning. Export decisions- their importance, Scope of export channel decisions. Physical Distribution- Definition, Areas of physical distribution, Factors influencing distribution cost. Transportation- Elements of transportation system, Choice criteria, Modern developments in transportation, Shipping companies, International freight forwarders.
- Unit-IV-** Packaging for Exports- Distinction between packing and packaging, Objectives of sound export packing, factors to be considered in export packing, Solution for packing problems, Selection of containers, Case markings and labeling reconciling the packing factors, Points to consider for a container and package design, Packing list. Marine insurance- Subject matter of marine insurance, care to be taken, types of risks insured, Marine insurance claim.
- Unit-V-** Promotion of Exports- Concept of promotion, Forms of export promotion, Characteristics of foreign buyers, Export catalogues, House magazine, Export advertising media, Export advertising production. Objectives of export sales organisation, Difficulties in export sales organisation, Export sales methods.

## Reference Books :

- Export Marketing by B.S.Rathor and J.S.Rathor, Himalaya Publishing House, New Delhi.
- Export Import Procedures by C.Rama Gopal, New Age International Publishers, New Delhi.
- International Business Text & Cases by P.Subba Rao, Himalaya Publishing House, New Delhi.
- WTO and International Trade by M.B.Rao and Manjula Guru, Vikas Publishing House Pvt.Ltd. New Delhi.

## Paper-III- International Business

- Unit-I-** International Business- Evolution, Nature, Need. Theories of International Trade- Comparative Cost Theory, The Opportunity Cost Theory, The Modern Theory of Factor Endowments. Advantages and problems of International business. Globalisation- Meaning, Features, Advantages and Disadvantages.
- Unit-II-** World Trade Organisation- General Agreement on Tariffs and Trade, Establishment of World Trade Organisation. Organisation structure of the WTO, The Uruguay Round Package, India and W.T.O.
- Unit-III-** International Trade Policies and Relations- Tariffs, Subsidies, Import quotas, Voluntary export restraints, Administrative policies, Government intervention in formulating trade policies, International trade relations, International law and business firms.
- Unit-IV -** Trade Blocks and Business Centres- European Economic Community, North American Free Trade Agreement, The Association of South-East Asian Nations, European Free Trade Association, Latin American Integration Association, South Asian Association for Regional Co-operation, The Economic and Social Commission for Asia and the Pacific.
- Unit-V -** Global Strategic Management and Business Ethics- Peculiarities of global strategic management, Analysis of Mission and Goals, Organisational analysis. Analysis of international environment, International SWOT analysis, Ethics and global business.

**Reference Books :**

- International Business Text & Cases by P.Subba Rao, Himalaya Publishing House, New Delhi.
- WTO and International Trade by M.B.Rao and Manjula Guru, Vikas Publishing House Pvt.Ltd. New Delhi.
- Export Marketing by B.S.Rathor and J.S.Rathor, Himalaya Publishing House, New Delhi.

### **Paper-IV- Project Report Scheme for Project Report**

Every student will have to complete the project report at the end of Semester-II and submit its report to the Director/Principal of the Institute/ College under the guidance of faculty member, who will act as the supervisor for the project. The total marks for project report shall be 100. Evaluation of the project will be based upon average of marks awarded independently by both internal and external examiners that will be as follows.

Project evaluation 70 marks and project viva 30 marks. A candidate must acquire minimum 50 marks in the project for passing in the project report.

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