



# **RAMANUJAN COLLEGE ALUMNI ASSOCIATION (REGD.)**

UNDER THE AEGIS OF

**RAMANUJAN COLLEGE**

(ACCREDITED GRADE 'A' BY NAAC)

**UNIVERSITY OF DELHI**

IS ORGANISING ITS FIRST

## **CERTIFICATE COURSE/EXECUTIVE DEVELOPMENT PROGRAMME IN ADVANCE PROGRAMME ON EXPORT-IMPORT MANAGEMENT FOR YOUNG ENTREPRENEURS**

**2nd January - 2 April 2022**

**CALL FOR REGISTRATION  
AND PARTICIPATION**

## ABOUT THE COURSE

It is a 60 hours Crash course and classes will be held online/ Offline on Sundays. The objectives of this course are:

- To make our students employable youth with a blend of theoretical and practical knowledge of the emerging opportunities in international trade.
- To understand dynamic International business environment and Importance of international economic relations in the current economic scenario.
- Developing analytical skills for identifying export opportunities and undertaking export marketing in different countries for Indian products and services
- To inculcate complete understanding towards export Import procedures & documentation.
- Imparting knowledge in the area of logistics and port operations
- To provide knowledge about export incentives announced time to time by Govt of India under different schemes
- To Understand Indian foreign trade policy
- To make our educated youth employable and employment provider
- To provide the trained manpower to the trade & industry engaged in International trade
- To Provide Practical knowledge to the participants through the industry expert professionals.
- To help the participants to understand the practical aspects of the export import documents and learn by practice of filling the documents under the Do It Yourself Scheme.

### IMPORTANT:

- Participants will be trained by experts in all aspects of the Foreign Trade Policy and Import Export Procedures & documentation.

- Updated Course material and copies of all the import export documents/forms used in import – export business will be provided to the students. Successful candidates will be awarded with the Certificate.
- On completion of the course the candidates will be awarded with the Certificate.
- The communication about classes, modules will be done through the Official Telegram Group. The link to join the telegram group will be provided after successful registration to the course.

## **ELIGIBILITY CRITERIA**

- The course is open for its old and current final year students from all streams.
- Faculty members, Professionals and entrepreneurs interested in the area of import and export are also eligible to apply.
- 100 students will be enrolled in the First batch and will be divided in two sections.
- Priority shall be given to the Ramanujan college students/alumni and their dependents.
- Other students may also be considered if the number of students enrolled is not sufficient.

## **COURSE DURATION AND FEES DETAILS**

Course Duration : Three months

Course Fee: Rs. 3000/- including course materials Syllabus

**All those who meet the eligibility criterion are required to register by visiting [rcmoocs.in](https://rcmoocs.in)**

**Last Date for Admission: 26 December, 2021**

# SYLLABUS

## UNIT ONE

### Understanding the Import and Export

(04 hours including practical work)

- Meaning and Definition of Export and import Registration Formalities for IEC and RCMC
- Export Licensing, election of Export Product – Identification of Markets / Getting an export order

## UNIT TWO

### Export Order and its process

(08 hours including practical work)

- What is an Export Order?
- Having an Export Order, Examination and Confirmation of Order
- Manufacturing or Procuring Goods
- Clearance from Central Excise
- Pre-Shipment Inspection
- Appointment of Clearing and Forwarding Agents
- Goods to Port of Shipment
- Port Formalities and Customs Clearance
- Dispatch of Documents by Forwarding Agent to the Export/Import Certificate of Origin
- Dispatch of Shipment Advice to the Importer
- Submission of Documents to Bank
- Claiming Export Incentives
- Methods of Exporting – Pricing Quotations – Payment Terms – Letter of Credit



## **UNIT THREE**

### **Export Marketing Research**

(06 hours including practical work)

- Definition of Export marketing research and provide a description of its immense scope
- Offer examples of each type of research conducted in Export marketing
- Describe the steps involved in the international marketing research process while addressing, for each step, the international constraints involve
- Introduce the concept of decision support systems for international marketing and describe the sales forecasting process

## **UNIT FOUR**

### **Export-import Procedure**

(06 hours including practical work)

- Steps in Export Procedure – Export Contract – Forward Cover Export Finance
- Institutional framework for Export Finance
- Excise Clearance
- Pre-shipment Inspection – Methods of Pre-shipment Inspection
- Marine Insurance
- Role of Clearing and Forwarding Agents
- Shipping and Customs Formalities
- Customs EDI System
- Negotiation of Documents
- Realisation of Exports Proceeds

## **UNIT FIVE**

### **Pre-import Procedure**

(04 hours including practical work)

- Steps in Import Procedure
- Legal Dimensions of Import Procedure
- Customs Formalities for Imports
- Warehousing of Imported goods
- Exchange Control Provisions for Imports
- Retirement of Export Documents

## **UNIT SIX**

### **Policy and Institutional Framework for Exports & Imports**

(08 hours including practical work)

- Foreign Trade Policy 2015 – 2022
- Highlights – Special Focus Initiatives
- Duty Drawback – Deemed Exports
- ASIDE – MAI & MDA – Star Export Houses
- Town of Export Excellence
- EPCG Scheme
- Incentives for Exporters
- Export Promotion Councils-Commodity Boards – FIEO – IIFT – EOUs – SEZs – ITPO – ECGC – EXIM Bank

## **UNIT SEVEN**

### **Export - Import Documentation**

(08 hours including practical work)

- What is Export Documentation?
- Types of Export- import Documents?
- Significance of Export- import Documents?
- Aligned Documentation System – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate's Receipt – Bill of Lading – GR Form – ISO 9000
- Procedure for obtaining ISO 9000 – BIS 14000 Certification

- Types of Marine Insurance Policies
- Import Documents – Transport Documents – Bill to Entry – Certificate of Inspection – Certificate of Measurements – Freight Declaration

## **UNIT EIGHT**

### **Incoterms 2020 and Export Pricing**

(06 hours including practical work)

- What are Incoterms
- History of incoterms
- What should an exporter or importer study the incoterms
- Importance of Incoterms in Export-Import Business
- Export Pricing
- What is a price?
- Right Price, Price Methods, Pricing Objectives Pricing Strategy

## **UNIT NINE**

### **Export Financing**

(06 hours including practical work)

- What is Export Finance
- Why Export Finance Source of Export Finance
- Types of Export Finance
- Factoring Forfeiting Account Receivables Financing Or Invoice Financing Factoring VS Account Receivable Financing

## **UNIT TEN**

### **Indian Foreign Trade Policy 2015-2020 extended up to March 2022 at a Glance.**

(04 hours including practical work)

- General Provisions Regarding Imports and Exports
- Exports from India Scheme
- Duty Exemption Remission Schemes

- Export Promotion Capital Goods (EPCG) Scheme
- Export Oriented Units (EOUs)
- Electronic Hardware Technology Parks (EHTPs)
- Software Technology Parks (STPs) and Bio-technology Parks (BTPs)
- Deemed Exports
- Quality Complaints and Trade Disputes
- Major Amendments

## **FACULTY MEMBERS**

### **Dr. K R Kaushik, Course Coordinator**

Former Vice President, Gujarat State Fertilizers & Chemicals Ltd, Currently Professor in Management Studies at Stratford University India Campus and Guest Faculty in International Business and Business Laws at Ramanujan College. University of Delhi. Has 45years experience of working in Industry and Academics.

### **Dr. R.K. Wadhwa**

Former Professor, Indian Institute of Foreign Trade, (A Deemed University of Govt. of India), New Delhi and renowned EXIM Business Consultant. Having more than 40 years experience in teaching the consultancy.

### **Sh. T.K. Sengupta**

Former Director (International Trade). MMTC (A Govt. of India Enterprise)He has more than 35 years of experience in International Trade. He is a reputed advisor in Export Import business particularly on FTP and Foreign Collaborations/Negotiations.

### **Dr. Satish Bhandari**

Former General Manager at KRIBHCO. Expert in bulk Export and import procedures and port handling. He also worked at FAI and as Advisor to National Fertilizers Ltd.

## **Dr. Jitendra Bhandari**

Assistant Professor in International Business at Christ University Ghaziabad. Also served as Assistant. Professor at Asia Pacific Institute of Management. A Dynamic professional with sound knowledge of Export Import subject.

**For more information, contact:**

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# ORGANISING BOARD

**Prof. S. P. Aggarwal**  
Principal, Ramanujan College

## COURSE COORDINATOR

**Dr. K R Kaushik**

## TEAM MEMBERS

**Sh. Rajesh Kumar, A.O**  
**Sh. Ravinder Bisht, IT Cell**  
**Ms. Shipra Yadav**

## TECHNICAL HEAD

**Dr. Nikhil Kumar Rajput**  
**Mr. Vipin Kumar Rathi**

# RAMANUJAN COLLEGE

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