

Course Code	Course Title	C	H	I	E	T
17P3KMC12	Export Management	4	75	25	75	100

Learning Objectives

- To gain knowledge on export management and INCO terms
- To gain ability to handle export procedure and documentation independently
- To understand and apply export promotion, pricing and logistics.

Learning Outcomes: Higher Knowledge on export management, ability to prepare export documentation independently. Application knowledge of export pricing and distribution logistics

Unit – I Introduction to Export

Meaning – Definition – Nature, Scope and Significance of Export – Balance of Trade and Balance of Payment – Disequilibrium – Methods of Correction of Disequilibrium – Exchange Control. International Commercial Terms (INCO Terms) EXW - FCA– FAS – FoB – C&F – CIP – CPT – DAF – DES – DEQ – DDU – DDP.

Unit – II Export Procedure & Export Documentations

Processing of Export Order – Excise Clearance – Customs Clearance – Quality and pre – shipment inspection – Bank procedures – Duty Draw back.

Export Documentations – Documents Relating to Goods – Documents Relating to Shipping– Combined Transportation Documents – Certificate of Inspection – Appropriate forms.

Unit – III Export Finance & International Institutions

Export Finance – Pre-shipment credit – Post shipment credit.

WTO – Role and Functions of WTO – UNCTAD – Institutions in India – ECGC – EXIM Bank.

Unit – IV Export Promotion

Institutional Support – Other Promotional measures – Special Economic Zones (SEZ) – Export Oriented Units (EOU) - Concessions. EXIM Policy.

Unit – V Export Pricing and Distribution Logistics for Exports

Export Pricing – Factors influencing Export Pricing – Pricing objectives – Steps in Pricing – Different types of Pricing – Dumping and Anti Dumping.,

Distribution logistics for exports – Management of Risk – Marketing plan for export.

Book for Study

Francis Cherunilam, *International Trade and Export Management*, 20th Revised Edition, 2017,
Himalaya Publishing House, Mumbai.

Books for Reference

1. T.A.S Balagobal, *Export Management*, Himalaya Publishing House, Mumbai
2. C. Jeevanandam, *Foreign Exchange, Practice, Concepts & Control*, Sultan Chand & Sons, New Delhi.
3. Dr. S. Sankaran, *International Trade*, Margham Publications, Chennai.
4. Dr. V. Radha, *International Trade*, Prassanna Publishers & Distributors, Chennai.
5. www.wto.org.in, www.investopedia.com