

**NATIONAL INSTITUTE OF FOREIGN TRADE**  
**[CRASH COURSE ON]**  
**“Advanced Certificate in International Trade”**  
**(Export-Import Management Course)**  
**(Recognised by IMC Chamber of Commerce & Industry)**

Learn Practically Exports Imports Course  
in **25 Days** (Monday to Saturday Only)  
Time: 2.00p.m. to 6.00 p.m.

**Venue: Center Squire, S.V.Road, Andheri-West, Mumbai-58.**

**About Course:**

This course is outlined for those in pursuit of better employment opportunities or want to start own Export-Import business. The objective of this course is to acquaint the participants with Practical knowledge, which would help them to become export-import executives or to start their own Export-Import business.

Finding an Educational Institute is not a big deal, but the million-dollar question is to select best one amongst so many, that can provide complete and quality knowledge and train a person for future changes taking place in the field of International Trade.

There is always shortage of well-trained people in the field of International Trade. This Career / Business oriented course gives more in depth knowledge in the area of selecting the Products, selecting the Foreign Markets, International Marketing Methods, Export – Import Documentations, Export Finance, Export Costing, Customs Clearance, Foreign Trade Policy, Importing Goods, FEMA 1999, INCOTERMS etc.

**Industrial Visits:**

- J.N.P.A. (Jawaharlal Nehru Port Authority ) – JNPT.,
- CFS,
- I.I.P (Indian Institute of Packaging),
- ECGC (Export Credit Guarantee Corporation).

**Please Note:** During, After Completing the Course Institute (NIFT India) will assist free for:

- Company incorporation, Getting IEC (Import Export License), RCMC,
- how to Appoint CHA (CBLR), Shipping Companies and negotiates the Freight rates.
- 100% Free Placement Assistance etc.

Course Fee Rs. 29,850/-, including Printed Study Materials, Industrial Visits, Course Completion Certificate etc.

**Faculties:** Institute (NIFT) have team of faculties, having more than 25 years Industry, Practical Experience in day to day Export Import activities.

For Admission and other details please login [www.niftindia.in](http://www.niftindia.in) / Email: [niftcourses@gmail.com](mailto:niftcourses@gmail.com), or Contact: National Institute of Foreign Trade (NIFT-Mumbai) , Mr.Vinay Pandey : Cell: 74 00 11 22 77 / 84 33 66 33 44.

**It is much easier to Export Imports than we think difficult, if we have proper knowledge.**

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**Syllabus:  
Paper 01**

**International Marketing:**

<p>Basic of International Marketing, International Marketing Philosophies, Difference between selling and marketing, Domestic Sales &amp; International Sales.</p> <p>Reasons and benefits of Exports, and for entering International Markets.</p> <p>International Marketing Management Process.</p> <p>EPRG orientation. Concept of International Business Environment.</p> <p>International Market – Segmentation, Targeting &amp; Positioning.</p> <p>International Marketing Entry Decisions, and Channels of Distributions.</p> <p>International Product Life Cycle Concept, Product and Service for Exports from India and Abroad. Packaging, Labeling &amp; Branding.</p> <p>Pricing Process, Price Quotation, Transfer Pricing. Export Agency Agreements.</p>	<p>H.S of Nomenclature &amp; EAN barcode.</p> <p>International Advertising – Adaptation vs Standardization.</p> <p>Service meaning &amp; its marketing: Social, Ethical, Environmental issues in International Marketing.</p> <p>International Market Research Process.</p> <p>Marketing Mix – 4P`s of Marketing. Push and Pull Theory.</p> <p>WTO, Trade Blocs, Trade Barriers, Balance of Trade and Balance of Payment, and India`s position.</p> <p>Government regulations affecting International Marketing.</p> <p>Government Organisations helping Exporters.</p> <p>Online Tools, Sites and Sources of Information- An International Marketer must know (DGFT, ICE GATE, Ministry of Commerce etc.)</p>
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**Paper - 02**

**Exports Finance, Banking, Pricing Costing &  
Exchange Regulations.**

<p><b>EXPORT PRICING:</b> Costs Concepts: Fixed, Marginal and Variable Costs. Export Pricing, Break Even Analysis. Cost Sheet for Exports, including Freight and Insurance. International Commercial Terms (INCOTERMS 2010 &amp; 2020). Problems on Export Pricing.</p> <p><b>EXPORT FINANCE:</b> Pre-shipment and Post Shipment Finance. Export Finance in Foreign Currency. Scrutiny of Export Letter of Credit and Negotiation of documents under LC. Discrepant documents.</p> <p><b>EXPORT CREDIT AND GUARANTEE CORPORATION (ECGC)</b></p>	<p><b>DEFERRED PAYMENT EXPORTS:</b> Suppliers Credit / Buyers Credit. Project exports.</p> <p><b>EXIM BANK,</b> Its role and functions.</p> <p><b>FACTORING AND FORFEITING</b></p> <p><b>FEMA 1999:</b> Introduction to FEMA, Authorized Dealers. Current account and Capital account Transaction. Rupee convertibility on Current/ Capital account. FEMA provisions regarding Exports, EEFC and Diamond Dollar Accounts. Foreign Currency accounts for Residents and Non Residents.</p> <p><b>FEDAI</b> FEDAI Role Functions Rules</p> <p><b>DERIVATIVES, HEDGING, OPTIONS ETC.</b></p>
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## Paper-03

### Exports Procedures and Documentations.

**DEFINITION:**

Definition of Export and Import.  
Understanding an Export Transaction.  
Preliminaries of starting Export Import Business.

**EXCHANGE RATE MECHANISM:**

Role of banks in Foreign Trade Transaction.  
Basic Concepts.  
Outward and Inward remittances in Foreign Exchange.  
Buying and Selling of Foreign Exchange.  
Different types of foreign currency rates.  
NOSTRO, VOSTRO and LORO accounts.  
Identifying and sourcing of the Buyers in the international market.  
Negotiation with the foreign prospective foreign Buyer.

**PROCEDURE FOR STARTING FOREIGN TRADE ACTIVITY:****(Preliminary to start Export-Import Business)**

Setting of an export organisation.  
Categories and types of Exports.  
Online procedure for obtaining IEC and RCMC.  
Forex / FTP policy provision regarding samples and Gifts.  
Export Order, its scrutiny, processing and execution.  
Payment Terms.  
Various methods of settlement of export/ Import transaction.  
Documents on collection and Letter of Credit, including understand of UCPDC.  
**DOCUMENTATION.**  
Complete export documents, including principal, auxiliary and regulatory documents.  
Importance of various export documents.  
Export Documents and GST.

## Paper -04

**IMPORT MANAGEMENT:**

Imports procedures & documentations, Customs Clearance & Freight Forwarding, GST etc.

**Imports Procedures & Documentations;**

Need for Imports.  
Definition and Meaning of Imports.  
Indian Customs Act. 1962.  
Customs Tariff Act,  
Customs Duties.  
Method for calculation of customs duty.

**How to read Import Export Policy and Procedures?**

Duty Exemption/ Remission Schemes.  
GST: Main Provisions for Imports / Exports.

Types of Imports;  
Project Imports  
Import of Technology & Drawings and Designs.

Valuation and Assessment of Goods for Payment of Customs Duty.  
Customs Clearance of Import Goods  
Clearance of Cargo at the time of imports.

**Import Finance.**

Direct Imports.  
Opening of Import Letter of Credit.  
External Commercial Borrowings.  
Buyers Credit / Trade Credit.

**FEMA provision regarding Imports.**

Retirement of Import documents under an LC or otherwise on collection.

**Definition:** Need for Imports. Definition and meaning of Imports. How to read Import Export Policy and Procedures?

**Procedures for Imports:** Import finance.

Import of Samples / Gifts. Imports for Personal Use & Baggage Rules. Imports through Post and Courier.  <b>Role of Customs and Regulations regarding imports:</b> Procedures for Imports: Filing of Bill of Entry.	Opening of Import Letter of credit. External commercial Borrowings. Buyers Credit / Trade Credit. Direct Imports. Retirement of Import documents under an LC or otherwise on collection. FEMA provision regarding Imports. Customs duties. Customs clearance of export goods.
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### Paper -05

<b>Foreign Trade Policy</b> Government Rules & Regulations	
<b>Preamble</b> Legal Frame work. Various definitions. Govt. objective under Foreign Trade Policy. Structure of Import Policy. ITC (HS) classification of Imports. General policy provisions regarding Imports and exports. Promotional Measures.	Duty exemption / Remission Scheme. EPCG scheme. SEZ, 100% EOU's, EHTP, STP, SEZ, FTZ etc. Deemed Exports. Export Promotion Schemes ( MEIS) RODTEP Scheme. Duty Drawback Scheme . General provisions related to exports & imports Current Foreign Trade Policy.

### Paper -06

<b>Foreign Trade Logistics &amp; Cargo Insurance</b>	
Logistics Introduction to global logistics. Different modes of shipments. Different modes of operation of shipping. Different modes of transport. Multi modal transport system. Chartering practice. Conference system. Containerization FCL / LCL, CFS, ICD. Third party logistic service providers. CHA, FFA, C&FA, Ship operating agent, NVOCC. Introduction to port operation, harbor facility, terminal facility, VTMS. Customs bonded warehouses. 3PL, 4PL, Freight (types and application), freight consolidation.	Introduction to custom procedure (logistics). Documentation (logistics). INCOTERM 2020, Selection of INCOTERMS. Application of information technology in logistics.  <b>Cargo Insurance:</b> Introduction to need and importance of marine insurance. Basic principles of insurance applicable to cargo clause A, B & C. Ocean, air and inland transit clause. Insurance premiums. Insurance claim procedures, documentation and time limit.

After completing the course, Course Completion Certificate issued by “National Institute of Foreign Trade” and those who wish to appear for Final Exam, Exams are conducted by IMC Chamber of Commerce and Industry, he/she can appear for exams after paying Examination Fee to IMC. After passing Certificate and Mark – Sheet issued by IMC Chamber of Commerce & Industry.

Venues: Churchgate, Dadar –West, Andheri-West, Thane –West & Navi Mumbai.

**Please Note: Course Fee Non Refundable / Non Transferable at any Circumstances.**