PONDICHERRY UNIVERSITY
DEPARTMENT OF INTERNATIONAL BUSINESS
SCHOOL OF MANAGEMENT

POST GRADUATE DIPLOMA IN FOREIGN TRADE

COURSE REGULATIONS, STRUCTURE & SYLLABUS
POST GRADUATE DIPLOMA IN FOREIGN TRADE

COURSE REGULATIONS

The Department of International Business is proposing to launch a Post Graduate Diploma in Foreign Trade as an Add-on Course for the benefit of the students from the academic year 2011-12. Necessary administrative approval for offering the Diploma has been obtained by the Department. Now, the Department is placing before the Board of Studies the Course Structure, syllabus and Regulations governing the Diploma programme for approval.

Eligibility Criteria for Admission

Candidates desiring to join the PG Diploma in Foreign Trade should possess a Degree (10+2+3) in any discipline as recognized by the UGC with a minimum of 45% of marks.

Duration of the Programme

The PG Diploma in Foreign Trade is of one year duration with two Semesters.

Class Timings

Classes will be held for 5 days in a week (from Monday through Friday) from 5.30 P.M. to 7.30 P.M.

Attendance

A minimum of 70% of attendance is necessary for every student to appear for End-Semester Examination.

Weightage of Marks

The Weightage of marks between Internal Assessment and End-Semester Examination shall be 40 marks and 60 Marks respectively.

Passing Minimum

A student is declared to have passed a given subject if only he / she secures a minimum of 40% of marks in the end-semester examination with an aggregate of 50% of
marks secured in Internal assessment and End-Semester Examination put together. There is no minimum passing marks for the internal assessment component.

**Grading**

Grades will be awarded to each subject by the programme committee of the respective Department as per the guidelines of the Choice Based Credit System (CBCS).

**Core Faculty**

Academically highly vibrant and professionally committed core faculty is participating in the program. They have excellent credentials in their own field of specialization through publications and consultant activities.

| **Dr. M. Ramadass, Ph.D** | Agricultural Economics  
Professor & Dean  
School of Management  
*Experience: 39 Years* |
|----------------------------|--------------------------------------------------|
| **Dr. K. Mohan,** M.B.A., M.Phil., Ph.D., M.Com., PGDLL, Professor & Head  
*Experience: 27 Years* | Strategic Financial Management  
Corporate Finance  
International Finance  
Cost & Management Accounting |
| **Dr. D. Sambhandan,** M.A., M.Phil., Ph.D., (Adjunct Professor)  
*Experience: 33 Years* | International Economics  
Managerial Economics  
Global Financial Markets |
| **Dr. P. Sridharan,** M.Com., M.Phil., Ph.D.  
Associate Professor  
*Experience: 14 Years* | International Banking  
Financial Management  
Management Accounting |
| **Dr. Bushan D. Sudhakar,** MIM, Ph.D., AA (IIM-A)  
Reader  
*Experience: 13 Years* | International Marketing, Business Communication & Negotiation  
Advertising & Branding, Business Communication & Negotiations skills  
Sales Promotion and Branding |
| **Dr. Y. Srinivasulu,** MBA, M.Phil, Ph.D  
Reader  
*Experience: 17 Years* | Marketing Management  
Services Marketing, Brand Management, Industrial Marketing |
| **Dr. M. Banumathi,** MA, MBA, Ph.D.  
Reader  
*Experience: 15 Years* | Strategic Management, Green Marketing  
International Trade  
International Economics |
| **Dr. Rajeev Viswanath**  
MA, MBA, Ph.D  
Assistant Professor  
*Experience: 12 Years* | Organisational Behaviour  
Performance Management Systems  
Cross Cultural Management  
Human Resource Management |
## DEPARTMENT OF INTERNATIONAL BUSINESS
### SCHOOL OF MANAGEMENT
### PONDICHERRY UNIVERSITY

### POST GRADUATE DIPLOMA IN FOREIGN TRADE
(DURATION : ONE YEAR)

### DETAILED COURSE STRUCTURE

#### SEMESTER - I

<table>
<thead>
<tr>
<th>Code No.</th>
<th>Course</th>
<th>Credits</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>PGDFT 001</td>
<td>India’s Foreign Trade and Policy</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>PGDFT 002</td>
<td>Legal Environment for Foreign Trade</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>PGDFT 003</td>
<td>Cross Cultural Management</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>PGDFT 004</td>
<td>International Trade Blocs and Agreements</td>
<td>3</td>
<td>100</td>
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#### SEMESTER – II

<table>
<thead>
<tr>
<th>Code No.</th>
<th>Course</th>
<th>Credit</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>PGDFT 005</td>
<td>Transnational Marketing</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>PGDFT 006</td>
<td>EXIM Finance and Risk Management</td>
<td>3</td>
<td>100</td>
</tr>
<tr>
<td>PGDFT 007</td>
<td>International Trade Documentation and Procedure</td>
<td>3</td>
<td>100</td>
</tr>
</tbody>
</table>
PGDFT 001 - INDIA’S FOREIGN TRADE AND POLICY

Unit – I

International Trade – Need and importance of international trade – Recent trends in world trade – leading players in the world – Major items traded.

Unit – II

India’s Foreign Trade – Commodity composition and destination – India’s position in the world merchandise trade and services- Balance of Payments of India.

Unit – III


Unit – IV

India’s Trade relationship with major Trade Blocs in the world – India’s Trade agreements with various blocs.

Unit – V

Role of Government in India’s Foreign Trade – EOU – EPZ – SEZ in India.

References Books:

3. India’s Trade statistics, published by CMIE and DGCIS.
4. RBI Annual Reports,
5. Annual Reports of Ministry of Commerce.
PGDFT 002 - LEGAL ENVIRONMENT FOR FOREIGN TRADE

Unit – I

Introduction to Legal Environment – National and International law – Legal frame work for foreign trade in India -Code and common laws and their implications to business.

Unit – II


Unit – III

Indian Laws and Regulations Governing International Transactions: FEMA; Taxation of foreign income; Foreign Investments; Setting up offices and branches abroad; International Licensing; Franchising; Join Ventures – Restrictions on trade in endangered species and other commodities.

Unit – IV

Intellectual Property Rights (IPR) – International protection for IPR- Patents and trade marks; Technology transfer, Telecommunications

Unit – V


References Books:

PGDFT 003 - CROSS CULTURAL MANAGEMENT

Unit - I
THE IMPACT OF CULTURE ON ORGANIZATIONS.

Culture and Management. - How Cultural Differences Affect Organizations - Communicating Across Cultures

Unit - II
LEVERAGING CULTURAL DIVERSITY

Creating Cultural Synergy - Managing Multicultural Teams

Unit – III
LEADING AND NEGOTIATING

Leading Globally - Motivating People from Around the World: Inspiring People to Contribute - Multinational Decision Making - Negotiating Globally

Unit – IV
GLOBAL OPERATIONS

International and Global Business operations with Cross Cultural dimension – India – Europe and India – United States managerial practices - Successful Implementation of Culture Change Phase – Stages of Cultural Adjustment and Stages of Culture Shock - Case studies on MNCs

Unit - V
MANAGING GLOBAL MANAGERS.


Reference Books:

PGDFT 004 - INTERNATIONAL TRADING BLOCKS AND AGREEMENTS

Unit-I
Evolution of International Business; Drivers of International Business; International Business and Domestic Business compared; Routes of Globalization; Geography of the world.

Unit-II
International Strategic Alliances; Nature and Scope of Strategic Alliances; Alliance Development process, making Alliance work, Economic consideration for Strategic Alliances.

Unit-III

Unit-IV
Association of South East Asian Nations(ASEAN), Asia-Pacific Economic cooperation (APEC), SAARC, SAPTA, SAFTA, Middle East and African Initiatives.

Unit-V

Text Books
2. Trends in International Business - Michael R Czinkota and Masaki Kotabe, Block well Publisher, 2008
Reference books

PGDFT 005 - TRANSNATIONAL MARKETING

Unit-I

Basic Marketing concepts: Introduction to marketing; Evolution of marketing; Segmentation, Targeting and Positioning; Understanding the consumers needs and wants; Marketing Information System

Unit-II

The significance of International Trade; The Attraction of International Marketing; Marketing in the information economy; How does the Internet improve global marketing operations; Strategic Planning for International Marketing.

Unit-III

Designing the marketing mix for Global markets; Product planning and Development new products, Product life cycle, Product mix and Product line, product mix Strategies, Branding, Packaging and Labeling decisions.

Unit-IV

Meaning of price, pricing objectives, Factors influencing pricing decisions, Basic Methods of pricing, pricing policies, Discounts and Allowances, Designing Distribution Channels, Conflict and control in Channels. Retailing, Wholesaling and Physical Distribution.

Unit-V

The role of promotion in marketing; promotion methods; integrated marketing communication; advertising, personal selling, sales promotion and public relations the challenges and opportunities of marketing in today’s economy.

Text Books:
PGDF 006 - EXIM FINANCING AND RISK MANAGEMENT

Objective: This course aims at providing an insight into the various modes of export-import payment settlement, pre-shipment, Post-shipment finance and their procedure and the means of mitigating the risk in foreign trade.

UNIT – I – Export Payment Terms

Basic concepts of foreign exchange - Methods of International Payment Settlement - Cash, Open account, Cash against Documents, documents on acceptance advance payment, bills of exchange and letters of Credit (L/c) - Exchange Control Regulations for imports and exports - Letters of Credit – Definition – parties of Letters of Credit – Procedure for drawing various L/C and their operations. Types of Letters of Credit.

UNIT – II – Pre-shipment and Post shipment Finance

Definition and features of pre-shipment finance, post shipment finance – definition, various applications of post shipment finance and their procedure –

UNIT – III: Export Costing and Pricing


UNIT – IV Import Finance

Modes and sources of import Finance – Role of L/C in import. Role of Banks in export finance – Organization of banks – import credit – Export credit – Foreign Exchange Transactions

UNIT – V – Risk Management in Foreign Trade

ECGC – Role of ECGC – Standard policies – risks covered – Commercial Banks, Political Risks – risks not covered, How to obtain a policy and file claim. Maximum liability and credit, Guarantees for covering export finance. Special schemes. EXIM
Banks – Objectives, Organisations Functions of EXIM Bank – export financing
Programmes – range of financing Programmes – Operations under programmes of funded
and non-funded assistance.

Suggested Readings:
1. Finance of Foreign Trade and Foreign Exchange – G.S. LALL
2. International Finance Theory and Practice – V.A.AVADHANI
3. Foreign Trade Finance – JEEVANANDAM
4. Guidelines for exports – Publication by Commercial and Export Promotion Department.

PGDFT 007 - INTERNATIONAL TRADE DOCUMENTATION AND PROCEDURES

Unit – I
Export Procedure: Starting an export firm – Selection of an export product, Market and
Buyer – Registration procedure with Sales Tax, Central Exercise and various Boards and
councils.

Unit - II
EXIM code number – Elements of export contract- Incoterm– Terms of payment and Letter
of Credit. Export Documentation: Types of documents – Transport, Negotiation and
Insurance documents.

Unit – III
Export Finance: Sources of Finance - Role of commercial bank, EXIM Bank, ECGC and
others – Export promotion Schemes – Insurance for Export – Types – export credit insurance

Unit – IV
Import Procedure and Documentation: Global sourcing – Types of global procurement –
Tender – Negotiation – Contract and others – Customs regulations and import clearance
formalities –

Unit – V
Types of import licenses- Export Promotion Capital Goods Scheme (EPCG) license- Duty
exemption scheme – Duty Entitlement Pass Book Scheme (DEPBS)- Import formalities for
100% EOUs and SEZs - Import Risk Management.

Text Books:
Reference Books:
4. World Development Indicator, World Bank Publication
5. CMIE Report

PGDFT 008 - INTERNATIONAL LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Unit –I

Unit – II

Unit – III

Unit - IV
Supply chain: Definition – scope and importance of supply chain – supply chain drivers and metrics - Designing supply chain network: Distribution network – Factors influencing distribution - Transportation decision in supply chain management

Unit - V
Forecasting and planning in supply chain management – Pricing in supply chain management- co-ordination in supply chain management- Role of IT in supply chain management

Text Books

Reference Books: