

MADHYA PRADESH BHOJ (OPEN) UNIVERSITY BHOPAL
POST GRADUATE DIPLOMA IN FOREIGN TRADE
SYLLABUS

PAPER -1:- INTERNATIONAL BUSINESS THEORY AND PRACTICE I.

MAX-100
TERMEND-70
ASSIGNMENT-30

Unit-1. Introduction:

Basic concepts and decision frame work; Analyzing market Opportunities and analysis of marketing information; Modes of entering overseas markets.

Unit-2. Planning and Promotion:

Planning international marketing operations; Product policies; Distribution channels; Pricing decisions; Promotion and trade fairs; Advertising and publicity.

Unit-3. Process and Techniques:

International marketing process and techniques-direct exporting, indirect exporting, counter trade, licensing, sub-contracting, Joint ventures; EPRG frame work.

Unit-4. Organization and Control of International Marketing Operations:

International tendering; Procurement for exports; Export information system.

Unit-5. International Pricing Policies:

Distribution strategy; Promotional strategy; International MIS; Organization and control; Countertrade.

PAPER -2:- INTERNATIONAL BUSINESS THEORY AND PRACTICE IIND.

MAX-100
TERMEND-70
ASSIGNMENT-30

Unit-1. Concept of Strategy:

Strategy and objectives; Identification of strategic resource Management.

Unit-2. Industrial environment and competitive analysis:

Shareholder analysis; Social responsibility of business

Unit-3. Evaluating strategic alternatives:

Strategic administration; multi business, global business and corporate Strategies.

Unit-4. Development of Human Resources:

Importance of training and education; Operative and supervisory training; On-the-job and off-the-job training; Management development performance; Appraisal and potential appraisal; Employee counseling-career path and succession chart.

Unit-5. Behavior in Organization:

Motivation, motivational theories, leadership and group dynamics; Building work teams; Handling of grievances; Effective supervision; Development of employee participation.

PAPER -3:-GLOBAL TRADE ENVIRONMENT.

**MAX-100
TERMEND-70
ASSIANMENT-30**

Unit-1.Introduction:

Basis of international trade, Terms of trade.

Unit-2.Balance of payment:

Economic development, Foreign trade.

Unit-3.Commercial policy:

Generalized systems and preferences, International monetary system and financial markets.

Unit-4.International Economic Co-operation:

Foreign Investment, Foreign aid, Technology transfer and international trade.

Unit-5.Economic co-operation among developing countries:

International trade in services, International migration of skilled and unskilled labor.

PAPER -4:-FOREIGN TRADE POLICY AND LAW.

**MAX-100
TERMEND-70
ASSIANMENT-30**

Unit-1. Preamble, Legal Framework, Special Focus Initiative.

Unit-2. Board of Trade, General Provisions Regarding, Export & Import.

Unit-3. Promotional Measures, Duty Exemption/Remission Schemes, Export promotion Capital Goods Scheme.

Unit-4. Export oriented Units (EOUs), Electronics Hardware Technology Parks (EHTPs), Software Technology Parks (STPs), Bio-technology Parks (BTPs),

Unit-5. Special Economic Zones (SEZs), Free Trade & Warehousing Zones, Deemed Exports, Central Excise Act, 1944, Central Excise Rules 2002, Service Tax.

PAPER 5 :- LAW OF EXPORT IMPORT REGULATION -IST.

**MAX-100
TERMEND-70
ASSIANMENT-30**

Unit-1.INTRODUCTION:

State control over import and export of goods - from Rigidity to liberalization. Impact of regulation on economy.

Unit-2.The Basic Needs of Export and Import Trade.

Goods, Services, Transportation.

Unit-3.International Regime.

WTO agreement, WTO and tariff restrictions, WTO and non-tariff restrictions, Investment and transfer of technology, Quota restriction and anti-dumping, Permissible regulations, Quarantine regulation, Dumping of discarded technology and goods in International market, Reduction of subsidies and countermeasures.

Unit-4.General Law on Control of Import and Exports.

General scheme, Legislative control, Power of control: Central Government and RBI, Foreign Trade Development and Regulation Act 1992, Restrictions under customs law, Prohibition and penalties, Export-Import formulation: guiding features, Control under FEMA, Foreign exchange and currency, Import of goods, Export promotion councils, Export oriented units and export processing zones.

Unit-5.Control of Exports.

Quality control, Regulation on goods.

PAPER 6 :- LAW OF EXPORT IMPORT REGULATION IIST.

**MAX-100
TERMEND-70
ASSIGNMENT-30**

Unit-1.Exim policy: Changing Dimensions.

Investment policy: NRIs, FIIs, Joint venture, Promotion of foreign trade.

Unit-2.Law Relating to Customs.

Prohibition on importation and exportation of goods, Control of smuggling activities in export-import trade, Levy, of and exemption from, custom duties.

Unit-3.Regulation of investment I.

Conservation of foreign exchange, Investment in foreign countries, Borrowing and Lending of money and foreign currency.

Unit-4.Regulation of investment II.

Securities abroad—issue of Immovable property—purchase abroad, Establishment of business outside, Repatriation and surrender of foreign securities.

Unit-5.Technology transfer.

Collaboration Agreement for Technology Transfer. Restrictive terms in technology transfer agreements, Automatic approval scheme.

Select bibliography.

1. Government of India, Handbook of Import Export Procedures, (Refer to the Latest edition).
2. Foreign Trade Development and Regulation Act 1992 and Rules.
3. Foreign Exchange Management Act 1999

**PAPER 7:- PROJECT
Project Report**

**-Marks-200
-150**

