Savitribai Phule Pune University
Post Graduate Diploma in International Business Pattern 2020

	Objective: The objective of the P. G. Diploma in International Business is to meet requirements of trained manpower in the vast field of foreign trade and international business. Through this course the students will be exposed to formal training to acquire knowledge and to develop skills required to undertake foreign trade activities as well to take up employment in International Business Organizations. Students can also Understand the most widely used international business terms and concepts. They can even identify the role and impact of political, economical, social and cultural variables in international business.
	Duration: The duration of the Course shall be 1 year.
	Eligibility: Any Graduate (with 40% aggregate marks) from any recognized Indian/Foreign University shall be eligible for admission to the Course.
	Structure of the Course: 101- International Marketing and Management. 102- Export-Import Procedures and Documentation. 103- Economic Systems and Foreign Trade in India 104- Commercial Laws and Overseas Marketing Research. 105- Field visit report and viva voce (based on study and observation visit to International Business agency or its branch office, world Trade Centre, Foreign Commercial Consulates, Indent Houses, and Shipping Cos. Branch of Foreign banking Co. IIFT, etc.)
	Scheme of Examination: There will be Annual Examination of 80 marks each for Paper 101 to 104. Internal assessment for mid-term will be carried out for 20 marks for Paper 101 to 104 For Paper No. 105, the division of marks will be as given below. Research based project / field visit report will be assessed by a Panel consisting of one External and one internal examiner. This panel will be appointed by the University. External examiner 50 marks, Internal examiner 50 marks
	The annual examination shall be held at the end of every academic year on the dates to be announced by the University. It will carry 500 marks in aggregate for the Course. Paper 101 to 104 will carry 80 marks each and Course 105 Project Report and Viva Voce will carry 100 marks.
	The external examination shall be held at the end of every academic year on the dates to be announced by the University. It will carry 320 marks in aggregate for the Course. Paper 101 to 104 will carry 80 marks each and Course 105 Project Report and Viva Voce will carry 100 marks. The mid-year internal assessment will be carried out for Paper 101 to 104 of 20 marks each total 80 marks
	Medium: The medium of Instruction and answer in examination and field work report and Viva Voce exam will be in English.
	Standard and Grades of passing: The standard of passing for the above course is 40% marks in each paper subject to aggregate 50%. The candidate shall get the following grades by obtaining marks as given below: a) 50% to 54% = Second Class b) 55% to 59% = Higher Second Class c) 60% to 69% = First Class d) 70% to and above = First Class with Distinction

101: International Marketing and Management

Marks: 100

Objective: 1) To acquaint the students with planning, technique and organization of International marketing.
2) To appraise them with managerial problems in this regard.

Unit	Course Contents:	No. of lectures
1	**Introduction to Marketing**: Definitions meaning and concepts of marketing and international marketing, Basic concepts of marketing and selling, Basic differences in domestic marketing and international marketing	10
2	**International Marketing Environment** PESTEL analysis and understanding Decision framework and Analysing marketing opportunities – collection and analysis of marketing information,	10
3	**Modes of entering overseas markets**. Process and Techniques International Marketing process and techniques – direct exporting, indirect exporting, counter trade, Licensing, Sub- contracting, Joint – ventures.	18
4	**Organization and Control:** Organization and control of international marketing operations, International tendering, Procurement for export; Export Information system.	18
5	**Development of Marketing mix for goods and services** Product, Price, Place, Promotion, Physical evidence, Process and People mix and the international current trends	20
6	**Marketing Logistics:** Concept, objective and scope, The general structure of shipping industry, coordination – role of intermediaries; Shipper and ship owner consultation arrangement, Chartering, Containerization , Indian shipping, Ports and overseas marketing logistics, Ware housing; International Air transport, Carriage of goods, Legal aspect, maritime frauds.	20
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References and list of books recommended:

1. Kramor R. L.: International Marketing – (South Western).
2. Terpstra Vern: International marketing (Dryden Press).
3. Philips P. Cateora & John M. Hess: International Marketing –(Richard D. Irwin).
4. Gordon E; Niracle & Gerald S. Albaum: International Marketing Management – (Richard D. Irwin.)
5. Carson, David: International Marketing: A Cooperative System Approach (John Wilely)
6. Warren J. Keegan: Multinational Marketing Management – (prentice Hall).
7. Simon Majare: International Marketing – A Strategic Approach to World Markets – (George Allen & Unwin.)
8. Export Market Research (International Trade Centre, UNCTAD/GATT Geneva)
9. Fayerweather John: International Marketing – (prentice Hall)

102: Export – Import Procedures and Documentation

Marks: 100

Objective:

1) To impart knowledge about import and export procedures;
2) To make the students familiar with related documents.

Unit	Course Contents:	No. of lectures
1	**Introduction:** Introduction to Exports of India Characteristics of Indian Exports Flow and direction of exports of India Introduction to Imports of India Characteristics of Indian Imports Flow and direction of Indian imports	10
2	INCO-terms Export documentation, Quality control and pre-shipment inspection, Export trade control, Marine insurance, Commercial practices.	10
3	**Export Procedures:** Central Excise clearance; Custom clearance, Role of clearing and forwarding Agents, Shipment of Export Cargo, Export Credit , Export Credit Guarantees and Policies, Forward Exchange Cover, Finance for export on deferred payment terms, GST and Duty draw-backs	18
4	**Licensing policy -** Actual user licensing, Replenishment Licensing, Restricted Imports &Export, DEPB Scheme, EPCG Scheme, Export Houses/ Trading Houses, Export & Import Procedure & Documentation Information System.	18
5	**Import Procedure:** Customs Clearance, Types of Duties, Exemptions, Customs Valuation Rules, Terms of Trade and Terms of Payment, Exchange Rate Fluctuations, Customs Broker, Role of Freight and Forwarding Agent, Formalities for Delivery of Import Cargo	20
6	**Special Issues:** Export by post parcel and by Air, GSP Certificates of origin, Custom's clearance of Import Cargo, Documents – prescribed by Importing countries, Standardized Export Documentation, Packing. Foreign Exchange budgeting, Import procurement, methods, Import financing, Purchase contract, Import Canalization, Import under counter-trade, Monitoring and follow up of import contracts.	20
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References and list of books recommended:

1. Deb. Kalipade: Export Strategy in India – (Delhi, S. Chand).
2. Jain O.P.: Small Industrial Export – (Delhi S. Chand)
3. Majaro: International Marketing: A strategic Approach to world Market (Delhi, S. Chand).
4. Francis, C: International trade & Export Management – (Bombay, Himalaya Publishing House).
5. Balgopal, T. A. S. P: Export Management – (Bombay Himalaya Publishing House).
6. Chatterjee A. K. Principles of Foreign Exchange (Bombay Himalaya Publishing House).
7. Rathorx, R. S.: Export Marketing – (Bombay, Himalaya Publishing House).
8. Agrwal P. N.: India's Export Strategy. (Delhi, Vikas Publishing House).
9. Upadhyaya, K. K.: Import Financing in India – (Allahabad, Chugh Publication).
10. Gerhard M.S.: Export Import Financing – (new York, Ronal Press Co.)
11. Dagli V.: India's Foreign Trade – (Bombay, Vohra & Co.)

103: International Economic Systems and Foreign Trade in India

Marks: 100

Objective:

1. To impart knowledge about various aspects of International Trade in India and International Economic Co-operation.
2. To update students about the changing scenario in international economic Environment.

unit	Course Content:	No of lectures
1	**Basis of International Trade**: Terms of Trade; Balance of Trade and Balance of Payment. Economic Development and Foreign trade Commercial Policy: Generalized System and Preferences. International Monetary System, IMF and World Bank Current Exchange Rate Systems Exchange Rate Policy of India, Foreign Exchange Market – Terms used and Working.	18
2	**Regional Economic Grouping:** Regional Blocks – NAFTA – North American Free Trade Agreement, LAFTA - Latin American Free Trade Agreement , APEC - Asia Pacific Economic Co-operation, ASEAN – Association of South East Asian Nations, SAARC – South Asian Association For Regional Co-operation, EU - European Union , WTO – World Trade Organisation – Evolution-Structure-Conferences –Development-Gains. - Bilateralism versus Multilateralism	18
3	**International Economic Co-operation** Foreign Investment: Capital Flows – FDI – Foreign Direct Investment FII – Foreign Institutional Investment. Technology and International Trade. International Migration of Skilled and Unskilled Labour. Foreign Collaborations. Role and Importance of FOREX	10
4	**India's Foreign Trade** Role, Composition and Direction of India's Exports and Imports since 1947. Current Foreign Trade Policy of India, Export Promotion, Import Policy and Control, Exchange Control. Export and Import of services, GATS and India	20
5	**Government and Foreign Trade** Role of Government in India's Foreign Trade, EOU - Export Oriented Units, EPZ - Export Processing Zones, SEZ - Special Economic Zones.	15
6	**Changing trends in International economics and relations** MERCOSUR BRICS BREXIT G20	15
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References and list of books recommended:

1. Ellesworth, P.T. – International Economics. Macmillan Publication.
2. Kindleberger, C.P. – International Economics.
3. Seth. M.L. – Money, Banking and International Trade.
4. Chatterjee. A.K. - Principles of Foreign Exchange. Himalaya Publishing House.
5. Francis Cherunilam - International Trade and Export Management. Himalaya Publishing House.
6. Jhingan M.L.- International Economics. Vrinda Publications, N. Delhi.
7. Rajwade A.V. - Foreign Exchange, International Finance, Risk Management. Academy of Business Studies, N. Delhi.
8. Bhagvati J. (ed.): International Trade (Penguin Books)

104: International Current trends and International Marketing Research

Marks: 100

Objective:

1. To acquaint the students with various legal provision affecting foreign trade.
2. To impart knowledge of overseas marketing research.

Unit	Course Content	No of lectures
1	**Commercial Law**: Legal framework, India's foreign trade, Elements of contract, Indian Sales of Goods Act, Export Sales contract, Export contract for consulting services, Project export contract, Credit Contracts.	10
2	Laws relating to overseas distribution, Laws on Intellectual property rights and product liability, Law relating to custom practice and procedures (UCPDC), settlement of institutional trade disputes, Laws relating to overseas investment.	10
3	**International Human Resource Management**: introduction and current trends International Project Management: introduction and current trends International Financial Management: introduction and current trends	18
4	**Marketing Research:** Meaning definitions and importance of Marketing research Areas of marketing research – Product research Industrial marketing research, advertising research.	18
5	**Techniques of Marketing Research** – Types of research designs (exploratory, diagnostic, descriptive and experimental) and research procedure – Sampling and census process, Types of data and methods of data collection, Designing questionnaires, Do's and don'ts of questionnaire, types of questions. Organizing field investigations and techniques of interviewing, Tabulation, analysis and interpretation of data and report writing.	20
6	**Overseas Marketing Research**: Need, scope and objectives, Sources of information, Research for identification of product for exports and for assessment of supply base, overseas Market surveys, Evaluation of Research, Govt. schemes to support overseas researches.	20
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References and list of books recommended:

1. Chawala & Garg: Commercial Law (Ludhiana, Kalyani, Publishing House)
2. Anson, W. R. : Law of Contract – (U. K. English Language Book Society).
3. Pandiya: Mercantile Law.
4. Maheshwari & Maheshwari: Business Law – (Delhi, - National Pub. House).
5. Shukla M. C.: A Manual of Mercantile Law (Delhi – S. Chand).
6. Singh, Avtar: Principles of Mercantile Law, (Lucknow, Eastern Book Co.)
7. Simin Majare: International Marketing – A strategic Approach to World Markets – (George Allen & Unwin).
8. Export Market Research (International Trade Centre, UNCTAD/GATT Geneva).
9. Feyer weather John: International marketing - (Prentice Hall).