



**Gyanmanjari**  
Innovative University

Course Syllabus  
Gyanmanjari Institute of Management Studies  
Semester-4 (MBA)

**Subject:** Export-Import Management –MBAIB14515

**Type of course:** Major (Core)

**Prerequisite:**

Students should have a foundational knowledge of basic Export-Import concepts and principles.

**Rationale:**

This course is to familiarize students with the basic concepts and tools in Export-Import Management to help the decision making.

**Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P	C	Theory Marks		Practical Marks		CA	
				ESE	MSE	V	P	ALA	
04	00	00	04	60	30	10	00	50	150

*Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.*

**Course Content:**

Sr.No	Course content	Hrs	% Weightage
1	<b>Foreign Trade: Institutional Framework and Basics &amp; Export / Import Documentation and Steps:</b> WTO and Trade Liberalization, Role of Government/Semi-government Agencies in Export Promotion, Steps for Successful Exporting, EXIM policy, India's Foreign trade policy, FERA FEMA act, Export-Import Documentation	15	25
2	<b>Export/Import Pricing, Payment, Financing and Risk management:</b> Method of payment, Financing Exporters and Importers, Incoterms, Pre-shipment Finance, Post-shipment Export Advance, Types of Risks, Quality and Pre-shipment Inspection	15	25
3	<b>Export/Import shipment, Custom clearance &amp; Logistics:</b> Clearance of Import Cargo, Clearance of Export Cargo, Customs	15	25



	Valuation, Planning Physical Distribution, Benefits of an Efficient Logistics System, Critical Elements of a Logistics System, International Transport System		
4	<b>Foreign trade incentives, Facilities and Promotion:</b> Duty drawback, Duty entitlement pass book (DEPB), EPCG, Special economic zone, Free trade and warehousing zone, Star export house, EOUs, Technology parks, Deemed export, Export promotion council, Foreign collaboration, FII investment, joint venture	15	25

### Continuous Assessment:

Sr.No	Active Learning Activities	Marks
1	<b>Product Selection for Export:</b> Students will select any one Indian product (like handicrafts, spices, or textiles) and write 5 points on why it can be exported to another country. They will upload the PDF on GMIU Web Portal.	10
2	<b>Field Visit – Customs Office / Export House / Logistics Firm:</b> Students will visit a nearby export house, logistics company, or customs agent and note 5 key activities they observed or learned about export procedures. They will upload the PDF report on GMIU Web Portal.	10
3	<b>Export Documentation Study:</b> Students will research and list 5 basic documents required for export (like invoice, packing list, shipping bill, bill of lading, certificate of origin). They will upload the PDF on GMIU Web Portal.	10
4	<b>Country Market Research:</b> Students will choose one country and write 5 points about which Indian products are in demand there and why. They will upload the PDF on GMIU Web Portal.	10
5	<b>Import Procedure Example:</b> Students will select any one imported product (mobile phone, laptop, perfume, etc.) and write 4–5 lines explaining how import procedure might work for that product. They will upload the PDF on GMIU Web Portal.	10
Total		50





**Suggested Specification table with Marks (Theory): 60**

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	40%	40%	10%	10%	0%	0%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

**Course Outcome:**

After learning the course, the students should be able to:	
CO1	Grasp the basics of global trade and import and export policies
CO2	Understand the export & Import process and procedure, skill sets required and assess your company's readiness to export and import.
CO3	Apprehend different agencies involved in EXIM process and their role in the international trade
CO4	Assess payment options including letter of credit and select those most appropriate for a company and prepare a report exploring the export potential of a product, aided by facilitating measures.

**Instructional Method:**

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board; may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

**Reference Books:**

- [1] "Export Management", P.K.Khurana, Second edition, Galgotia Publishing Company, New Delhi
- [2] Government of India: Handbook of Procedures, Import and Export Promotion, New Delhi.
- [3] Cherian and Parab: Export Marketing, Himalaya Publishing House, New Delhi
- [4] Export – Import manual, Nabhi Publication, New Delhi 6 Government of India: Export-Import Policy, procedures, etc. (Volumes I, II and II) New Delhi.
- [5] Rathod, Rathor and Jani: International Marketing, Himalaya Publishing House, New Delhi.

