

CERTIFIED EXPORT MANAGEMENT PROGRAMME (10 Weeks - 60 hrs)

CURRICULUM

A) Foreign Exchange Risk Management (12 hours):

Macro – view of markets, Factors affecting exchange rate, central bank’s policy of currency management, two – way quotes, cross – currency rates, cash, tom, spot and forward rates, premium & discount, linkages between money & exchange market, merchant rates quoted by banks, their calculation and applicability, how to negotiate good rates, types of exchange risks, tools available for hedging, options, forward contracts – cancellation, early delivery, technique of hedging.

B) Export Marketing (12 hours):

Identification of product, identification of markets, niche market, target market, market research, marketing strategy, sales strategy, brands, trademarks, copyrights, WTO, packaging and labeling, trade fairs, pricing of products, art of negotiation.

C) Export Finance (10 hours):

Working capital management, current assets and liabilities, how to calculate working capital requirement, financial ratios, methods of permissible bank finance computation, schematic finance – packing credit, bill discounting, factoring, forfaiting, export guarantee, term loan, deferred payment guarantee, buyer’s credit, seller’s credit, cash credit, trust receipt, LC’s, foreign currency loans. Case studies.

D) International Trade Law & Export Documentation (10 hours):

INCO terms, export remittances, letters of credit – their types, operations. Laws governing LC’s and collections – uniform customs & practices for documentary credits, uniform rules for collections, export documents – invoice, bill of lading, airway bill, insurance, bill of exchange, certificate of origin – familiarization with the forms and the laws governing them. Case studies.

E) Preparation of Project report for export finance (4hours)

F) Customs Formalities and Documentation (4 hours)

G) ECGC (2 hours)

H) Export Regulations (2 hours)

I) Export – Import Policy and Export Incentives (2 hours)

J) Interface with Exporter (2 hours)

K) Examination (3 hrs)

L) Result and handing over of certificates (2 hrs)