

{MODULE 1} --- INTERNATIONAL MARKETING

- Nature scope and role of international marketing
- Entry strategies and sequence of globalization
- Environmental analysis in international trade and difference with domestic trade.
- Identifying International markets and preparation.

{MODULE 2}--- SHIPPING & LOGISTICS

- Nature , Scope and Role of logistics
- Modus operand of shipment (DOCK, FACTORY AND ICD STUFFING)
- Means and mode of transport
- Understanding sea-routes through commercial geography
- Logistics linkage of types of ships, cargo and containers.

{MODULE 3}--- INTERNATIONAL TRADE FINANCE

- Overview of FEMA regulators on Exports and Imports
- Trade settlement Techniques
- Financing of International Trade.
- Letter of Credit and UCPDC
- Foreign exchange risk management.

{MODULE 4}--- FOREIGN TRADE POLICY

- Salient features of [FTP 2015-20](#)
- Advance Authorization and DFIA Scheme
- EPCG Scheme.
- EOU/EPZ/EHTP/STP/BTP/ along with SEZ
- MEIS/SEIS Schemes.

{MODULE 5}--- EXPORT PRICING & COSTING

(5A)

- Defining Price and understanding price and pricing.
- Different pricing policies
- Understanding Marginal cost of exports
- INCO TERMS 2010 (International Commercial Terms 2010)
- Developing Pricing strategy (Formula) for International marketing using INCOTERMS.

(5B)

INTERACTIVE SESSION

Procedures for trade promotion, MEIS, SEIS, INCENTIVES & practical aspects of foreign trade.