

MANONMANIAM SUNDARANAR UNIVERSITY,  
TIRUNELVELI-12



**SYLLABUS**

**CERTIFICATE COURSE IN IMPORT AND EXPORT MANAGEMENT**

Subject Status	Subject Title	Subject Code
Core	Principles of Management	CIEMT1
Core	International Trade	CIEMT2
Project	Project	CIEMP1

# **PRINCIPLES OF MANAGEMENT**

## **Unit – 1**

Nature of management-definition – Meaning – Characteristics of Management – Functions of Management-Importance of Management – Importance of Management.

## **Unit – 2**

Planning-definition-meaning-characteristics of planning – objectives of planning – steps in planning process – advantage of planning – limitation of planning.

## **Unit – 3**

Organization – meaning – principles – formal organization – importance – advantages – informal organization – importance – line organization – characteristics – advantages – line and staff organization – types of staff – functions of staff – advantages.

## **Unit – 4**

Staffing – functions – recruitment – sources of recruitment – internal sources and external sources – merits and Demerits – selection – procedure – test – kinds of test interviews – kinds of interviews – process of interviews – promotion – basis of promotion.

## **Unit – 5**

Business ethics – meaning – need for Business ethics – principles – regulation – factors affecting – Benefits of business ethics – Job analysis – procedure – advantages.

## **Text Book :**

1. Principles of Management by T. Ramaswamy
2. Principles of Management by L.M. Prasad

# **INTERNATIONAL TRADE**

## **Unit – 1**

Foreign Trade – Importance Benefits – Growth – balance of payments – foreign Exchange reserve – scope of foreign trade – foreign trade policy – objectives – features. Kinds of export and import exim policy.

## **Unit – 2**

Export Business – Preliminaries for starting export business – registration of exporters – appointing overseas agents – obtaining an export license – credit insurance.

**Unit – 3**

Foreign exchange rates and facilities – procuring/manufacturing goods for export – inspection of goods – labeling, packaging, packing and marking goods for export.

**Unit – 4**

Liberalization of imports – preliminaries for starting import business. Registration of importers – import of various goods – gold – vehicles – drugs – technology.

**Unit – 5**

Export promotion – export houses, EOU, EPZ – Market development assistance – duty exemption scheme – analysis of India's export – fiscal incentives for export promotion.

**Text Book :**

1. How to export – Nabhi Publication
2. How to Import – Nabhi Publication
3. International Marketing Management-M.N. Mishra
4. Text of Exim Policy (2002 – 2007)

## **PROJECT**

Organisation study of an Import / Export firm