

UNIVERSITY OF MUMBAI



**Ordinances, Regulations & Syllabus for
the Certificate Course of
International Trade (Africa)**

(Introduced with effect from the academic year 2012–2013)

Appendix

Certificate Course of International Trade (Africa)

Preamble

This is a preliminary development course on International Trade with particular reference to African continent. The goal of the course is to enlighten, update the participants for developing their skill and application in international trade. The course is general and not specific to any particular industry thus keeping wider options to both the participant and the industry.

The course is being offered to individuals who are either employed or willing to take up carrier in International Trade, Academics, Corporate, Media personnel, Researchers with Africa interest.

O._____: **Title of the course** - Certificate Course in International Trade. (Africa)

O._____: **Eligibility** - Graduate

R._____: **Duration of course** - Six months in one term.

Session of 4 hours per week during 6 months.

Break up of sessions: 48 sessions of instructions, 24 sessions Internship.

Medium of instruction will be English.

R._____: **Fee Structure:-**

Tuition fee-Rs 10000.00

Library fee-Rs 1000.00

Statement of marks-Rs 150.00

R._____: **Teachers/ Faculties Qualification:-**

1. Graduate in any discipline.

2. Proven track record of experience & skill in the respective field with senior professional function and responsibility.

R._____: Intake capacity :-25 Students.

Attendance:-

Minimum attendance for a candidate is 60% to be eligible to appear for the Final test.

Scheme of papers:-

No. of sessions

PAPER I

Part 1- Introduction to International Trade	2
Part 2- Africa-continental profile	4
Part 3 - India –Foreign Trade policy (Africa Focus)	4
Part 4- Financial elements encompassing international trade	3
Part 5- Banking norms for International trade	3
Part 6-Credit Insurance for overseas suppliers	3
Part 7- Intellectual Property Rights	3
Part 8- Regulatory process	2
Part 9-Workshop	12

PAPER II

Part 1- Import norms – Country wise (Africa)	3
Part 2 - Indian Foreign Trade regulations	2
Part 3 -Quality Assurance	3
Part 4 - Logistics	3
Part 5 - Cost & Pricing	4
Part 6 - Marketing	5
Part 7 - Behavioral Science	4

Final examination for 2 Papers in number (Part I to Part IX and Part I to Part VIII), carry 100 marks each (Total 200). Internal Evaluation of 100 marks in each paper (Total – 200)

R._____: **Standard of Passing** : Minimum passing marks is 50% in the final exam.

Payment for Resource Persons:-

Honorarium Rs. 500.00 per hours.

Programme Coordinator:

The Programme Coordinator ensures the programme runs smoothly as per the schedule with effective coordination between the participating students and the teaching staff and Faculties. It is important to maintain the qualitative continuity through out the course and take it to completion up to internship and sessional tests. He will attend all the sessions.

DETAILED SYLLABUS

1. Introduction to International Trade.

Definition, Characteristics, Global scenario-past & present.

Indian Scenario-past & present -Trend & Fact sheet showing

Commodities & countries, emerging sectors.

2. Africa-continental profile:

-Demography,

-economic update,

-emerging sectors, cause and effect

3. India – Foreign Trade policy (Africa focus)

-review on bilateral understanding,

-current status,

-emerging sectors

4. Financial elements encompassing international trade

-GDP, Currency, impact of recession, Fact Sheet

5. Banking norms for International Trade:

Depending upon the industry in which the company operates, there are several products and services available from major international banks that can help to get ahead of the competition. Financing and speed are integral to any sale and now is the time to look for banks on the leading edge. Multinational companies, commodity companies, capital equipment and consumer product producers are the primary users of trade financing products, which include import letter of credit, export letter of credit, stand-by letters of credit, collections, trade-related loans, structured and barter trade.

-Negotiating instruments, Recovery of Payment, RBI guidelines, ICC norms

-case study

6. Credit Insurance for overseas suppliers:

Payments for exports are open to risks even at the best of times. The risks have assumed large proportions today due to the far-reaching political and economic changes that are sweeping the world. An outbreak of war or civil war, economic difficulties, a coup, balance of payment problems may block or delay payment for goods exported, an insurrection may also bring about the same result.

In addition, the exporters have to face commercial risks, insolvency or protracted default of buyers buyer going bankrupt or losing his capacity to pay. Export credit insurance is designed to protect exporters from the consequences of the payment risks, both political and commercial, and to enable them to expand their overseas business without fear of loss.

- Classified countries
- procedure,eligibility
- claims,approvals,rejections
- case study

7. Intellectual Property Rights-General overview

The commodity from the country of origin has to face the particular set of IPR norm / rules in the importing country which are likely to be different from that of India. This becomes deciding factor for the Indian product to enter the particular market. Under intellectual property law, owners are granted certain exclusive rights to a variety of intangible assets, such as musical, literary, and artistic works; discoveries and inventions; and words, phrases, symbols, and designs. Common types of intellectual property include copyrights, trademarks, patents, industrial design rights and trade secrets in some jurisdictions. Basic knowledge and information on the subject facilitates meaningful entry into the market.

- Historical development
- Patent laws-application,
- Signatory countries, Case study

8. Regulatory process –related to commodity & country,

case study

9. Import Norms-Country wise (Africa)

10. Indian Foreign Trade regulations

- Import of Raw material for export.
- Incentives, exemptions, penalties, Excise, taxes.

11. Logistics - process, procedures, documentation, Case Study. Documents are prepared by the carrier duly accepting the goods for shipment by air, sea,

road containing information like item, quantity, value, vessel details, date, port, consignor , consignee etc. so that seller can claim consideration and buyer can take delivery of the goods.

Documentation, process, procedure, live example of documents, case Study.

12. Cost & Pricing:

To be competitive in the International trade, cost & price are both pivotal in between buyer and seller strongly influenced by the customer's specification and cost of production. As per Institute of cost and work accounts (ICWA) India, cost is 'measurement in monetary terms of the amount of resources used for the purpose of production of goods or rendering services. Efforts constitute cost of getting the results. It can be expressed in terms of money; it means the amount of expenses incurred on or attributable to some specific thing or activity. Chapter deals with meaning of cost; explains the elements of cost; states the meaning of overheads, elaborates the classification of cost and the chain of process resulting in Pricing

-case Study

13. Quality Assurance

Irrespective of commercial terms and understanding between buyer and seller, QUALITY plays a vital role at the entry, continuation/growth and discontinuation of product/s. A conscious effort and handling of market and product is key to success or failure.

-Standards, international organizations /authorities, Opportunities, Threats.

14. Marketing

Marketing is the business function that identifies unfulfilled needs & wants, defines and measures their magnitude, determines which target markets the organization can best serve, decides on appropriate products, services, programmes to serve these markets and calls upon everyone in the organization to 'think and serve the customer'(Philip Kotler).

- Core concepts of marketing-Need, Want, Demand, Product ,
- Marketing management-concepts & tools,
- Strategic planning, forecasting, budgeting.
- Identifying market segments and selecting target markets
- Market Survey for selection of product, pricing, projection / forecast,
- Obtaining data on import duty structure, VAT , exemptions etc.
- Analysing competition
- Managing Brand , positioning, promotion .
- Managing Sales force,MIS ,
- Designing Direct marketing, Sales Promotion,
- Designing communication for effective advertisement programme,
- Distribution system, Wholesaling, Retailing.
- Business Development-New market, New products

15. Behavioral Science

-Managing Result

*To strengthen the understanding of one responsibility and assimilate the importance and differences between ACTIVITY & RESULT.

*To provide direction to self and others in TEAM for actually implementing actions planned.

-Effective Communication

*Strengthen clarity in communication

*Develop confidence to express ideas /views

*Enhance listening abilities

*Strengthen interpersonal understanding /relationship

*Improve Leadership skills

-Public Speaking

*Clarity in thoughts,articulation in expression,presenting with effective communication.

*Techniques /applications

*Practice session

Programme for Syllabus

Paper		Subject	No. of Session	Internal Evaluation Mark Total 100	Final Examination Mark Total 100
PAPER I	Part 1	Introduction to International Trade.	2		
	Part 2	Africa-continental profile	4		
	Part 3	India –Foreign Trade policy.(Africa Focus)	4		
	Part 4	Financial elements encompassing international trade	3	50(Part 1+2+3+4)	
	Part 5	Banking norms for International Trade	3		
	Part 6	Credit Insurance for overseas suppliers	3		
	Part 7	Intellectual Property Rights	3		
	Part 8	Regulatory process	2	50(Part 5+6+7+8)	
	Part 9	Workshop & Field Visits	24		100(Part 1 to 9)
Total			48		

Paper		Subject	No. of Session	Internal Evaluation Mark Total 100	Final Examination Mark Total 100
PAPER II	Part 1	Import Norms – Country wise (Africa)	3		
	Part 2	Indian Foreign Trade Regulations	2		
	Part 3	Quality Assurance	3		
	Part 4	Logistics	3	50(Part 1+2+3+4)	
	Part 5	Cost & Pricing	4		
	Part 6	Marketing	5		

	Part 7	Behavioral Science	4	50(Part 5+6+7)	
	Part 8	Workshop & Field Visits	24		100(Part 1 to 8)
Total			48		

Number of lectures : 96

Weekly 4 sessions (Saturday) : -----

Budget

Receivable (assuming enrollment of 8)			
Particulars	Fees	No. of students	Total Rs.
Tuition Fees	Rs. 10,000/-	8	89,200/-
Library Fees	Rs. 1,000/-		
Mark sheet Fees	Rs. 150/-		
Total Fees	Rs. 11,150/-		

Payable (assuming enrollment of 8)			
Particulars		Expenses	Total Rs.
Visiting lecturer	60 x Rs. 500/-	30,000/-	
Library		8,000/-	
Mark sheet		1,200/-	
Co - ordinator		20,000/-	
Workshop & Field Visits		20,000/-	
Miscellaneous		10,000/-	89,200/-

No. of Papers -2.

Each paper has 100 marks in the final examination, Total marks – 200.