



MANONMANIAM SUNDARANAR UNIVERISTY,
TIRUNELVELI-12
SYLLABUS



CERTIFICATE COURSE IN IMORT 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

