



**WORLD TRADE CENTER®
MUMBAI**

Promoted by MVIRDC® 
M. Visvesvaraya Industrial Research and Development Centre

WORLD TRADE CENTER MUMBAI TRADE INSTITUTE

CERTIFICATE COURSE IN EXPORT IMPORT BUSINESS

SYLLABUS

The “Certificate Course in Export Import Business” is designed to meet the needs of individuals who wish to become global entrepreneurs. The course provides a background in marketing, management, finance and international trade. The goal of the course is to create a foundation for prospective small business owners, to help them for a long-term success in their business and encourage them to be global.

Scope and Meaning of International Trade

- Export: What, Where, Why, How?
- Prerequisites for Exports
- Logistic Sequence of Exports
- Documentation-Regular & Commercial
- Export Costing & Pricing

International Marketing

- Difference between international & domestic markets
- India’s foreign trade
- Basic principles of International marketing
- Product Specific Specialties
- Accessing markets
- Marketing Strategy, Channel partners & Finding the Buyers
- International Contracts
- Tariff and Non-tariff barriers
- Free Trade Agreements

Export –Import Finance& Exchange Regulations

- Letter of Credit and UCP:600 Rules
- Risk Management
- Hedging to Mitigate Risks
- Export Finance
- Currency Management
- Exchange Rate Mechanism

Foreign Trade Policy

- Legal Framework and General Policy Provisions
- MEIS and SEIS
- Deemed Exports
- Implications of GST on FTP
- Salient Features of Foreign Trade Policy 2015-2020

International Logistics

- Introduction to Global Logistics
- Multi modal Transport System as an end to end Solution
- Third Party and Fourth Party Logistics Service Providers
- Warehouse Management
- Documentation for Logistics
- Insurance Coverage- Comprehensive Policy and Political Risk Cover

Customs Procedure

- Port Operation and Custom Procedures with Documentation
- Custom procedures for Logistics
- Custom Valuation of Goods
- Warehousing of Imported goods
- Import and export through Courier

ADDED FEATURERS

- Guest Lectures & Case Studies
- Field Visits & Library Facility
- Exposure to WTC Events

ADMISSION PROCEDURE

Eligibility	Graduation Preferred but not necessary
Duration	Three months
Days / Time	Saturdays (10.30 a.m. – 5.30 p.m.)
Commencement	January, July every year
Fee (Payable at Admission)	Rs. 25,000/- plus GST @18% (Non-refundable)
Payment	Full payment by Cash / Cheque / DD in favour of ' MVIRDC '

Admission Procedure:

1. The prescribed Application Form to be filled in and the applicants have to appear for a discussion with prior appointment. Please call 66387392 / 66387391 to fix an appointment.
2. When appearing to your meeting, please make sure to bring the following.
 - Three passport size photographs.
 - The original Marksheet / Certificate alongwith xerox copies of the certificates / marksheet.
 - Full Course fee by Cash or Cheque in favour of '**MVIRDC**'
3. Admissions will be strictly on first-come and first-serve basis, as seats are limited.

Contact Address

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