

# Syllabus

## **Module - I : Export Marketing and Promotional**

### **Organisations in India**

**(12 Lec.)**

Importance of Export Promotion Organizations - Chambers of Commerce, Export Promotion Councils including MPEDA, APEDA and FIEO and Commodity Boards

Types of Export Marketing Organizations

Role of IIFT, NCTI, ITPO, EIC, IIP, ICA and DGCI&S

Deemed Exports

Benefits enjoyed by Towns of Excellence, STPs, EHTP, BTP, AEZs, EOUs and SEZs

## **Module - II : Export Finance and Export Risk Insurance (11 Lec.)**

Methods of Payment

Features of Pre-shipment / Packing credit and Post-shipment Finance

Procedure of obtaining Export Finance

Role of Financial Institutions - Commercial Banks, EXIM Bank and SIDBI

Risks in Export Marketing

Marine Insurance Procedure

Role of ECGC

## **Module - III : Export Procedure**

**(11 Lec.)**

Registration with different authorities

Role of Custom House Agents (CHA)

Quality Control and Inspection – Objectives and Agencies

Pre-shipment Procedure including Central Excise Clearance and Custom Clearance, Shipment Procedure and Realization of Export Proceeds

## **Module - IV : Export Documents and Export Incentives (11 Lec.)**

Main Documents used in Export Trade – Commercial Invoice, Shipping Bill, Certificate of Origin, Consular Invoice, Mate's Receipt, Bill of Lading, GR Form, Bill of Exchange

Specimen / Proforma of Export Documents

Export Incentives, Assistance and Schemes extended to the Indian Exporters - Duty Drawback, EPCG Scheme, MDA, MAI, ASIDE, IRMAC