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**
- 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**
- 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 FEATURE

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

ADMISSION PROCEDURE

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