

PROSPECTUS



DIPLOMA IN EXPORT-IMPORT MANAGEMENT

iiemTM

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www.iiem.com

ABOUT THE COURSE

Indian Institute of Export Management (IIEM) offers a Diploma program in Export Management, which helps develop skills in foreign trade management. The students are exposed to a thorough study of the various departments of Export-Import trade. The course covers various export-related topics such as marketing, packaging, shipping, financing, documentation and policies from a practical viewpoint. The curriculum has been designed to cover the latest developments in all these fields and the course material is constantly revised to reflect changes in policies, procedures etc. The Institute follows an open book examination model whereby the Student can refer his curriculum books as well as other resources to provide suitable answers. However, the questions shall be framed in such a way that answering them will need proper understanding of the subject and relevant laws and procedures.

COURSE DELIVERY

Course Duration : 4 Months

Course Mode : 1. Offline Mode : • You will be sent Printed material of books to your address.

- After 3½ months you will be sent an Examination paper which will should be answered and sent back within 2 weeks.

2. Online Mode : • You will be sent Printed material of books to your address

- You will also be assigned an Online Account with Login id and password
- You can also download the course material from your online account
- After 3½ months you will be sent an Examination paper which should be answered and sent back within 2 weeks.

COURSE SUBJECTS

There are **FOUR COMPULSORY** papers and **ONE ELECTIVE** paper in the course. Students have the option to choose the Elective Subject of their choice from a list of 25 options.

Subject Name	Subject Type	Credits
A. Export Documentation & Govt. Policy	Compulsory	100 Marks
B. Export Marketing	Compulsory	100 Marks
C. Export Import Finance	Compulsory	100 Marks
D. Shipping and Packaging	Compulsory	100 Marks
E. Optional Subjects 1. Agriculture Exports , 2. Apparel (Garment) Exports 3. Carpet Exports 4. Chemical Exports 5. Dyes Exports 6. Electronic Goods 7. Engineering Exports 8. Floriculture Exports 9. Gem and Jewellery Exports 10. Glass & glassware exports 11. Granite exports 12. Handicrafts & Gift Item Exports 13. Handloom Exports 14. Leather Exports 15. Marine Product Exports 16. Plastic Exports 17. Spices Exports 18. Pharmaceutical Exports 19. Powerloom & Millmade 20. Shellac Exports 21. Silk Exports 22. Software Exports 23. Plantation Crops Exports 24. Synthetic and Rayon Textile Exports 25. Wool Exports	Elective (Minimum ONE)	100 Marks

Students can choose **MORE THAN ONE** Elective Subjects based on their individual needs

QUALIFICATION REQUIRED

Qualification Required: Minimum 10+2 / Equivalent

STUDY MATERIAL

The detailed syllabus for the course is subsequently listed in the prospectus. This syllabus has been designed with the help of highly qualified and competent faculty members and consultants with vast experience in the field of exports. All subjects required to provide comprehensive knowledge about all aspects of exports are covered in this course.

Moreover, the course material is written in very simple language, is easy to understand and explains the subject both conceptually and in terms of actual practice.

DESPATCH OF STUDY MATERIAL

Printed study material prepared by the Institute will be made available to the students. The study material will be despatched to the students in maximum 4 sets. The first set will be despatched on receipt of filled application form and fee. Subsequent sets will be despatched at intervals of approximately 20 days. All material including Certificates and Mark sheets will be despatched by Registered Post / Express Parcel Service depending on student's location. Rarely, due to postal mishaps, it may so happen that a parcel may not reach the student in time. Any such delay in receipt of the study materials is to be informed to the Institute, whereon a duplicate set will be despatched.

FACULTY SUPPORT

The study material is presented in simple language with utmost clarity and is self-explanatory. In case a student require clarifications on any aspect, they should write / e-mail to the Institute at the earliest. For any other clarifications, doubts or administrative problems regarding the conduct of the course, students can write to

**The Director,
Indian Institute of Export Management,
P.B. No. 7531, # 1953, First Floor, 9th Cross, 4th Main,
New Thippsandra, Bangalore - 560 075**

Students may also ask queries via email through : ask@iiem.com

CERTIFICATION

Students who successfully complete the prescribed course shall be issued a Certificate of 'DIPLOMA in EXPORT-IMPORT MANAGEMENT'.

HOW TO APPLY

1. Online Application (Debit Card / Credit Card / Internet banking)

- Apply for course via www.iiem.com
- Fill up Online Application and pay fees via debit card/credit card or Netbanking

2. Online Application (NEFT Transfer)

- Fill up and submit Online Application form with relevant Transaction details
- Transfer fees for the course via NEFT or Direct Bank Transfer

Contact our email id: info@iiem.com for Online Application form & Transaction Details

3. Offline Application

Candidates must send in the following documents via post/courier

- Application Form for the course (Provided in this Prospectus)
- Demand Draft drawn for Fees amount , payable in Bangalore

FEE STRUCTURE

Students may choose to pay the fees as a **LUMP SUM** amount or in **THREE INSTALLMENTS**

Payment Type	Students in India (Offline Mode)	Students in India (Online Account Mode)	Foreign Students (Offline Mode)	Foreign Students (Online Account Mode)
Lumpsum	Rs 6000	Rs 6300	US\$ 200	US\$ 205
Installments				
1 st Installment :	Rs 3600	Rs 3800	US\$ 100	US\$ 105
2 nd Installment :	Rs 1500	Rs 1550	US\$ 55	US\$ 55
3 rd Installment :	Rs 1500	Rs 1550	US\$ 55	US\$ 55
	(Total Rs 6600)	(Total Rs 6900)	(Total US\$ 210)	(Total US\$ 215)

A Student may choose to learn **Additional Elective Subjects** by paying a fee of **Rs 300** or **US\$10 per Elective Subject**

EXAMINATIONS

Examination question papers will be sent to students on completion of the course. The answer sheets have to be returned to the institute for valuation within fourteen days of receipt of the question papers. Any student who fails in an examination can rewrite the exams on payment of Rs.200/- or US\$ 5 per paper. However, students who pass the exam will not be permitted to retake the exam for grade improvement. Students are advised to dispatch the answer sheets to the Institute by registered post / courier to ensure timely receipt of the papers. Answer papers for all five subjects should be sent together only.

Limitation Statute

All enrolments are deemed cancelled and complete on issue of Diploma Certificate or within two years, from date of enrolment, whichever is earlier. Students having pending papers beyond limitation statute will have to seek re-admission if they desire to complete the course.

Students have to learn **FOUR COMPULSORY** papers and **ONE ELECTIVE** paper in the course.

MAIN SUBJECTS

1. Export Documentation & Govt. Policy(100 marks)

Introduction - Exim policy - customs act - other acts relating to export/import – Foreign Trade Policy 2015-2020 - formalities for commencing - customs formalities - export documentation - project exports - export of services - export of excisable goods - import documentation - clearance of import goods - 100% export oriented units - export processing zones - special economic zones - duty drawback procedure - export/import by post customs house agents - import of different products - import/export incentives - import licenses etc.

2. Export Marketing(100 Marks)

Introduction - Marketing Terms - International Marketing Environment - Entry to foreign markets - Strategies - Support Institutes to facilitate exports - Market research and its planning - Groupings of Countries -IMF - World Bank - Export Correspondence and Pricing - Electronic Trade - Theories of Trade - Trade Cycles - Mechanics of protection - Balance of Payment - Channels of Distribution - Export of projects and services etc.

3. Export Finance(100 Marks)

Basic concepts of foreign exchange - Methods of International Payment Settlement - International Commercial Terms - Letter of Credit - Exchange Control Regulations for imports and exports - Export Financing - Pre-Shipment finance - Post Shipment Finance - EXIM Bank of India - ECGC - Demand Guarantees and Standby Letter of Credit - Forfeiting and Factoring - Case Studies etc.

4. Shipping & Packaging(100 Marks)

Shipping & Marine Insurance Terminology - General Info on Shipping - Types of Containers and Ships - Containerization - Marine Insurance - Air Transportation - Bill of Lading/Air Way Bill/Sea Way Bill - Maritime Fraud - Packaging Introduction - Mechanical tests - Climatic tests - Stretch Wrapping - Cushioning materials - Shrink packaging - packaging cost - Lab testing - International Care, Labelling code etc.

ELECTIVE SUBJECTS

Students will have to select MINIMUM ONE of the optional subjects given below and indicate the choice in the application form

1. Agriculture Exports(100 Marks) : Introduction to Agriculture - Forms of Agriculture - Product Catalogue - Export Statistics of Agricultural Products - Marketing of Agricultural Products - Pricing of Agricultural Products - EU regulation of Imports - Quality Standards - Role of Export Promotion Councils and Development programs - Technology Advancement on Agricultural products - Appendix (a) Inland and overseas trade fairs participated , (b) Import Policy Extracts, (c) Business Opportunities.

2. Apparel (Garment) Exports(100 Marks) : Introduction - Quota system and its phase out - Markets - Competition - SWOT analysis - Items under garments and specifications - Production of Fabric and garments - Defects in knitted fabrics and in stitching - Quality Inspection - major defects and minor defects - AEPC and Textile Committee - Special schemes for import and duty drawback for garments - Garment Export Entitlement Policy - Documentation - Packaging - Import fairs and Exhibitions.

3. Carpet Exports(100 Marks) : Introduction - Importance of Carpet - Types of Carpets - Export & Import Statistics - Marketing of Carpets - Product Catalogue - Production of Carpets - Quality Control - Trade Fair Exhibition - Appendix.

4. Chemical Exports(100 Marks) : Introduction - Importance of Chemicals - Overview - Export Statistics - Types of Chemicals - Product Catalogue - Marketing - Quality Control - Environment Protection - Chemical Fair - Appendix.

5. Dyes Exports(100 Marks) : Introduction - Importance of Dyes - Classification of Dyes - Export Statistics - Marketing - Environment Control - Quality Control - Export Promotion - Appendix I - Appendix II.

6. Electronic Goods(100 Marks) : Introduction - Importance of Electronics - Segments of Electronic Industry - Electronic Policy - Export statistics - Product certification - Marketing - Quality control - Trade fairs - Appendix.

7. Engineering Exports(100 Marks) : Introduction - Export Performance - Markets competition - Role of EXIM Bank - Fairs & Exhibitions - Packaging norms - Export Marketing - EEPC and its role - Leading Market Trends - Statistics - Glossary - Role of Inspection Agencies Exim policy Aspects.

8. Floriculture Exports(100 Marks)

Introduction to Floriculture - Kinds of Floriculture - Product Catalogue - Marketing of Floriculture Products - Export Statistics - Plant Quarantine and other control procedures - EU regulation - Export Promotion Council - Quality Standards - Recent advancements - Appendix
(a) Buyer Seller meets (b) Import policy abstracts.

DETAILED SYLLABUS

9. Gem and Jewellery Exports (100 Marks) : Introduction - Scope of study - Statistics of Gem & Jewellery export - Markets - Global Competition - Export Promotion schemes - product development - Technical aspects of gold jewellery - Role of export Promotion Council.

10. Glass & glassware exports (100 Marks) : Introduction, types of glass & glassware, latest development in glass & glassware, HS code, Export statistics, marketing, quality control, export promotion council, trade fairs.

11. Granite exports (100 Marks) : Introduction, types of stones, major stone application, HS code for granite marble and stone, export statistics, marketing, quality control, AIGSA export promotion council, trade fairs, & Exhibitions.

12. Handicrafts & Gift Item Exports (100 Marks) Introduction - Export Performance - Markets - Brass items - Gift items - Market trends - Statistics - Glossary - Fairs & exhibitions.

13. Handloom Exports (100 Marks) : Introduction - Categorization of Handloom exports - Study of markets - Competition - Sourcing of markets - Distribution - Latent & Incipient markets - Packaging - Role of Export Promotion Council - Export projection till 2006 - Detailed analysis of Handloom exports to important markets - strategy for Boosting exports.

14. Leather Exports (100 Marks) : Introduction - A profile of Industry - Leather manufacture - Grading - Quality control - Animal and Tannery bye-products - Leather products - Technical aspect of footwear manufacture - Garment construction - Machinery - Role of CLE - Credit rate entitlement scheme and drawback.

15. Marine Product Exports (100 Marks) : Indian Marine Products Export Industry - Production - Species - wise Marine fish landings in India - Marine products exported - Processing of Beche-De-Mer - Dried fish processing - Sea food packaging - Sea food Quality management in India - Marketing - MPEDA and its role.

16. Pharmaceutical Exports (100 Marks) : Introduction - Major exports - Export statistics - Classification of drugs - Marketing - Pricing - Role of Export Promotion Council - Drug control - Comparison of Customs and Drugs Central Vole in Export and impact - Appendix.

17. Plantation Crops Exports (100 Marks) : Introduction - Plantation crops - Tea - Coffee - Rubber - Coconut - Appendix.

18. Plastic Exports (100 Marks) : Introduction - Importance of plastics - Export statistics - Product catalogue - Marketing - Quality control - CIPET - Environment control - Export Promotion Council - Trade fairs and exhibitions - Appendix.

19. Power loom & Mill made (100 Marks) : Introduction - Importance of Powerloom & Mill made textiles - Textile policy - Types of textiles - Export statistics - Marketing - Product catalogue - Export Promotion Council - Process - Quality assurance - Trade fairs - Appendix.

20. Shellac Exports (100 Marks) : Introduction - Importance of Shellac - Evolution of Shellac - Types of shellac - Export statistics - Marketing - Product catalogue - Export Promotion Council - Process - Quality assurance - Trade fairs - Appendix.

21. Silk Exports (100 Marks) : Introduction - Importance of silk - Silk in World markets - Textile policy - Marketing - Export statistics - Quotas - Quality control - Trade fairs - Appendix.

22. Software Exports (100 Marks) : Introduction - Software export market - Destinations - Competition - Types of software - Emerging areas like IT enabled services - IT act - Schemes of Govt. of India for software export - EPZ, EOU, STP etc. - Policy of Govt. of India for software - Incentives - Funding - Infrastructure facilities - Quality assurance - SOFTEX form - Market share - Tips for exporters.

23. Spices Exports (100 Marks) : Introduction - Types of spices - Export statistics - Prices - Marketing - American specifications - European specifications - Quality control - Spices products - Appendix (spices), Areca nut, Cashew, Coir, Cocoa.

24. Synthetic and Rayon Textile Exports(100 Marks) : Introduction - Importance of Synthetic Textiles - Types of synthetic textiles - Export statistics - Marketing - Product catalogue - Export Promotion Council - Quality control - Environment protection - Trade fairs & exhibitions - Appendix

25. Wool Exports(100 Marks) : Introduction - Importance of Wool - Types of wool - Types of woollen products - Export statistics - marketing - Quota - Product catalogue - processing of wool - Spinning of wool - Export Promotion Council - Quality control - Trade fairs & exhibition - Appendix.

RULES AND REGULATIONS

1. The Director of the Institute reserves the right to accept or reject an application without assigning any reason whatsoever.
2. Requisite fees shall have to be paid along with the filled application form for consideration of application.
3. No refund or adjustment of fees paid shall be made under any circumstances. However, in the eventuality of an application being rejected the fees paid shall be refunded.
4. All study materials will be sent to the students within 3 1/2 months after enrolment and question papers for final examination will be sent within 15 days after completion of the course, The answer sheets shall be sent to the Institute within 14 days after receipt of the question papers. Any student who does not receive the above in time should immediately inform the Institute.
5. The Institute shall not be held responsible in any way for any consequences whatsoever which may arise if a student does not receive any correspondence, study material, question papers, examination intimation, result etc., which are mailed to him. The Institute, however, accepts the responsibility of mailing a duplicate set of material to the student once he / she informs the Institute regarding non-receipt of the books

ABOUT IEM

Indian Institute of Export Management (IEM) was set up in 1994, with its corporate office at Bangalore. The institute has been established with a mission to impart training to entrepreneurs wishing to start export ventures and executives intending to make a career in export management.

Head quartered at Bangalore, IEM acts primarily as a promotional and operational institution to help students, new entrants in exports, existing businessmen and managers in export organisations. In the 22 years since inception, more than 40,000 students have enrolled for various Export Management courses at IEM.

The course material is designed to widen the knowledge base of young managers and to equip them with necessary skills to meet the challenges of globally competitive environment. It is meant for professionals and students working in the field of management who have no formal education in the field of business.

STUDENTS' OPINIONS

"The course material is simple, easy to understand and briefly explained. The basic concepts are clear after going through the study material provided by your institution." ~ **Mr. ARVIND KUMAR MANOCHA, New Delhi.**

"The Export Management course conducted by IEM is very useful in my banking practice" ~ **Mr. M.G. AJITH Federal Bank, Hassan**

"I have found the course to be very informative. It has been of immense help in my profession and I recommend this course to all Chartered Accountants, Advocates & Tax Consultants." ~ **Mr. B. RAVINDRAN Advocate & Tax Consultant , Bangalore**

"I wish to place on record that the Export Management course has been very informative and the syllabus is comprehensive and up to date. I wish all future students of IEM success & prosperity through exports." ~ **Mr. M.V. GEORGE, Nippo-Denro Ispat Ltd., Nagpur**

"The course is very good & gives ample information & insight of exports within a very short span." ~ **Mr. PREM PRAKASH SHUKLA, Thane**

"The course covers all the the topics of Export Management in a short duration of 4 months with very nominal fees. It is useful to those who want to make their career in exports." ~ **Mr. T. KATHIVEL MURUGAN, T.R Pattinum, Karaikal**

"A sincere thanks to you & your organization. I am gratified by the quick and timely response to my queries." ~ **Mr. HIMANISH DAS, Pune**

CORPORATE OFFICE

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APPLICATION FOR ADMISSION TO DIPLOMA IN EXPORT MANAGEMENT

(OFFLINE APPLICATION ONLY)

Send a Print-out / Photocopy of this Application Form to our Office Address

1.	Title	Mr. / Mrs. / Ms	
2.	Name	:	
3.	Address for Communication (with PIN CODE)	:	
4.	Phone (Office)	:	5. Phone (Mobile):
6.	E-mail id	:	
7.	Date of Birth	:	
8.	Educational Qualification	:	Percentage of Marks :
9.	University/Institute/College	:	
10.	Course Type (Tick ONE)	Distance Education Mode / Online Mode	
11.	Elective Subjects Chosen :		
12.	Type of payment (Tick ONE)	Lumpsum / Installment	
13.	Payment Details	Rs	
	a) Cash		
	b) Demand Draft	DD No.:	Amount : Rs.
		Issuing Bank :	DD Date :

Demand Draft Should be in favour of **"Indian Institute of Export Management "**
payable at **Bangalore** and must be accompanied by the application form.

FOR ONLINE APPLICATION, Contact our email : info@iiem.com

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