

Subject Name - EXPORT-IMPORT MANAGEMET

This is a real life based course dealing with the practical and procedural aspects of Export and Import Business

Prof Justin Paul

See the website
www.drjustinpaul.com

Outline

It has come to be the day of the exporter whether you are in Germany, France, India, Japan, UK, China, USA or the middle east. The competitive edge of survival and success in business revolves around export and import business. In order to tap this hidden potential and to facilitate a smooth process, it is imperative that, every aspirant -equips himself or herself in alignment with the procedures, new regulations, stipulations, provisions and opportunities.

A field trip to the Port (to study about Containers, Ships and process at the port) with the help of Port authorities would be part of this course

Course Objectives

The course is specifically designed to cover export import management in the 21st century with focus on procedures pertaining to EXIM Business Management and with particular orientation to all practical functions. The course lays stress on skill development in strategic management of exim business and thereby enables one to evolve an export import plan as a road map to meet the goals. The objective is to help the participants to gain knowledge, which will be useful for them in future while serving as entrepreneurs, managers in MNCs, consultants and executives in the trade finance departments of the banks.

Textbook and Reference

Export-Import Management by Justin Paul and Rajiv Aserkar published by OXFORD UNIVERSITY PRESS, ISBN 0-19-569458-9, Price-USD28.
Available online for sales on the following sites.

<http://drjustinpaul.com/BuyBooks.asp>

<http://www.amazon.co.jp/Export-Management-Oxford-Higher-Education/dp/0195694589> (JPY 3185)

<http://www.amazon.com/Export-Management-Oxford-Higher-Education/dp/0195694589>

<http://search.barnesandnoble.com/Export-Import-Management/Justin-Paul/e/9780195694581>

Course Schedule

1st week

Lesson 1 - Export-Import: Documentation and Steps

Refer

Chapter 2, EXIM Mgmt by Paul & Aserkar: Case - Kelkar & Alpha Tyres, Page 28, in the Text Book

Lesson 2- Methods and Instruments of Payment and Pricing IncoTerms

Refer - Chapter 3, EXIM Management by Paul & Aserkar

Exercise - Pricing (EXIM Incoterms, Page 39)

Exercise -

See the weblink

<http://www.austrade.gov.au/Case-studies-from-Women-in-Export/>

Read the Case Studies from Women in Export (First 5 cases). You have to discuss the learnings in the Classroom

2nd week

Session 3- Export-Import Strategies and Practice

Chapter 4 EXIM Mgmt

Cases - 1.EXIM Practices & Strategies of Australian Bio-Tech companies, Page 45

2. Golden Industries, Page 51

Session 4- Methods of Financing Exporters

Refer- Chapter 6, EXIM Mgmt by Paul & Aserkar

Case - Exercises 1 & 2 from Page 76

3rd week

Session 5- Business Risk Management and Coverage

Refer - Chapter 7, EXIM Mgmt by Paul & Aserkar

Exercise from the Text Book

Case – Mission Rubber Technologies, Thunderbird

Session 6- Customs Clearance of Import and Export

Refer - Chapter 8, EXIM Mgmt by Paul & Aserkar

Case Security versus Supply Chain

4th week (with a Trip to Nagoya Port to study more about Containers, Ships etc)

Session 7- Logistics and Modes of Transportation

Refer- Chapter 9, EXIM Mgmt

Session 8- Characteristics of Shipping Industry

Refer - Chapter 10, Text Book

Case - Rate Tricks, Page 168, Text Book

5th week

Session 9- World Shipping

Refer Chapter 11, Text Book

Case - Shipping Conference versus Shippers Council, Page 195

Session 10- Containerization and Leasing Practices

Refer Chapter 12 Text Book

Case- from Page 225, Containerization

6th week

Session 11- Information Technology and Export-Import Business

Refer - Chapter 14

Session 12- Export Procedures & Review Questions

Refer - Page 227 to 232, Review Questions Page no.378 to 385 (No. 19 to 77)

7th week

Session 13- Doing Business with Australia and New Zealand
& Doing Business with China and Japan

Refer - Chapter 18 & 19

Session 14 - Exam

Grading Criteria

Final Exam- 45%

Class Participation and Attitude- 15%

Case Presentation-10%