

**SYDENHAM COLLEGE OF COMMERCE AND
ECONOMICS, MUMBAI**

FOREIGN TRADE ASSOCIATION



Sydenham College is one of the leading colleges in Mumbai to offer vocational training in Foreign Trade for their in house students.

Objectives :

The prime objective of the course is to familiarize students with the framework of Export-Import procedures and policies in India. The other objectives are to make students familiar with :

- Procedural formalities involved in foreign trade.
- Organizational set up for export trade in India.
- Financial set up for export trade.
- Shipping and custom formalities.
- Documentation and registration formalities.
- Creating a strong export base for India, so as to solve balance of payments crisis faced by the country.

Admissions :

- Issue of Forms: First Week of July.
- Commencement of the Course: Third Week of July.

Eligibility :

Students who are enrolled in the college in B.Com./ B.BI./ B.M.S. are eligible

FIRST YEAR FOREIGN TRADE

PAPER – I

A] International Business

- **A] International Business :**
An overview Introduction, Definition of International business, Scope of International business activities, Globalization Trends, Global Investment Flows, New Drivers of FDI in changing global setting, changing global environment.
- **International Business Theories**
Introduction, International Trade Theory, The basis for trade, Sources of comparative Advantage, Mercantilism Absolute Advantage, Product Life Cycle Theory, New Trade theory, National Competitive Advantage, Implications for Business.
- **iii. Preliminaries for Starting Export Business**
Overseas Market Research, identifying Foreign Markets, Factors for selecting foreign market, New product development process. Channels of distribution in export markets, Product Promotion in export markets.
- **Business Ethics**
Introduction, Ethical dimension at work, Philosophical Basis for ethical reasoning, Ethical aspects of free market system, Ethics in an International setting of business.

PAPER – II

A] International Marketing

- **International Marketing**
Meaning, Trade barriers, tariffs and non-tariffs – WTO and its implications or international Marketing with reference to agreements TRIPS, TRIMS, GATT, Major Regional Economics grouping – EU,NAFTA, ASEAN, SAARC.
- **Export Marketing Organizations in India**
Export Marketing organizations, Export promotion councils – Commodity boards MPEDA, APEDA, FIFO, IIFT, National Council for trade information, Directorate

General of foreign trade, Chamber of Commerce, Contribution of SEZ in India's exports.

- Foreign Trade Policy
Main objectives, Special Focus initiatives, Eligibility criteria for export houses, Negative list of Exports.
- Export Pricing
Factors determining export price, Basic data required for export pricing decisions, Marginal Cost Pricing, Export Pricing Strategies, Export Pricing Quotations, Break Even Point.

SECOND YEAR FOREIGN TRADE

PAPER – III

Export Finance & Export Regulations

- Export Finance
Meaning and types of export finance, Features of Pre-shipment Finance and post shipment finance, Role of Commercial banks, EXIM bank, SIDBI and ECGC in Export Finance, Methods of payment used in international trade, letter of credit, procedure of opening LIC, Important types of Letter of Credit.
- Export Procedure
Stages in export procedure, Excise Clearance procedure, Role of Custom House Agents (CHA), Shipping and Custom Formalities, Marine Insurance, Negotiation of export documents, ISO certification, Procedure for obtaining ISO certification.
- Export Assistance and Incentives
Main export incentives extended to Indian exporters by the Indian government, Duty drawback, EPCG scheme MDA, MAI-DEPB Scheme, Deemed exports – ASIDE, other incentives available to Indian exporters.
- Foreign Exchange Regulations
Foreign Exchange Regulations and Liberalization FEMA relating to Export & Import, foreign exchange dealers Association.

PAPER – IV

Import Procedure and Documentation.

- Import Policy
Government objectives under the Import Policy. Structure of import policy. Import Tariff Structure, Import against different schemes. Duty payment of Custom Duty by cash utilization's of DEPB. Import of technology, Import through courier services.
- Role of Customs
General customs rules & regulations relating to Imports and Exports.

- Central Excise
Main provision related to Exports & Imports. Packing of goods for exports. Factory stuffing/ Warehouse stuffing of Cargo for exports, supervision and sealing of containers.
- World Trade Organization
Introduction, Trade and Financial Scenario, Changes at Macro and Micro level. The New Global Trade framework, The future of World Trade Organization.

THIRD YEAR FOREIGN TRADE

PAPER – V

Internationalization and Global Organizational Structure

- International Production
Introduction; An Interdisciplinary Approach; The External Environment; Global Trends in International Production; Industrial and Functional Patterns; Industrial Location and the Role of Clusters.
- Internationalization of Service Firms
Theoretical and Conceptual Discussion of Internationalization in Manufacturing and Service Firms; A Modified View on Service and Manufacturing Firms; Internationalization of Service Firms; Internationalization Strategies in Service Firms; Strategic Thinking in Service Firms.
- Operation Management in International Companies
Introduction; International Procurement; Gradual Loss of Design and Manufacturing Abilities; The Interaction Model; Relationships and Competitive Strength; Marketing Strategies; Purchasing Strategies; Changing Role of Purchasing.
- Enhancing Global Competitiveness
Introduction; Competitiveness and Changing Corporate Structure; Boosting Export Competitiveness; TNC Strategic Role in World Trade; Policy Implications.
- Technology and The Global Competition
Enhancing Technological Capabilities; Technological Learning and Development; The Role of TNCs in Technology Generation and Transfer.
- Designing Global Organizational Structure and Control
Global Organization: Myth or Reality; Cause of Market and Industry Globalization; Essentials of Organizational Structure; Types of Global Organizational Structure; The Development of the Transnational Organizational Structure.

PAPER – VI

International Strategic Management and Finance

- **Multicultural Management :**
What is a Culture? Culture and Communication; Methodology for Cultural Assessment; Approaches for Assessing Cultural Differences; Approaches for Assessing Cultural Change; Cultural Assessment : Some Key Aspects; Understanding Culture Change; Acceptance and Resistance to Change; Social Dynamics of Culture Change.
- **Licensing :**
Introduction; Licensing: Is it the Best? What's in it for the License? Some Pitfalls to Avoid: Franchising: The Licensing Agreement – The most important companies; Outline of the Licensing Agreement.
- **Strategic Issues in International Management :**
Introduction; International Strategic Management: Analytical Framework; The Strategic Management Process; Multinational Firms and the Environment; Strategic Planning; The Basic Stages of Strategic Planning; Types of Strategies Used in Strategic Planning.
- **Financial Integration :**
Financial System Spillovers; Foreign Direct Investment; Portfolio Flows; The Prospectus for Private Capital Flows; The Effects of Integration on Domestic Financial Systems; The Costs of Banking Crises; The Role of Banks in the Macro Economy; Bank Lending and Financial Sector; Financial Integration: Guiding Principles for Financial Sector Reform; Crisis Preparedness and Management.
- **World Financial Markets :**
Introduction; Changing International Financial Environment; Recent Trends in the International Financial Market; Equity Markets; Corporate Bond Market; Derivates Markets; Emerging Derivatives Market Structure in India.
- **Taxation in an International Economy**
The Benefits and Costs of Openness; Efficiency; Incidence; The Problem and Promise of Tax Harmonization; Development at Policy Level; The Role and Characteristics of Taxation Treaties; Methods of Relief from International Taxation; Transfer Pricing and Taxation Treaties; Effects of Tax Treaties.

FOREIGN TRADE INDUSTRIAL VISITS:

Industrial visit has its own importance in a career of a student who is pursuing a professional degree. It is considered as a part of college curriculum. Objectives of industrial visit is to provide students an insight regarding internal working of companies. We know, theoretical knowledge is not enough for making a good professional career. With an aim to go beyond academics, industrial visit provides student a practical perspective on the world of work. It provides students with an opportunity to learn practically through interaction, working methods and employment practices. It gives them exposure to current work practices as opposed to possibly theoretical knowledge being taught at college. Industrial visits provide an excellent opportunity to interact with industries and know more about industrial environment. Industrial visits are arranged by colleges to students with an objective of providing students functional opportunity in different sectors like IT, Manufacturing and services, finance and marketing. Industrial visit helps to combine theoretical knowledge with industrial knowledge. Industrial realities are opened to the students through industrial visits.

Industrial visit is considered as one of the tactical methods of teaching. The main reason behind this- it lets student to know things practically through interaction, working methods and employment practices. Moreover, it gives exposure from academic point of view. Main aim industrial visit is to provide an exposure to students about practical working environment. They also provide students a good opportunity to gain full awareness about industrial practices. Through industrial visit students get awareness about new technologies. Technology development is a main factor, about which a students should have a good knowledge. Visiting different companies actually help students to build a good relationship with those companies. We know building relationship with companies always will always help to gain a good job in future. After visiting an industry students can gain a combined knowledge about both theory and practical. Students will be more concerned about earning a job after having an industrial visit.

IMPORTANCE OF INDUSTRIAL VISITS:

The focus of is just on theoretical knowledge not on practical knowledge and research. We cannot say that they don't have interest on practicing the theory but they don't have time to apply the bookish knowledge on real world.

The solution is Industrial Visit. While doing any experiments or projects, it is more important to have practical knowledge. It is gained by observing the practical scenarios that were happening in daily life. In this field, it is possible only through visiting the industries.

Some students always have a doubt that what they will do after completion of their course and what type of work they are going to do when entering into an industry. By visiting industries, they will get all answers for their questions. They can communicate with different people who are already in the student's interesting field. The students can ask different

questions to the professionals working with the industries and try to make a clear path to their career.

FOREIGN TRADE INDUSTRIAL VISIT 2016:



The students of Foreign Trade Association visited **Rivipac Polymers Pvt Ltd** on 20th February, 2016. It is a pvt ltd company which is involved in the manufacturing of rubber.

Here, the students were able to get an insight on how the industry carries out their production and manufacturing processes. They were able to gain practical knowledge and were made familiar with the overall management.

FOREIGN TRADE INDUSTRIAL VISIT 2015:



In April 2015, students of FTA visited Usha Martin Cables as a part of their Industrial visit program.

Usha Martin is one of the largest manufacturers of wire ropes in the world and leading specialty steel manufacturer in India. With a history of more than 50 years, the company has a global base of wire rope manufacturing with facilities located in India, UK, Dubai, and Bangkok. For specific products, Usha Martin has collaborated with globally reputed companies like Gustav Wolf of Germany, Joh Pengg of Austria and TESAC wire rope of Japan.

PLACEMENT OF STUDENTS:

A number of our students are placed in MNCs for their calibre and extra ordinary knowledge. Many students are placed in MNCs like Wipro, Capital First, RBS, etc.