



**8 Weeks ONLINE**  
**CERTIFICATE COURSE IN INTERNATIONAL BUSINESS**  
**(Saturdays & Sundays Only)**  
**(April-May 2022)**



**THE PLASTICS EXPORT  
PROMOTION COUNCIL**

Sponsored by the Ministry of Commerce & Industry, Govt of India

**Why should you attend?**

Export diversification is the need of the hour, both start-up companies as well as established firms are looking forward to the managers having an in-depth understanding of doing business across various global markets and thus enabling companies to develop a customized business plan and market entry strategies and thus prove to be an asset for firm's expansion plans. Exporting can reduce your business risks by developing alternative markets, should a slow down or disruption occur in your domestic market. Manage seasonal slowdowns. Exporting allows you to sell to other markets that are complementary to your domestic customers' seasons.

Being an export-oriented body managed professionally the curriculum and teaching method will be at par with international standards and need. In the present scenario, there are better business opportunities and good job offers for trained & skilled people in the field of International Business.

**The Plastics Export Promotion Council (PLEXCONCIL)** the apex body of the Govt of India, sponsored by the Ministry of Commerce & Industry in its pursuit to support and help the industry to expand and to launch into the lucrative international business has designed the Certificate Course in International Business to professionalize the export business and to open better employment opportunities for enthusiastic youth. The objective of this course equips the participants to face the challenges of the international market while acquiring the practical knowledge of being an Export-Import Business.

### **Accreditation & Certification**

PLEXCONCIL which is the premier body in promoting Plastics exports from India is a **“Training Partner”** with the The Rubber, Chemical & Petrochemicals Skill Development Council (RSCPSDC) which is the Sector Skill Council under the NSDC (National Skill Development Corporation). The Council is in the process of getting accredited with reputed Management Institutions from India including the Export Boards of various State Governments in India for their Training & Skill Development Courses.

### **Course Details (Duration & Eligibility)**

The duration of the course would be 8 (Weekends Only) with 6 hours per week (Saturday 4pm-7pm & Sundays 10am-1pm)

**Eligibility** would be minimum graduation in any stream or at least 1 year of work experience. The participant should have a dedicated wifi connection for online classes.

### **Course Fee:**

- The course fee would be Rs. 15,000/- (Incl of GST) per participant
- If there are 2 or more from the same company then the course fee would be Rs. 12,000/- (Incl of GST) per participant
- Council Members Special concession – Rs. 10,000/- (Incl of GST)

### **Course Highlights**

- All class sessions are live and facilitate two-way interaction between participants and the Faculty.
- Experienced Faculty from the Industry & Educational Institutions.
- The synergy between peers and faculty members through discussion forums online.
- Attending the session from anywhere using desktop/laptop/tablet/Mobile

### **How to Apply:**

- Visit [www.plexconcil.org](http://www.plexconcil.org) and follow the link to apply online or Fill in the attached application form and send it to [skills@plexconcil.org](mailto:skills@plexconcil.org) before **March 20<sup>th</sup>, 2022**
- Please follow the link on the website to pay online on [www.plexconcil.org](http://www.plexconcil.org)
- You may also approach the Regional Offices for the application form & other details

## Contact Us

<p><b>Head Office (Mumbai)</b> <b>Ms. Alka Lopes</b> Assistant Manager Dynasty Business Park, Ground Floor B-Wing, Office No. 2, Chakala, Andheri East Mumbai, Maharashtra 400 059, INDIA +91-22-4017 0000 +91-9819852840 +91-9967580549 alka@plexconcil.org</p>	<p><b>Regional Office – North (Delhi)</b> <b>Mr. Ashutosh Kumar</b> Regional Director 319, Third Floor, Block E International Trade Tower 99, Nehru Place New Delhi 110 019, INDIA +91-11-2647 8817 / 2647 8819 +91 92054 45771 <a href="mailto:ashutosh.kumar@plexconcil.org">ashutosh.kumar@plexconcil.org</a></p>
<p><b>Regional Office – South (Chennai)</b> <b>Mr. R. Dayanidhi</b> Assistant Director 5 Vivekanand Road Off Spur Tank Road Chetpet Chennai i Chennai, Tamil Nadu 600 006, INDIA +91-44-2829 2620 / 2829 2625 +91 98400 53930 dayanidhi@plexconcil.org</p>	<p><b>Regional Office – East (Kolkata)</b> <b>Mr. Nilotpal Biswas</b> Regional Director Vanijya Bhavan, ITFC 1/1 Wood Street, Kolkata West Bengal 700 016, INDIA +91-33-2283 4497 / 2283 4498 +91 93310 78058 <a href="mailto:nilotpal@plexconcil.org">nilotpal@plexconcil.org</a></p>
<p><b>Regional Office – West (Ahmedabad)</b> <b>Mr. Naman Marjadi</b> Assistant Director A-1001, Titanium Heights, Corporate Road Prahladnagar, Makarba, Ahmedabad Gujarat 380 015, INDIA +91-79-4801 0103 +91 94291 15629 naman@plexconcil.org</p>	

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## **8 Weeks (Sat & Sun Only) ONLINE CERTIFICATE COURSE IN INTERNATIONAL BUSINESS (April-May 2022)**

### **COURSE STRUCTURE**

MODULE 1 | 6 Hours

INTERNATIONAL MARKETING

#### **Topics**

- Basic Principles of International Marketing

Fundamentals of International Marketing. Market segmentation, Targeting positioning, Brand Image. Identifying foreign markets. Sources of Information and importance of data. Overseas marketing research. Promotion of products in global markets. Product planning and Channels of distribution. Finding Potential Buyers in International Trade, E-Commerce in Exports

- Global Environment For Exports

Factors affecting World Trade Organization (WTO), UNCTAD and ICC Regional Economic Groupings- EU, LAFTA, NAFTA, SAFTA, SAARC. ASEAN, etc.

MODULE 2 | 6 Hours

EXPORT FINANCE, BANKING & EXCHANGE REGULATIONS

#### **Topics**

- Global Economic Scenario, Forex Regulations, BOP – Current/Capital, Forex Reserves, Negative Interest Rates, and Q.E
- Risks in International Trade – Transaction, Translation, and Economic/Operating Risk
- International Settlement Mechanism – Nostro, Vostro & Loro, EEFC Accounts, FEMA Act 1999
- Understanding Forex Market Dynamics, Features, Participants, Motives and Role of RBI
- Factors impacting Forex Market – Inflation, Interest Rates, Credit & Settlement/Counterparty Risk
- Need & importance of Hedging Foreign Exchange Risk
- Products used like Internal Techniques - Invoice in Home Currency, Leading & Lagging, Netting or Natural Hedge/Matching, EEFC
- Product used as External Techniques - Forward Contracts, Futures Contracts, Options and Forex/Currency Swaps
- Use of "Fex Clear" by CCIL for hedging

- Pre-Shipment & Post Shipment Finance in INR & PCFC with hedging facility Factoring & Forfeiting

### MODULE 3 | 6 HOURS

#### EXPORT PROCEDURE & DOCUMENTATION

##### Topics

- Overview of Export Documentation
- GST & Export Documentation
- Invoice / Packing List
- BL/AWB
- Other Ancillary Documents

### MODULE 4 | 6 HOURS

#### IMPORT MANAGEMENT

##### Topics

- Background – International Trade and Customs
- Incoterms 2020
- Documentation process of Import
- Rules of Interpretation for Classification and Types of Import Customs Duties
- Process of Import Customs Clearance

### MODULE 5 | 6 HOURS

#### FOREIGN TRADE POLICY

##### Topics

- Preamble Legal Framework. Various definitions.
- Govt. objective under Foreign Trade Policy. Structure of Import Policy. ITC (HS) classification of Imports.
- General policy provisions regarding Imports and exports. Promotional Measures.
- Duty exemption/Remission Scheme. EPCG scheme. SEZ, 100% EOU's, EHTP, STP, SEZ, FTZ etc. and other incentive schemes, Deemed Exports.
- Current Foreign Trade Policy.

### MODULE 6 | 6 HOURS

#### FOREIGN TRADE LOGISTICS

##### Topics

- Nature, Role & Scope of Logistics & Supply Chain Management
- Export Logistics Planning.
- Pre-Shipment, Shipment & Post Shipment stage.
- Dock Stuffing, Factory Stuffing & ICD.
- Cost & Time Benefit Analysis
- Global Commercial Geography; Means & modes of transport
- Significance of Transport, Sea Routes.
- Types of Vessels, Types of Containers
- Advantages of Containerization.
- Multimodal Transport.
- Warehousing-Types, Benefits,
- Value added Warehousing.

- Concepts of 3P/L & 4 P/L
- Risk Management & Marine Insurance.
- Overcoming Present Challenges in Shipping & Logistics

#### MODULE 7 | 6 HOURS

##### PACKAGING & LABELLING

###### Topics

- Define packaging by recalling its functions, levels, and types
- Describe the global packaging market
- Identify the major stakeholders who influence the packaging development process
- Understand the key phases of the packaging development process
- Recognize the standard manufacturing process for each fundamental packaging material
- Identify the fundamental packaging materials and types

#### MODULE 8 | 6 HOURS

##### APPLICATION FOR GST RULES IN INTERNATIONAL BUSINESS

###### Topics

- Export of Goods under Indirect Taxation
- Import of Goods under Indirect Taxation
- Export of Services under Indirect Taxation
- Import of Services under Indirect Taxation
- Merchant Exports under Indirect Taxation
- Deemed Exports under Indirect Taxation
- Refunds under Indirect Taxation