

GLOBAL MARKETING & EXPORT MANAGEMENT

Pa er II

Course Level: Basic

Credit Hours: 20

Time duration: 3 hrs

Marks: 100

Syllabus 48 th CTP
<p>Module 1: Export procedures and compliance issues</p> <p>1.1 Export documentation</p> <p>1.2 Selection of Harmonized System number and tariff consideration</p> <p>1.3 Incoterms / international terms of transaction</p> <p>1.4 Negotiating a contract and meeting its terms</p> <p>1.5 Forms of payments</p>
<p>Module 2: Export promotion and logistics</p> <p>2.1 Trade Financing/Export Finance Schemes</p> <p>2.2 Packing and Packaging for Shipment</p> <p>2.3 Transport and Freight activities</p> <p>2.4 Insurance including cargo insurance</p> <p>2.5 Containerization/Palettization of export cargo; Role of clearing and forwarding agents;</p>
<p>Module 3: Export Facilitation</p> <p>3.1 Trade Facilitation Institutions (TDAP, PSEB, DEPO)</p> <p>3.2 Role of Commerce and Trade Officers in export facilitation</p> <p>3.3 Resolving Commercial Trade Disputes</p> <p>3.4 Cluster Development Concept</p> <p>3.5 Quality certification/ Compliance Certifications</p>
<p>Module 4: Export Management</p> <ul style="list-style-type: none"> ● <i>Dethine, B., Enjolras, M., & Monticolo, D. (2020). Digitalization and SMEs' export management: Impacts on resources and capabilities. Technology Innovation Management Review, 10(4).</i> ● <i>Castillo, A. E., Pacheco, G. V., Manotas, E. N., & Guzmán, J. E. (2022). Interaction between dimensions of innovation on micro, small, and medium-sized export enterprises. Procedia Computer Science, 198, 584-589.</i> ● <i>Neethirajan, S. (2023). Artificial intelligence and sensor technologies in dairy livestock export: charting a digital transformation. Sensors, 23(16), 7045.</i> ● <i>Sheikh, M. A., Faraz, M., Shamsi, A. F., & Abbas, Q. (2023). Manual Timekeeping and Compliance in Pakistan's Textile Export Industry: A Possible Threat Needs to Be Addressed. KASBIT Business Journal, 16(3), 1-26.</i> ● <i>Khan, H., & Jehan, Y. (2023). THE EFFECT OF ECOLABELLING ON THE EXPORT PERFORMANCE OF TEXTILE FIRMS IN PAKISTAN. Global & Local Economic Review, 27(1), 69.</i>

