



DBI/PGD/ITM/2022/04

December 30, 2023

Subject: Postgraduate Diploma (PGD) in ‘International Trade (Export & Import) Management’, jointly with American International University-Bangladesh (AIUB).

DCCI Business Institute (DBI) is offering a 6 month long In-person **Postgraduate Diploma (PGD)** in “**International Trade (Export & Import) Management**”, jointly with **American International University-Bangladesh (AIUB)**, scheduled to be held during **January-June 2024**. Total twelve (12) daylong classes will be held on **alternative Friday from 10:00 am - 5.00 pm** in 6 months at DBI, Dhaka Chamber Building (11th floor), 65-66 Motijheel C/A, Dhaka-1000. The course has been offered for the 14th times after commendable success in the last 13th batches.

Objectives: International trade is one of the popular ways of self-employment/ entrepreneurship. It is the most dynamic business activities in modern business ecosystem. International trade is divided into two major activities. They are import & export. Major issues in the import and export business are LC opening, bill of entry, bill of leading, insurance, freight forwarding, clearing, transportation, logistics and related domestic & international processing & procedures. Objective of this course is to improve and up-grade the skills of the entrepreneurs/professionals dealing with importing and exporting functions in respective organizations.

Who Can Attend: Entrepreneurs, Exporters, Importers, Suppliers, Manufacturers, Senior/Mid Level Business Executives/Managers of Import, Export and Industrial firms, Managers, In-charges, Executives operating Imports & Exports business/Manufacturing business as well as the new Entrants in such business and other interested graduate persons could participate in this course.

Facilitator: Renowned, highly qualified, reputed and experienced Resource Person, having ample theoretical and practical knowledge from home and abroad about related areas, has been invited to conduct respective sessions.

Fee: Tk. 42,000/- payable in favour of ‘**Dhaka Chamber of Commerce & Industry**’ by Cash/ Pay Order/ Cheque/ EFT. It could also be paid through bKash merchant number **01766018659** (Payment) with bKash charge. Fee includes cost of tuition, course materials, exams, certificate, refreshments & lunch and excludes VAT & Tax.

Discount: 10% for DCCI members, DBI & AIUB Alumni, women participants, participants from Defense Forces, Student and 3 (three) or more participants from one organization (one option applicable). **Corporate Discount 15%** for nomination of 10 or more participants form one organization.

Admission Procedure: The intending candidates may collect Registration Form from DBI Office for submitting to DBI after filling up duly or log on to <https://forms.office.com/r/LSSbBgdAL6> for admission. Admission would be confirmed to candidates on payment of course fee.

Admission Deadline: 10th January 2024. Seats are limited. First Come First Served.

Certification: On successful completion of the PGD, a certificate will be awarded to the participants, signed by the **President, DCCI** and the **Vice Chancellor, AIUB**.

Contact: For further information, please contact, Cell & Whatsapp # 01913745062/ 01718972656 & Tel: 47122986 Ext. 124/281/137; E-mail: dbi@dhakachamber.com.



The first ISO certified Chamber in Bangladesh

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**In-person Postgraduate Diploma (PGD) in
‘International Trade (Export & Import) Management’
Jointly Organized by DBI & AIUB
Session: January -June 2024
Batch: 14th Batch**

Modules Title and Course Contents

The contents of the course cover the entire Export and Import Business procedures step by step. Certainly, the course will bring forth transformation and positive growth among the participants. Modules title and course contents are given below:

Module -1:	Introduction to International Business
	Contents: What is international business? Who is interested in International Business? What forms Do International Trade takes place? Benefits of International trade, Liberalization, Privatization and Globalization, Business Environments and Ease of Doing Business with reference to Bangladesh.
Module -2:	International Trade and Regulatory Bodies
	Contents: What is International Trade Theory? International Trade Bodies: ICC, WTO, WCO, Regional Economic Integration, ASEAN, EU, MERCOSUR, NAFTA, SAFTA, APTA, BIMSTEC etc.
Module -3:	Agreements and Tariffs
	Contents: General Agreements on Tariffs & Trade (GATT), WTO, Different Agreements under WTO like NAMA, Agriculture Agreement, Service Agreement, TRIPS Agreements, and Bangladesh in the WTO.
Module -4:	Business Licenses and Certificates
	Contents: Various Licensing authorities and their functions & procedure for International Trade; Trade License, Indenting, Explosive license, Boiler license, Health certificate, Fumigation certificate, Radiation certificate, Phytosanitary certificate, ERC, IRC, Requirement & Process to get ERC, IRC, Exporting, Bond License.
Module -5:	Understanding International Business Environment
	Contents: Geographic, Socio-economic, Political, Cultural, Factors affecting business decision; Ease of doing business, availability of raw materials, manpower, Profitability, risk management facility, Legal/Govt. Policies, Cross-Cultural Issues.
Module -6:	Mode of Entry to International Business
	Contents: Direct Exporting, Indirect Exporting, Joint Venture, Management Contract, Direct Investment, Wholly Owned Subsidiary, Franchising, Turnkey Project, Mergers & Acquisitions.

Module -7:	Strategy and Planning for Export & Import
	Contents: Strategy for Export & Import; Readiness of Export & Import: Statutory, Management, Human Resource, Research, Product, Marketing, Online, Partner, Transaction; Export Cycle and Business Planning, SWOT Analysis; Export & Import Planning: Target market/Customer, product(s) selection, Marketing entry strategy, Marketing strategy, Key resources, Key activities, key partners, Cost, etc.
Module -8:	Market/ Product and Buyer Selection
	Contents: Methods of product searching for import, Methods of market searching for export. Product Selection and Product Knowledge, Market Selection and Research; Buyer's communication & verification, market profile preparation, prohibited and controlled items; How to find genuine buyers, Importance of trade Fairs & exhibition for export promotion, Choose the right country, check the cost, know the market, and choose the right local partner.
Module -9:	Strategy for Sourcing in International Trade
	Contents: Brief understanding about Sourcing/ Procurement, Explaining different stages of Procurement, Best Practice of Strategic Procurement and Supply Strategies covering-Supplier Base, Category Strategies (Supply Positioning Model), Supplier Perception Model, Selection and Awarding Criteria, The Tendering Process, Assessments of Suppliers' Proposal, E-Procurement Scenarios, e-tendering, e-sourcing, e-requisitioning, e-ordering, e-catalogues, e-auctions, Global Sourcing, the use of Incoterms, Payment Mechanism, Dispute Resolution, Risk and Opportunities in international sourcing.
Module -10:	Effective Communication Strategy in International Business
	Contents: Introduction to Business Communication in International Trade: Aspects of Business Communication, The Principles of 7C's of Communication, Importance of communication in international trade, International communication tools, Challenges of Communication in International trade, optimizing international business communication, A model for international communication effectiveness. Developing International Communications Strategy; Cross- Cultural Communication: What is Cross-Cultural Communication? The importance of Cross-Cultural, Communication, Factors affecting Cross-Cultural Communication, Laray Barna's Sources of Miscommunication in Cross Cultural Exchanges, Ways of Effective Cross-Cultural Communication.
Module -11:	Negotiation Skills for International Trade
	Contents: Negotiation and its importance in business, Negotiation in relation to the stages of the export & import process, Negotiation phases, Negotiation tactics, Negotiation team; Win-win integrative approaches to negotiations and win-lose distributive approaches to negotiation; BATNA (Best alternative to a negotiated agreement), WATNA (Worst alternative to a negotiated agreement), and ZOPA (Zone of Potential Agreement); Price negotiation modalities, Cost and Price analysis, Determinants of pricing; Questions during negotiation; body language in negotiation and negotiation mistakes, etc.
Module -12:	International Contract/ Agreements Management
	Contents: Contract Management basics, various types of contract/agreements, what things should be considered for sales contract/agreements/ MoU, Others contract.

Module -13:	Local Rules & Regulations for Export-Import
	Contents: An overview on Import Policy Order and Export Policy of Bangladesh; Import Policy Order, Export Policy, GFET VOL-1, GFET VOL-2, SRO, Customs Tariff, Standing Order, H.S. Code, FERA-1947, CUSTOMS ACT-1969, Imp-Exp. Control Act-1950, Money Laundering Act-2012, Insurance Act, Various Regulatory/Controlling Authority, Bangladesh Bank Foreign Exchange Guideline, Classification of Goods & Service, First Schedule, GIR, Explanatory Note, Advance Ruling Law and procedure.
Module -14:	International Trade Rules
	Contents: UCP600, EUCP2.0, ISBP745, UCP500, URC522, URR725, URDG758, ISP98, URF800, DOCDEX, URBPO750, INCOTERMS 2010, INCOTERMS 2020, Bank Payment Obligations (BPO).
Module -15:	Letter of Credit (L/C) in International Trade
	Contents: Importance of Letter of Credit (L/C) in international trade, Types of LC, Advising & Confirming Export L/C, Back to Back LC, Master LC, Advance TT, Import without LC; CAD; Various Guarantee (APG, BG, PG, SBLC), UPAS, Discounting, LATR, Credit Report, OBU, Bank charge Calculation.
Module -16:	Trade Finance (Import)
	Contents: International Payment methods, SWIFT, Various types of bank & their role in International Trade; Insurance Cover Note/ Insurance Policy, Insurance Charge Calculation, Various Insurance Clause, Risk Coverage & Premium.
Module -17:	Trade Finance (Export)
	Contents: Registration, Export Order Collection, Entitlement, Export L/C, Proceed Realizations, Export Credit Guarantee (EGC); Export Incentives, Duty Drawback, UP & UD. Bill of lading, Bill of entry, Shipping and other transport moods, Deemed Export.
Module -18:	Documentation of Export-Import
	Contents: Introduction to various documents for export-import, Purchase Order (PO), Proforma Invoice (PI), Bill of Exchange, Commercial Invoice, Packing List, Certificate/Country of Origin, Bill of Lading, Airway Bill; Truck Receipt, Railway Cargo Receipt; HAWB, MAWB, IMP, EXP, NOC, IP, Prior Permission, GSP, Documents required for import & export and issuing authority and other procedures.
Module -19:	Managing Logistics and Transportation in International Trade
	Contents: Logistics and its importance in International Trade; Operational and Strategic responsibilities of logistics; Supply Chain Management (SCM) and Logistics; 3 drivers of SCM and Logistics (Inventory, Transportation, and Warehouse); Inbound & Outbound logistics, Alternative logistics, 3PL, and 4PL; Freight forwarding agent, NVOCC, Consolidation, Shipping, CBM calculations. Various types of containers, LCL, FCL, Bulk, Break-Bulk, Chartering, and ODC handling. Project logistics. Transportation and its importance. Modes of transportation. Transport (Vehicle) cost analysis. Logistics optimization, etc.

Module -20:	Port and Shipping Operations and Role of C&F Agent
	Contents: Basic port rules, IGM, Berthing, Airport/air cargo import & airport declaration, Port & shipping charge calculation, Detention, Demurrage, Off-dock, Volumetric weight, Chargeable weight calculation, on chasing delivery; Baggage rules & fixed duty & taxes under baggage rules; Role of clearing and forwarding agent in import and export; Risk area & its management; rights of the exporter/ importer; Important section of customs act. Untrue statement (Mis-declaration); Fine and penalties; Required Documents submit to Clearing & Forwarding (C&F) Agent for Customs Purpose; Customs Tariff Calculation Process; Math of Customs Tariff Calculation.
Module -21:	Customs Procedures for Export & Import
	Contents: Rules, Regulation and Allied acts of customs operation; Role of Customs in Import and Export; Significance of Classification (H.S code); General Rules of Interpretation (GRI); Total customs documentation process entry to delivery, Adjustment, Physical Examination, Assessment; Untrue statement (mis declaration); Adjudication, fine and penalties; Advance Ruling; Alternative Dispute Resolution (ADR); Customs Valuation of goods, Customs Duty & Tax Calculation, Landed cost calculation; Bonded Warehouse System in BD; General Bond & Special Bond; Supervised Bonded Warehouse; Diplomatic Bonded Warehouse; Home Consumption Bond; Deemed Exporter under Bond; Bonded warehouse License Rule.
Module -22:	Costing and Pricing
	Contents: What is costing? Different methods of costing, Fixed cost and variable cost; cost calculation of a certain finished product; Various Export & Import related costs: Market research, Product customization, Business travel, translation/interpretation, local representation, currency exchange rates & fluctuations, communication, marketing and promotion, duties, shipping, 3 rd party logistics and freight forwarders; Product pricing: cost-based pricing, value-based pricing, competitor-based pricing; Determinants of pricing; Documentation in pricing.
Module -23:	Fraud Forgeries related with Forex Transaction and Risk Management
	Contents: Definition of Fraud and Forgery, Overview of Fraud in International business, How to Recognize and Avoid the Most Common Frauds, Pre-Shipment Inspection, Post-Shipment Inspections, Quality Assurance. Customs Fraud, Customs Intelligence. Risk management: Credit Risk, Intellectual Property Risk, Foreign Exchange Risk, Ethics Risks, Shipping Risks, Country and Political Risks, etc.
Module -24:	Overview and Recap of the International Trade Management.

Assessment Criteria

- Two Examinations (Mid-term & Final) will be held;
- 60% class attendance is mandatory for eligibility of Examinations;
- Question type: 40 MCQ for 40 marks and 6 Broad questions could be answered for 60 marks;
- Assessment method: 40% marks from mid-term examination and 60% marks from final examination will count for final assessment;
- Pass Marks 50% and grading will be less than 50 marks = Fail, 50-64 marks =Pass, 65-74 marks = Pass with Merit and 75 and above marks = Pass with Distinction.