

Syllabus For Export Coordinator

Course Name	Export Coordinator
Sector	Apparel, Made Ups & Home Furnishing
Sub-sector	APL/2024/EXCO/426
Course Code	(To be given by WBSCTVESD)
Level	4
Occupation	Export Coordinator
Job Description	Export Coordinator in the apparel sector plays a crucial role in facilitating international trade by managing various stages of the export process. They handle inquiries from potential buyers, prepare export documentation such as commercial invoices, packing lists, bills of lading, and certificates of origin, and ensure compliance with international trade regulations. They calculate costs associated with exporting apparel goods, coordinate logistics for shipments, and work closely with international trade finance institutions to secure payment and manage currency risks. They stay updated on trade regulations and procedures, ensuring smooth and compliant export operations. In real job situations, they prioritize basic safety measures and understand potential hazards in the export domain, contributing to efficient and secure export processes.
Course Duration	Total Duration 450 Hrs. (T-90, P-240, OJT-60 and ES-60)
Trainees' Entry Qualification	Grade 12 – Regular OR Vocational OR 10th grade pass plus 2-year NTC/NAC OR Completed 2nd year of 3-year diploma (after 10th) and pursuing regular diploma OR 10th grade pass and pursuing continuous schooling OR 10th grade pass with 2 years' relevant experience OR Previous relevant Qualification of NSQF Level 3.0 with minimum education as 8th Grade pass with 3-year relevant experience OR Previous relevant qualification of NSQF Level 3.5 with 1.5-year relevant experience
Trainers Qualification	Degree in Import Export Management or equivalent with 1 year experience in the relevant field OR 3 years Diploma in Import Export Management or equivalent from recognized Institute with 2 years of Experience in the field OR NAC/NTC in relevant trade with 3 years' experience in relevant field

Structure of Course:

Module No.	Module name	Outcome	Compulsory/ Elective	Theory (Hrs.)	Practical (Hrs.)	OJT (Hrs.)	Total (Hrs.) [Multiple of 30]
1.	Introduction to International Trade and the Apparel Sector	Interpret the basics of international trade and the role of an Export Coordinator in the apparel sector.	Compulsory	10	20		30
2.	Export Regulations and Procedures	Interpret the various stages involved in the export process, from inquiry to shipment.	Compulsory	30	60		90
3.	The Export Process	Prepare export documentation, including commercial invoices, packing lists, bills of lading and certificates of origin.	Compulsory	20	70		90
4.	Costing and Pricing for Exports	Calculate costs associated with exporting apparel goods.	Compulsory	10	20		30
5.	International Trade Finance	Interpret role of international trade finance in the export process.	Compulsory	10	50		60
6.	Resources for Exporters	Identify and utilize resources to stay updated on international trade regulations and procedures.	Compulsory	10	20		30
7.	OJT	Work in real job situation with special emphasis on basic safety and hazards in this domain (OJT).	Compulsory	-	-	60	60
8.	Employability Skill	As per guided curriculum	Compulsory	60	-	-	60
TOTAL				150	240	60	450

SYLLABUS:**Module No. 1: Introduction to International Trade and the Apparel Sector**

Outcome: Interpret the basics of international trade and the role of an Assistant Export Coordinator in the apparel sector.

Theory Content:

- Basics of International Trade, Definition and scope of international trade, Different types of international trade: merchandise trade (goods) vs. service trade
- The Indian Apparel Industry, Structure of the Indian apparel industry: spinning, weaving, knitting, garment manufacturing, exports
- Documents required for starting exports eg. Importer-Exporter Code (IEC), RCMC etc.
- Role of an Exporter Coordinator in the Apparel Sector, identifying potential buyers and markets, Sourcing materials and manufacturers, preparing export documentation (invoices, packing lists, certificates of origin), Coordinating logistics and shipment
- Role of international trade organizations (WTO, World Bank) in facilitating international trade
- Free Trade Agreements (FTAs): benefits and implications for the Indian apparel sector

Practical Content:

- Interpret International Trade Terminology (e.g., export, import, customs duty, Incoterms, etc.)
- Identify potential export markets for Indian apparel industry.
- Apply for Importer-Exporter Code (IEC) online at DGFT website.
- Apply for RCMC for Apparel Export Council (AEPC) e-RCMC.
- Identify Demand for Indian apparel products in different region.
- List out Import regulations and tariffs in different region.
- Identify Competition from other apparel exporters.
- Explore different career paths in apparel export (e.g., exporter, sourcing agent, freight forwarder, customs broker).

Module No. 2: Export Regulations and Procedures

Outcome: Interpret the various stages involved in the export process, from inquiry to shipment.

Theory Content:

- Types of Exports: Direct Exports, Indirect Exports, Deemed Exports
- Export Policies and Procedures in India, Role of government agencies in regulating exports (Ministry of Commerce, DGFT - Directorate General of Foreign Trade)
- Export policy for the apparel sector: incentives, schemes, export duty structure
- Procedures for obtaining export licenses for specific apparel products
- Essential export documents for apparel exports: Commercial Invoice, Packing List, Bill of Lading, Air Waybill, Certificate of Origin
- Customs Clearance Procedures, Steps involved in customs clearance for export shipments
- Documentation required for customs clearance

Practical Content:

- Identify export incentives and schemes available for apparel exporters.
- Identify Restricted items or limitations on export of certain apparel products.
- Follow Procedures for obtaining export licenses.
- Select Harmonized System (HS) codes used for classifying goods in international trade.
- Identify the appropriate HS code for assigned product using online resources or reference guides.

- Identify export documentation required from given information Buyer and seller information, Product description and quantity, Incoterm used, Port of origin and destination.
- Prepare Commercial Invoice, Packing List, Bill of Lading, Air Waybill, Certificate of Origin etc.
- Identify Steps involved in customs clearance for export shipments.
- Identify Documentation required for customs clearance.

Module No. 3: The Export Process

Outcome: Prepare export documentation, including commercial invoices, packing lists, bills of lading and certificates of origin.

Theory Content:

- Identify and explain the different stages involved in the export process for apparel goods, from initial inquiry to shipment. (e.g., market research, buyer identification, product development, sourcing, pricing, quotation preparation, order confirmation, pre-shipment inspection, customs clearance, shipment).
- Identify and contact potential buyers in the target market.
- Concept of product adaptation for export markets, considering factors like cultural preferences, sizing, and legal requirements.
- Different options for sourcing apparel products for export (e.g., in-house production, subcontracting, buying houses).
- Purpose and importance of pre-shipment inspections in the apparel export process.
- Identify different types of pre-shipment inspections relevant to apparel products (e.g., safety, quality, labeling) and the agencies involved.
- Procedures for conducting pre-shipment inspections and obtaining necessary certificates.
- Interpret different pricing strategies used in the apparel export industry (e.g., cost-plus pricing, competitive pricing, penetration pricing).

Practical Content:

- Utilize online resources and trade databases to research potential buyers for Indian apparel products in specific export markets.
- Analyse factors to consider when selecting target markets for apparel exports (e.g., consumer preferences, import regulations, competition).
- Develop basic buyer profiles outlining key characteristics of potential customers.
- Identify and compare different sourcing options for apparel products based on export requirements (e.g., in-house production, subcontracting).
- Develop a basic product specification sheet outlining key features of an apparel product for export.
- Conduct basic market research to understand consumer preferences and trends in a chosen export market for apparel.
- Identify different types of pre-shipment inspections relevant to the apparel industry (e.g., safety, quality, labeling).
- Perform pre-shipment inspection for ensuring product quality and meeting export requirements.
- Outline the process for selecting a pre-shipment inspection agency.
- Identify and utilize relevant online resources or tools to facilitate customs clearance procedures.

Module No. 4: Costing and Pricing for Exports

Outcome: Calculate costs associated with exporting apparel goods.

Theory Content:

- Identify and categorize all direct and indirect costs associated with exporting apparel goods (e.g., raw materials, labor, production overhead, transportation, insurance, customs duties).
- Explain different costing methods commonly used in the apparel export industry (e.g., absorption costing, activity-based costing).
- Analyse different pricing strategies commonly used in the apparel export industry (e.g., cost-plus pricing, target pricing, penetration pricing, skimming pricing).
- Explain how import duties, quotas, and other trade regulations can impact the cost of exporting apparel goods to specific markets.
- Analyse the potential impact of Free Trade Agreements (FTAs) on costing and pricing strategies for apparel exports.
- Explain the impact of currency exchange rate fluctuations on the profitability of export transactions.
- Managing currency risk associated with international pricing decisions (e.g., forward contracts, currency hedging).

Practical Content:

- Identify and categorize all direct and indirect costs associated with exporting apparel goods (e.g., raw materials, labor, production overhead, transportation, insurance).
- Utilize costing templates or spreadsheets to calculate the Cost of Goods Sold for a specific apparel export scenario.
- Calculate different pricing options based on various strategies (e.g., cost-plus pricing, target pricing) for different export scenario.
- Develop a comprehensive quotation document outlining key details of the export offer (e.g., product description, price, payment terms, delivery timeframe, Incoterms).
- Tailor the quotation to address the specific requirements and inquiries received from a potential buyer.
- Negotiate pricing and terms with a potential buyer based on understanding of costing and market dynamics.
- Identify and navigate relevant online resources and industry publications that provide costing data and market price trends for apparel products.
- Utilize costing tools and software (if applicable) to streamline cost calculations for export transactions.

Module No. 5: International Trade Finance

Outcome: Interpret role of international trade finance in the export process.

Theory Content:

- Explain the different methods of payment used in international trade, analyzing their advantages, disadvantages, and risk factors for both exporters and importers (e.g., cash in advance, documentary collection, letters of credit).
- Explain the concept of Letters of Credit (LCs) as a secure method of payment in international trade.
- Differentiate between different types of Letters of Credit (e.g., sight LC, documentary LC, irrevocable LC, confirmed LC) and their suitability for various trade scenarios.

- Roles and responsibilities of all parties involved in an LC transaction (exporter, importer, issuing bank, confirming bank) and the underlying documentary requirements.
- Explain the concept of export credit insurance and its role in mitigating risks associated with non-payment in international trade (e.g., commercial risk, political risk).
- Identify different types of export credit insurance policies available (e.g., whole turnover, specific shipment) and the coverage they provide.
- Explain the role of banks in facilitating international trade finance transactions (e.g., issuing and confirming Letters of Credit, providing trade finance loans).
- Different trade finance products offered by banks and their suitability for various export scenarios.
- Identify key considerations when selecting a bank for trade finance services (e.g., expertise in specific markets, competitive rates, customer service).
- Importance of complying with trade finance regulations to ensure smooth transaction processing and avoid delays.

Practical Content:

- Identify various methods of payment in international trade for both buyers and sellers (e.g., cash in advance, letter of credit, documentary collection).
- Select the most appropriate payment method based on risk factors and trade practices.
- Identify key documents required for each payment method and understand their role in securing payment for exported goods.
- Select different types of Letters of Credit (LCs) commonly used in international trade (e.g., sight LC, documentary LC, irrevocable LC).
- Identify the roles and responsibilities of all parties involved in an LC transaction (exporter, importer, issuing bank, confirming bank).
- Simulate the preparation of an LC application and identify the documents required to comply with LC terms and conditions.
- Interpret the concept of export credit insurance and its benefits for exporters .
- Categorize different types of export credit insurance policies available and their coverage options.
- Identify and navigate relevant online resources and industry publications that provide information on different methods of payment and trade finance options.

Module No. 6: Resources for Exporters

Outcome: Identify and utilize resources to stay updated on international trade regulations and procedures.

Theory Content:

- Explain the importance of utilizing various resources available to support exporters in the Indian apparel sector.
- Identify key government agencies that provide support and resources for exporters in India (e.g., Ministry of Commerce, DGFT).
- Types of resources and information available through government websites and portals relevant to apparel exporters.
- The role of government schemes and incentives in promoting apparel exports.

- Explain the role of industry associations and trade bodies in supporting apparel exporters in India (e.g., Cotton Textiles Export Promotion Council, Apparel Export Promotion Council).
- Benefits of membership in industry associations, such as access to market research, training programs, networking opportunities, and trade promotion events.
- Different types of trade finance resources available to exporters (e.g., trade finance
- Importance of comparing services and rates offered by different trade finance providers (banks, insurance companies).

Practical Content:

- Access and navigate websites of relevant government agencies that support exporters (e.g., Ministry of Commerce, DGFT).
- Utilize online resources provided by government agencies to Research export policies, schemes, and incentives for the apparel sector.
- Find information on specific export procedures and documentation requirements.
- Access trade statistics and market research data relevant to apparel exports.
- Identify key industry associations and trade bodies relevant to the apparel export sector in India (e.g., Cotton Textiles Export Promotion Council, Apparel Export Promotion Council).
- Apply to become a member of relevant industry associations to gain access to additional benefits and support services.
- Utilize online resources provided by trade finance providers to: Obtain quotes and compare rates for various trade finance products (e.g., Letters of Credit, export credit insurance).
- Access information on eligibility criteria and application processes for trade finance products.

Module 7: OJT

Outcome: Work in real job situation with special emphasis on basic safety and hazards in this domain

Practical Content:

Assessor will check report prepared for this component of Practical training of the course and assess whether competency has been developed to work in the real job situation with special emphasis on basic safety and hazards in this domain. (The trainee is expected to undertake work in actual workplace under any supervisor / contractor for **60 Hours.**)

Module 8: Employability Skills (60 Hrs)**Key Learning Outcomes****Introduction to Employability Skills**

Duration: 1.5

Hours

After completing this programme, participants will be able to:

1. Discuss the Employability Skills required for jobs in various industries
2. List different learning and employability related GOI and private portals and their usage

Constitutional values - Citizenship

Duration: 1.5

Hours

3. Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen
4. Show how to practice different environmentally sustainable practices.

Becoming a Professional in the 21st Century

Duration: 2.5

Hours

5. Discuss importance of relevant 21st century skills.
6. Exhibit 21st century skills like Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life.
7. Describe the benefits of continuous learning.

Basic English Skills

Duration: 10

Hours

8. Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone
9. Read and interpret text written in basic English
10. Write a short note/paragraph / letter/e -mail using basic English

Career Development & Goal Setting

Duration: 2 Hours

11. Create a career development plan with well-defined short- and long-term goals

Communication Skills

Duration: 5 Hours

12. Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette.
13. Explain the importance of active listening for effective communication
14. Discuss the significance of working collaboratively with others in a team

Diversity & Inclusion

Duration: 2.5 Hours

15. Demonstrate how to behave, communicate, and conduct oneself appropriately with all genders and PwD
16. Discuss the significance of escalating sexual harassment issues as per POSH act.

Financial and Legal Literacy

Duration:5 Hours

17. Outline the importance of selecting the right financial institution, product, and service
18. Demonstrate how to carry out offline and online financial transactions, safely and securely
19. List the common components of salary and compute income, expenditure, taxes, investments etc.
20. Discuss the legal rights, laws, and aids

Essential Digital Skills

Duration: 10 Hours

21. Describe the role of digital technology in today's life
22. Demonstrate how to operate digital devices and use the associated applications and features, safely and securely
23. Discuss the significance of displaying responsible online behavior while browsing, using various social media platforms, e-mails, etc., safely and securely
24. Create sample word documents, excel sheets and presentations using basic features
25. utilize virtual collaboration tools to work effectively

Entrepreneurship

Duration: 7 Hours

26. Explain the types of entrepreneurship and enterprises
27. Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan
28. Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement
29. Create a sample business plan, for the selected business opportunity

Customer Service

Duration: 5 Hours

30. Describe the significance of analyzing different types and needs of customers
31. Explain the significance of identifying customer needs and responding to them in a professional manner.
32. Discuss the significance of maintaining hygiene and dressing appropriately

Getting Ready for apprenticeship & Jobs

Duration: 8 Hours

33. Create a professional Curriculum Vitae (CV)
34. Use various offline and online job search sources such as employment exchanges, recruitment agencies, and job portals respectively
35. Discuss the significance of maintaining hygiene and confidence during an interview
36. Perform a mock interview
37. List the steps for searching and registering for apprenticeship opportunities

Learning Outcome – Assessment Criteria

Module No.	Outcome	Assessment Criteria
1	Interpret the basics of international trade and the role of an Assistant Export Coordinator in the apparel sector.	<p>After completion of this module students will be able to:</p> <ul style="list-style-type: none"> 1.1 Interpret International Trade Terminology (e.g., export, import, customs duty, Incoterms, etc.) 1.2 Identify potential export markets for Indian apparel industry. 1.3 Apply for Importer-Exporter Code (IEC) online at DGFT website. 1.4 Apply for RCMC for Apparel Export Council (AEPC) e-RCMC. 1.5 Identify Demand for Indian apparel products in different region. 1.6 List out Import regulations and tariffs in different region. 1.7 Identify Competition from other apparel exporters. 1.8 Explore different career paths in apparel export (e.g., exporter, sourcing agent, freight forwarder, customs broker).
2	Interpret the various stages involved in the export process, from inquiry to shipment.	<p>After completion of this module students will be able to:</p> <ul style="list-style-type: none"> 2.1 Identify export incentives and schemes available for apparel exporters 2.2 Identify Restricted items or limitations on export of certain apparel products 2.3 Follow Procedures for obtaining export licenses 2.4 Select Harmonized System (HS) codes used for classifying goods in international trade. 2.5 Identify the appropriate HS code for assigned product using online resources or reference guides. 2.6 Identify export documentation required from given information Buyer and seller information, Product description and quantity, Incoterm used, Port of origin and destination 2.7 Prepare Commercial Invoice, Packing List, Bill of Lading, Air Waybill, Certificate of Origin etc. 2.8 Identify Steps involved in customs clearance for export shipments. 2.9 Identify Documentation required for customs clearance.
3	Prepare export documentation, including commercial invoices, packing lists, bills of lading, and certificates of origin.	<p>After completion of this module students will be able to:</p> <ul style="list-style-type: none"> 3.1 Utilize online resources and trade databases to research potential buyers for Indian apparel products in specific export markets. 3.2 Analyse factors to consider when selecting target markets for apparel exports (e.g., consumer preferences, import regulations, competition). 3.3 Develop basic buyer profiles outlining key characteristics of potential customers. 3.4 Identify and compare different sourcing options for apparel products based on export requirements (e.g., in-house production, subcontracting). 3.5 Develop a basic product specification sheet outlining key features of an apparel product for export.

Module No.	Outcome	Assessment Criteria
		<p>3.6 Conduct basic market research to understand consumer preferences and trends in a chosen export market for apparel.</p> <p>3.7 Perform pre-shipment inspection for ensuring product quality and meeting export requirements.</p> <p>3.8 Identify different types of pre-shipment inspections relevant to the apparel industry (e.g., safety, quality, labeling).</p> <p>3.9 Outline the process for selecting a pre-shipment inspection agency.</p> <p>3.10 Apply knowledge of export documentation (learned in Module 2) to prepare a complete set of documents for apparel export transaction.</p> <p>3.11 Identify and utilize relevant online resources or tools to facilitate customs clearance procedures.</p>
4	Calculate costs associated with exporting apparel goods.	<p>After completion of this module students will be able to:</p> <p>4.1 Identify and categorize all direct and indirect costs associated with exporting apparel goods (e.g., raw materials, labor, production overhead, transportation, insurance).</p> <p>4.2 Utilize costing templates or spreadsheets to calculate the Cost of Goods Sold for a specific apparel export scenario.</p> <p>4.3 Calculate different pricing options based on various strategies (e.g., cost-plus pricing, target pricing) for different export scenario.</p> <p>4.4 Develop a comprehensive quotation document outlining key details of the export offer (e.g., product description, price, payment terms, delivery timeframe, Incoterms).</p> <p>4.5 Tailor the quotation to address the specific requirements and inquiries received from a potential buyer.</p> <p>4.6 Effectively negotiate pricing and terms with a potential buyer based on understanding of costing and market dynamics.</p> <p>4.7 Identify and navigate relevant online resources and industry publications that provide costing data and market price trends for apparel products.</p> <p>4.8 Utilize costing tools and software (if applicable) to streamline cost calculations for export transactions.</p>
5	Interpret role of international trade finance in the export process.	<p>After completion of this module students will be able to:</p> <p>5.1 Identify various methods of payment in international trade for both buyers and sellers (e.g., cash in advance, letter of credit, documentary collection).</p> <p>5.2 Select the most appropriate payment method based on risk factors and trade practices.</p> <p>5.3 Identify key documents required for each payment method and understand their role in securing payment for exported goods.</p> <p>5.4 Select different types of Letters of Credit (LCs) commonly used in international trade (e.g., sight LC,</p>

Module No.	Outcome	Assessment Criteria
		<p>documentary LC, irrevocable LC).</p> <p>5.5 Identify the roles and responsibilities of all parties involved in an LC transaction (exporter, importer, issuing bank, confirming bank).</p> <p>5.6 Simulate the preparation of an LC application and identify the documents required to comply with LC terms and conditions.</p> <p>5.7 Interpret the concept of export credit insurance and its benefits for exporters (e.g., protection against buyer default, political risks).</p> <p>5.8 Categorize different types of export credit insurance policies available and their coverage options.</p> <p>5.9 Identify and navigate relevant online resources and industry publications that provide information on different methods of payment and trade finance options.</p>
6	Identify and utilize resources to stay updated on international trade regulations and procedures.	<p>After completion of this module students will be able to:</p> <p>6.1 Access and navigate websites of relevant government agencies that support exporters (e.g., Ministry of Commerce, DGFT).</p> <p>6.2 Utilize online resources provided by government agencies to Research export policies, schemes, and incentives for the apparel sector.</p> <p>6.3 Find information on specific export procedures and documentation requirements.</p> <p>6.4 Access trade statistics and market research data relevant to apparel exports.</p> <p>6.5 Identify key industry associations and trade bodies relevant to the apparel export sector in India (e.g., Cotton Textiles Export Promotion Council, Apparel Export Promotion Council).</p> <p>6.6 Apply to become a member of relevant industry associations to gain access to additional benefits and support services.</p> <p>6.7 Utilize online resources provided by trade finance providers to: Obtain quotes and compare rates for various trade finance products (e.g., Letters of Credit, export credit insurance).</p> <p>6.8 Access information on eligibility criteria and application processes for trade finance products.</p>
7	OJT	Work in real job situation with special emphasis on basic safety and hazards in this domain (OJT).
8	Employability Skill	As per guided curriculum

List of Tools, Equipment & materials needed for 30 Trainees (Practical)

S. No.	Description of Tools and Equipment	Quantity
1.	Computers (1 per 5 students for computerized machine training)	6 Units
2.	Projectors and Screens for Presentations	1 Unit
3.	Audio Systems (Microphones, speakers)	As required
4.	Internet connection	As required

S. No.	Description of Classroom Furniture	Quantity
1.	White Board	1 no.
2.	Table	1 no.
3.	Chair	31 no.
4.	Bench	8 no.

S. No.	Description of Miscellaneous items	Quantity
1.	First Aid Kit	As required
2.	Trash Bins	2 units

Marks Distribution

Outcome	Outcome Code	Total Th marks	Total Pr marks	Total OJT marks
Interpret the basics of international trade and the role of an Export Coordinator in the apparel sector.	APL/0320/OC1	20	70	0
Interpret the various stages involved in the export process, from inquiry to shipment.	APL/0320/OC2	40	140	0
Prepare export documentation, including commercial invoices, packing lists, bills of lading and certificates of origin.	APL/0320/OC3	30	170	0
Calculate costs associated with exporting apparel goods.	APL/0320/OC4	20	70	0
Interpret role of international trade finance in the export process.	APL/0320/OC5	20	130	0
Identify and utilize resources to stay updated on international trade regulations and procedures.	APL/0320/OC6	20	70	0
Work in real job situation with special emphasis on basic safety and hazards in this domain (OJT).	APL/0320/OC7	0	0	150
Employability Skills – 60 Hrs	DGT/VSQ/N0102	50	0	0